



HUSTON-TILLOTSON UNIVERSITY

INAUGURAL ACTIVITIES FOR MELVA K. WILLIAMS, PH.D.
SEVENTH PRESIDENT & CEO

Sunday, March 19 – Sunday, March 26, 2023

Advancing HT From First to Foremost:
An Unprecedented Era of Golden Opportunities

SPONSORSHIP OPPORTUNITIES





HOW YOUR INFLUENCE CAN MAKE A DIFFERENCE

Dr. Melva K. Williams was appointed **Seventh President & Chief Executive Officer**, of **Huston-Tillotson University** effective **August 15, 2022**. She brings to **Huston-Tillotson University** her vast higher education experience as an innovative scholar in positions as chief of staff, vice chancellor and associate dean, managing multiple aspects of student affairs and enrollment management, ranging from athletics to recruitment.

The week-long inauguration celebration launches her HT tenure that has already made an impact on the Central Texas market. Committed to moving **Huston-Tillotson University** from being **Austin's** first institution of higher learning to becoming its foremost **University**, **Dr. Williams** vows that "**Huston-Tillotson University** will no longer be the quiet school in downtown **Austin**"

ABOUT HUSTON-TILLOTSON UNIVERSITY

Huston-Tillotson University, the oldest institution of learning in Austin, Texas, has roots dating back to 1875. HT is an independent, church-related, historically black, four-year liberal arts institution located on a 23-acre tree-lined campus near downtown in East Austin. Huston-Tillotson University's mission is to nurture a legacy of leadership and excellence in education, connecting knowledge, power, passion, and values. The University offers associate and master's degrees in addition to Bachelor of Arts and Bachelor of Science degrees in more than 19 areas of study. Explore HT online here, www.htu.edu.

BOARD OF TRUSTEES

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Chair
Austin, Texas

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Vice Chair
Spring, Texas

Mr. Harold E. Peterson
Secretary
Austin, Texas

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Mr. Cal Varner
Manchaca, Texas

Dr. Melva K. Williams
Ex-Officio
Austin, Texas

CALENDAR OF EVENTS

Sunday, March 19, 2023

WORSHIP SERVICE (LIVE-STREAMING)

8 am CST

Location: King-Seabrook Chapel

Huston-Tillotson University

Monday, March 20 and Tuesday, March 21, 2023

ACADEMIC EVENTS AND SYMPOSIA

Location: King-Seabrook Chapel

Huston-Tillotson University

Wednesday, March 22, 2023

ACADEMIC EVENTS AND SYMPOSIA

Women's Month Celebration

Location: King-Seabrook Chapel

Huston-Tillotson University

Thursday, March 23, 2023

HT STUDENT DAY

Location: Davage-Durden Student Union

Huston-Tillotson University

"HOMECOMING" STYLE HOSPITALITY SUITE

Attire: Wear your favorite HBCU or Greek gear (www.htfanshop.com)

Friday, March 24, 2023

INVESTITURE

10 am

Location: Greater Mt. Zion Baptist Church

4301 Tannehill Lane
Austin, TX 78721

Friday, March 24, 2023 cont.

BOOTS AND BLING FUNDRAISER:

A ROAST, BOAST, AND TOAST OF

DR. MELVA K. WILLIAMS

6 pm

Location: To be announced

***Attire:** Boots on the bottom and bling on the top

Saturday, March 25, 2023

CAMPUS TOURS & BLACK BUSINESS EXPO

Location: Davage-Durden Student Union

Huston-Tillotson University

THE PRESIDENT'S INAUGURAL SCHOLARSHIP GALA

7 pm

Location: JW Marriott Austin

110 E 2nd Street
Austin, TX 78701

Give to HT: www.htu.edu/ht-inauguration

Attire: Formal

Sunday, March 26, 2023

GOSPEL CONCERT

4 pm

Location: To be announced

LEVELS OF GIVING

YOUR SUPPORT CAN MAKE A DIFFERENCE BY BECOMING A SPONSOR

GOLDEN LEVEL AT \$100,000

- Recognition in all event printed programs, and at appropriate times during all events. (Please refer to schedule of events on previous page.)
- Use of name and company logo on HT website, programs, and media announcements (print, digital, and social media sites)
- Full page tribute (using company logo) in Investiture and Gala programs
- Reserved parking and seating at all Campus Programs
- VIP seating (for 10) and reserved parking for sponsor at Investiture Program, reserved table for ten (10) at the Boots and Bling (Friday event) and two of 10 each at the (Saturday) Inaugural Gala events
- Additional benefits include three (3) nights hotel lodging (or two suites and one room) at the host hotel; name and/or logo on table signage; floor banners; and, where applicable, on backdrops.

FIRST AND FOREMOST LEVEL AT \$50,000

- VIP mention and use of name and company logo (if applicable) in all event printed programs, on website, and in media (both print and digital) (Please refer to schedule of events on previous page.)
- Half page tribute (using company logo) in Investiture, Boots and Bling and donor-selected campus programs (see schedule on previous page)
- Reserved parking and VIP seating (for at the Investiture Programs)
- VIP seating at Investiture Program, reserved table for eight (8) at the Boots and Bling (Friday event) and at the (Saturday) Inaugural Gala events
- Additional amenities include two (2) nights lodging at the host hotel; name and/or logo on table signage and on floor banners, where applicable

STAKEHOLDER LEVEL AT \$25,000

- VIP mention and use of name in marketing or promotions of all campus-based programs, the Sunday Gospel Concert and on website, and in media (both print and digital) announcements (Please refer to schedule of events on previous page.)
- Name in Investiture and sponsorship-listing in the Sunday Gospel Concert Program
- Parking for donor and VIP seating for five at the Investiture Program
- Reserved seating for ten (10) at the (Saturday) Inaugural Gala event
- Additional Reserved benefits include two (2) nights lodging (Friday and Saturday) hotel room at the host hotel; name and/or logo on table signage and on floor banners, where applicable

LEVELS OF GIVING

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VISIONARY LEVEL AT \$15,000

- Donor-Sponsored Naming Opportunity (floor banners and table signage) (Options include the J W Marriott Hospitality Suite, and any of the Campus Events—Tuesday or Wednesday Symposia, HT Student Day, Black Business Expo)
- VIP seating at the above mentioned events
- Table signage and reserved seating at the J W Marriott Hospitality Suite
- Reserved seating for eight (8) at the Boots and Bling event
- Social media recognition via real-time media posts in real time
- One night complimentary lodging (one room) at the host hotel

INFLUENCER LEVEL AT \$5,000

- Social media recognition via media posts in real time
- Name and/or company logo in digital posts on College's Facebook, Instagram or other social media sites
- One night lodging at the host hotel
- Name and/or company logo on banner signage at selected events
- Permission for influencers to post real-time events on Instagram and Facebook. (Influencers are asked to register their social media handles for all platforms being used with the Office of Institutional Advancement)



SPONSORSHIP APPLICATION

SPONSORSHIP LEVELS

- \$100,000 Golden Level**
- \$50,000 First and Foremost Level**
- \$25,000 Stakeholder Level**
- \$15,000 Visionary Level**
- \$5,000 Influencer Level**
- \$ _____ I am unable to attend, but please accept my donation.

TOTAL _____

PROGRAM BOOK ADVERTISING FORM

Ad Sizes and Specifications

- \$125/Full-Page** color *(for all major sponsors)*
- \$60/Half-Page** color
- \$25/Business Card** color



Full Page
5"W x 8"H



Half Page
2.5"W x 4"H



Business Card
3.5"W x 2"H

NAME _____

TITLE _____

COMPANY _____

ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

PHONE _____ E-MAIL _____

CHECK ENCLOSED (Make checks payable to Huston-Tillotson University and mail to: 900 Chicon Street Austin, TX 78702-2795)

CREDIT CARD VISA MASTERCARD DISCOVER AMERICAN EXPRESS

Pay online at <https://htu.edu/ht-inauguration>

Complete the form below or make online individual and corporate payments at <https://htu.edu/ht-inauguration>

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

PLEASE INVOICE US FOR THE AMOUNT DUE: \$ _____ *(ALL PAYMENTS DUE BY MARCH 13, 2023)*

ALL CONTRIBUTIONS ARE TAX-DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY LAW.

PAY ONLINE AT
[HTTPS://HTU.EDU/HT-INAUGURATION](https://htu.edu/ht-inauguration)

MAIL RESPONSE FORM AND
MAKE CHECKS PAYABLE TO:
Huston-Tillotson University

Attn: Linda Y. Jackson
Vice President for Institutional Advancement
900 Chicon Street
Austin, Texas 78702-2795
512.505.3006

JW MARRIOTT:

Parking available in the hotel
or public lots near the hotel.
Valet based upon availability.

TABLE GUESTS (10): Submit guest names by March 13, 2023
