



Concordia University Chicago

# Maroon and Gold Sponsorship Opportunities



*The Maroon and Gold celebration is an annual tradition formed to bring together the Concordia-Chicago community to celebrate achievements and raise funds for scholarships.*



Saturday, September 26, 2020

Virtual Event at

[CUChicago.edu/MG2020](https://CUChicago.edu/MG2020)



*Presented by the*



CONCORDIA UNIVERSITY CHICAGO  
ALUMNI ASSOCIATION

*Photos from 2019 in-person event.*



## *Concordia University Chicago: Celebrating together for student scholarships*

Concordia University Chicago's fourth annual Maroon and Gold celebration will be Saturday, September 26, 2020. This online event, to include awards and entertainment, will virtually bring together alumni, students, faculty, staff, and friends to celebrate and sustain scholars.

The evening recognizes achievements and gives thanks for those who have made significant contributions to the University and beyond. Awards to be given include the *Spiritus Christi* and *Distinguished Alumni Awards*. Additional information can be found at [CUChicago.edu/MG2020](http://CUChicago.edu/MG2020).

The Maroon and Gold celebration is our signature event to celebrate how far we have come. Our history reaches back more than 155 years, and our future will extend much longer, fueled by your commitment to education, innovation and service. ***Please join us as a sponsor of this special celebration.***

Please contact:

Curtis Allen

Corporate Gift Officer

708-209-3074

[Curtis.Allen@CUChicago.edu](mailto:Curtis.Allen@CUChicago.edu)

### *2020 Distinguished Awardees*



**Marva  
(Gersmehl) Dawn**  
BA '70  
Spiritus Christi



**Donald Christian**  
BA '81  
Distinguished  
Alumni,  
Undergraduate



**Theresa Straub**  
MA '07  
Distinguished  
Alumni,  
Graduate

# *Maroon and Gold 2020 Sponsorship Opportunities*

All 2020 sponsors will receive exposure to an expected 500 online viewers as well as thanks in an upcoming digital edition of *The Forester* magazine distributed to more than 22,000 email subscribers.

## **Presenting Sponsor – \$25,000**

### *One Available*

- Name/Logo recognition on event website as the “Presenting Sponsor”
- Opportunity to broadcast :30 sec ad (provided by sponsor) during pre-or post-event live stream
- Welcome and introduction as the “Presenting Sponsor” during event live stream and archived recording
- Name/Logo during sponsor recognition portion of event livestream and archived recording
- On screen announcement of thanks during event live stream and archived recording
- Full-screen ad during event live stream and archived recording
- Name/Logo recognition on event social media
- Recognition in event promotion videos and on printed invitation as “Presenting Sponsor” (*as print/production schedule allows*)

## **Gold Sponsor – \$10,000**

### *Three Available*

- Name/Logo recognition on event website as a “Gold Sponsor”
- Opportunity to broadcast :15 sec ad (provided by sponsor) during pre-or post-event live stream
- On screen announcement as a “Gold Sponsor” during event live stream and archived recording
- Name/Logo during sponsor recognition portion of event livestream and archived recording
- Full-screen ad during event live stream and archived recording
- Name/Logo recognition on social media

## **Maroon Sponsor – \$5,000**

### *Multiple Available*

- Name/Logo recognition on event website as a “Maroon Sponsor”
- Name/Logo during sponsor recognition portion of event livestream and archived recording
- Full-screen ad during event live stream and archived recording
- Name/Logo recognition on social media

## **Cougar Sponsor – \$2,500**

### *Multiple Available*

- Name/Logo recognition on event website as a “Cougar Sponsor”
- Name/Logo during sponsor recognition portion of event livestream and archived recording
- Name/Logo recognition on social media

## **Other Opportunities**

### **In-Kind Sponsor**

#### *Multiple Available*

- Benefits match to levels listed above for in-kind donations of corresponding value

### **Virtual Table Patron - \$1,000**

#### *Multiple Available*

This donation of a virtual table is a gift to fund urgently needed CUC student scholarships.

- Name recognition on event website as a “Table Patron”



## OUR MISSION

Steadfast in Jesus Christ as revealed in the Holy Scriptures, Concordia University Chicago promotes academic rigor in its liberal arts and professional programs; grounds students in objective truth, integrity, and excellence; and practices faithfulness to the Confessional teachings of the Lutheran Church—Missouri Synod, as it forms students for vocations in church, family, and the world.

### *FAQ's about Concordia University Chicago*

- Located in River Forest, Illinois founded in 1864
- More than 6,200 Undergraduate and Graduate students
- 100+ areas of study
- *US News World* Report Ranking
- Hispanic Serving Institution
- NCAA Division III Athletic Teams
- 100% of undergraduate students receive financial aid

7400 Augusta Street  
River Forest, Illinois 60305

866-448-3867  
[Foundation@CUChicago.edu](mailto:Foundation@CUChicago.edu)  
[CUChicago.edu/MG2020](http://CUChicago.edu/MG2020)

*July 2020*

#### **Alumni Association Board**

Joel Zielke BA '05, Chair  
Andrea Anderson BA '79  
Scott Bottjen MBA '17  
Paige Craig BA '99, MBA '14  
David Dwyer BA '11, MBA '12  
Paul Enderle BA '93, MA '98, PhD '14  
Jan Fisher BA '76, T75 '06  
Matthew T. Frick BA '07  
Andrea (Simpson) Lohman BA '82  
Maritza Medrano BA '10, MBA '13  
Paula (Eckert) Wegner BA '68





2020 Maroon and Gold  
Sponsorship Commitment Form

Organization Name

Contact Name

Address

City/State/Zip Code

(\_\_\_\_-\_\_\_\_-\_\_\_\_)

Phone Number Cell ☐ Office ☐ (check one)

E-Mail Address

Sponsorship Opportunities:

\_\_\_\_ Presenting Sponsor \$25,000  
(One available)

\_\_\_\_ Gold Sponsor \$10,000  
(Three available)

\_\_\_\_ Maroon Sponsor \$5,000  
(Multiple available)

\_\_\_\_ Cougar Sponsor \$2,500  
(Multiple available)

\_\_\_\_ Virtual Table Sponsor \$1,000  
(Multiple available)

One-Time Gift to 2020 Maroon and Gold:

\_\_\_\_ We are unable to participate as a sponsor, please accept our gift of \$\_\_\_\_\_.

- ☐ **Check enclosed to: Concordia University Chicago**  
Mail to: Concordia University Chicago Foundation  
Attn: Curtis Allen, Corporate Relations Associate  
7400 Augusta Street, River Forest IL, 60305-1499

- ☐ **Multi-Month Contribution**  
We would like to fulfill our sponsorship  
via a recurring monthly gift of \$\_\_\_\_\_.

- ☐ **Visit our website and give securely online**  
CUChicago.edu/MG2020

- ☐ **Call us and give by phone**  
+1 708-209-3074

- Corporate Logo**  
☐ Company logo used in 2019 is  
approved to use again  
☐ Please see attached logo to use this  
year (300 dpi, jpg)

\$

Total Amount

Signature

Date

**Thank you for your sponsorship** and commitment to enhancing Concordia University Chicago's educational experience. Your sponsorship ensures more than 6,200 students continue to receive access to a high-quality, university education.