Dear Friend of Texas Southern,

Texas Southern University was a springboard for more than 65 football players to leap into the National Football League (NFL). Legends such as Winston Hill (New York Jets), Kenny Burrough (Houston Oilers), Lloyd Mumphord (the undefeated 1972 Super Bowl Champion Miami Dolphins, Pro Football Hall of Famer Michael Strahan (Super Bowl Champion New York Giants) and Tray Walker (Baltimore Ravens 2015 Draft Pick) are just some of the athletes who have called TSU home and advanced to the NFL.

We will honor our alumni with Tigers in the NFL – A First and Goal Celebration at 6:30 p.m., on Friday, October 23, 2015, as part of Homecoming Weekend. The two-day tribute will include an honor celebration, parade and recognition during the Homecoming football game at BBVA Compass Stadium between rival ‘cats’ – the Mighty TSU Tigers vs. the Southern Jaguars.

Your support for this once-in-a-lifetime event will place your brand in front of 10,000 TSU students and 30,000 alumni, friends and supporters. Also, your participation will make it possible for Texas Southern to continue its effort into becoming a pre-eminent, comprehensive metropolitan university. Proceeds from this celebration will support our student success projects and scholarships. Come celebrate with us while supporting quality education for TSU students by becoming a sponsor for Tigers in the NFL – A First and Goal Celebration.

We are offering a range of underwriting opportunities:

- Touchdown - $50,000 level
- Field Goal - $25,000 level
- First and Goal - $15,000 level
- First Down Sponsor - $10,000 level
- Kickoff Sponsor - $5,000 level

The benefits of each sponsorship tier is outlined below and in the sponsorship packet. We hope that you will honor us with your presence at this exciting event. Your involvement will help TSU continue to advance the mission of our dynamic institution and have a positive impact on the lives of our students.

On behalf of the entire Texas Southern University community, thank you for considering this invitation to become a major sponsor and thanks for caring. Please contact the Office of Marketing and Communications for more information or a customized package. We can be reached by contacting Eva Pickens at (713) 313-4205 or pickensek@tsu.edu.

Sincerely,

John M. Rudley, President
TIGERS IN THE NFL – A FIRST AND GOAL CELEBRATION

Sponsorship Packages

Touchdown - $50,000
- Two Goalpost tables for 10
- 20 invitations to private Honorees Reception
- Photo opportunity with Honorees
- Logo placement on event backdrop signage
- Company logo in all event marketing and promotional materials
- Full page ad in souvenir publication
- Sponsor listing in souvenir publication
- Recognition on KTSU Radio station
- Listing in TSU’s Annual Report

Field Goal - $25,000
- One Big Kick table for 10
- Ten invitations to private Honorees Reception
- Logo placement on event backdrop signage
- Company logo in all event marketing and promotional materials
- 1/2 page recognition in souvenir publication
- Sponsor listing in souvenir publication
- Recognition on KTSU Radio station
- Listing in TSU’s Annual Report

First and Goal Sponsor ($15,000)
- One Game Ball table for 10
- Ten invitations to private Honorees Reception
- Logo placement on event backdrop signage
- Company logo in all event marketing and promotional materials
- 1/4 page recognition in souvenir publication
- Sponsor listing in souvenir publication
- Recognition on KTSU Radio station
- Listing in TSU’s Annual Report

First Down - $10,000
- One Record Holder table for 10
- Ten invitations to private Honorees Reception
- Sponsor listing in souvenir publication
- Listing in TSU’s Annual Report

Kickoff - $5,000
- One Big Fan table for 10
- Sponsor listing in souvenir

Maroon Zone - Tiger Fans - $250
- Ticket to event