

American Association  
of Blacks in Energy  
TENNESSEE CHAPTER



Sponsorship Package



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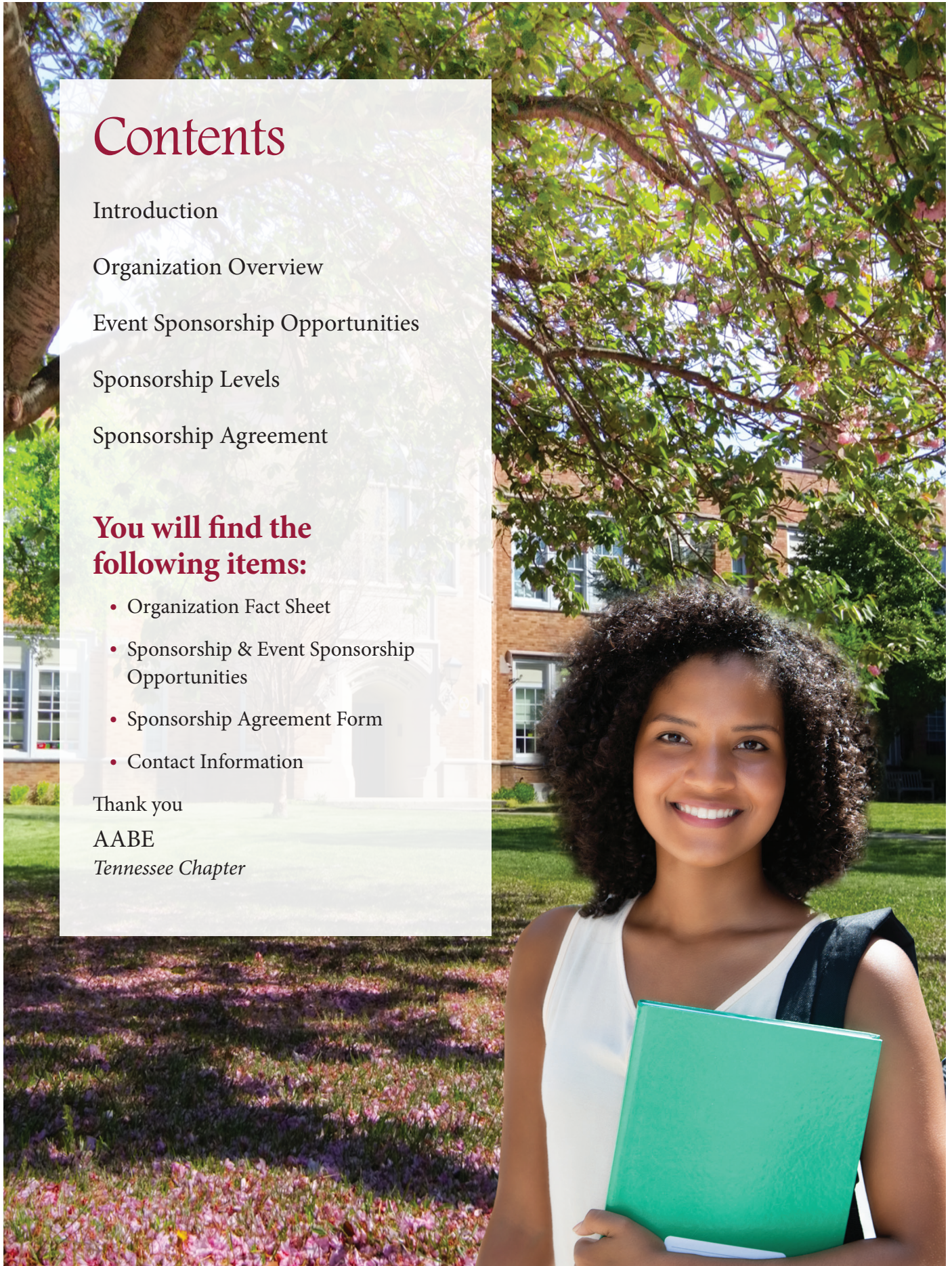
## **You will find the following items:**

- Organization Fact Sheet
- Sponsorship & Event Sponsorship Opportunities
- Sponsorship Agreement Form
- Contact Information

Thank you

AABE

*Tennessee Chapter*





# Introduction

Thank you, for considering sponsorship of the American Association of Blacks in Energy program or sponsoring one of our many community events.

## **The Memphis Chapter is a 501 (c)(3) organization, whose work includes:**

- ✳ Providing scholarships to high school seniors that are interested in pursuing a career in the STEM and energy-related industries.
- ✳ Providing speakers and STEM and energy-related educational forums to the community.
- ✳ Serving as a resource to public policy leaders, and others, as it relates to STEM and energy-related matters.

## **There are several ways to support the organization:**

- Sponsor an event
- Donate money to become a sustaining partner
- Donate in-kind services to the organization

## **Sponsor an event:**

- Donate money to become an event sponsor
- Donate products or services for an event
- Provide volunteer support at an event



## **Other ways?**

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you may have.

Please take a few minutes and review the material contained in this sponsorship package.

# Overview of the American Association of Blacks in Energy

## **Membership:**

The organization's membership consists of technical, professional, STEM and energy-related professional from the West TN area. Including companies such as Memphis Light, Gas and Water, Valero Oil Refinery and Dyson Engineering, MMBC.

## **Mission:**

Encourage under-represented youth to pursue careers in STEM and energy-related fields.  
To provide scholarships and other financial assistance to college students.

## **Vision:**

Successfully implement innovative programs and activities that educate the Memphis communities on key principles of STEM and energy industry issues.

## **Major Organization Activities:**

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### **Black History Essay Contest/Luncheon –**

Enables elementary students to present essays relating to STEM fields.

### **Energy Awareness Month –**

Features information on diversity in energy.

### **Academic Scholarships/Reception –**

Awards scholarships to minority students.

### **Energy Matters Forum –**

Focuses on educating students, adults and non-graduates in an education to jobs readiness program.

### **Scholarship Golf Tournament –**

Raises funds for scholarships.

# Event Sponsorship Opportunities

## Our Events

AABE organizes many community events to (1) encourage participation and awareness of STEM and energy related professions and issues; and (2) to fund the activities of the organization.

Our events can only take place with the strong participation and support of our sponsors.

## Black Energy Awareness Month (BEAM) Event

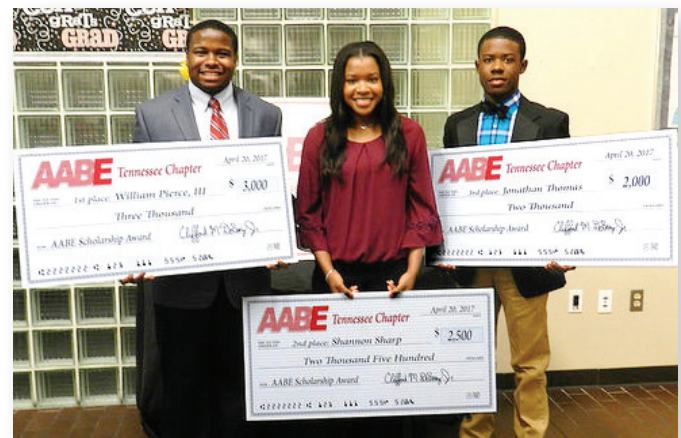
Held at the University of Memphis with 250 students in attendance. BEAM Events are one-day sessions where speakers present topics related to STEM and energy-related issues to minority high school students.

## Black History Essay Contest/Luncheon

Partners with the Memphis Light, Gas and Water Weekend Academy to educate 35 students. Black History Essay contest and luncheon for minority middle school students. An event designed to offer education and raise awareness to the community on STEM and energy-related issues.

## Academic Scholarships/Reception

Exposes three to five scholarship recipients and 20 promising high school seniors to an evening of fun, elegance and education. Scholarships are awarded to economically disadvantaged high school seniors who are interested in pursuing a career in STEM or energy-related professions. A reception is held to celebrate the academic scholarships recipients. Parents are invited and careers in energy-related fields are discussed. AABE members discuss college life, internships, and share the importance of staying focus and achieving good grades while attending college.



## Energy Matters Forum

Develops partnerships with energy and STEM professionals to foster economic and community change in an effort to attract 50+ mature adult students interested in completing their education. A one-day forum to educate the community on programs to assist students, adults and non-graduates on completing their education to obtain Job Readiness Skills for current workforce expectations and On-the-Job (OJT) training.

## Scholarship Golf Tournament

Annually, attracts 140 golfers supporting educational and scholarship efforts of the organization. A well-attended golf outing that raises funds to support the academic scholarship program.

### Event Sponsorship Will Receive

- Sponsor's Name/Company name and logo recognition on event brochures and press releases
- Sponsor's Name/Company name displayed on banners during AABE events (supplied by sponsor)
- Sponsor's Name/Company name displayed on AABE website AABETN@gmail.com
- Sponsor's Name/Company name printed on event giveaways
- A banner ad on event web page with a link to the sponsor's website
- Possible naming rights to events (i.e. The "John Doe Company Reception")

### Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

### In-Kind donations

We also accept product donations. Your team will maintain a strong presence throughout the event that you decide to support. We can also setup product booths for the donated merchandise.

Charity Golf Tournament Levels	Scholarship Gala Levels
<b>Platinum Sponsor: \$10,000</b> Recognized as a sponsor as well as receive recognition at awards ceremony. Product placement in goodie bags. Recognized on banner signage (sponsor provided). Listing in sponsor brochure as "premier" sponsor. Receive (4) four-member team entries in golf tournament and (16) complimentary lunches.	<b>Title Sponsor: \$10,000</b> Preferred seating with 10 VIP tickets at Gala and closing Social Event. Company recognition on AABE website. Full page recognition in event program. Logo link on event page to your website, on banners, local publicity efforts and event day signage. Introduction during awards program. Exhibit space for display/promotion at Gala and all AABE functions.
<b>Diamond Sponsor: \$7,500</b> Receive recognition at awards ceremony. Product placement in goodie bags. Recognized on banner signage (sponsor provided). Listing in sponsor brochure as "diamond" sponsor. (3) four-member team entries in golf tournament and (12) complimentary lunches. Super ticket for each golfer which includes mulligan and drink tickets limit (3).	<b>Changing Lives: \$7,500 Presenting Sponsor</b> Preferred seating with 10 VIP tickets at Gala and After Party. Company recognition on AABE website. Full page recognition in event program. Logo on banners, local publicity efforts and event day signage.

Charity Golf Tournament Levels	Scholarship Gala Levels
<p><b>Gold Sponsor: \$5,000</b></p> <p>Receive recognition at awards ceremony. Product placement in goodie bags. Recognized on banner signage (sponsor provided). Listing in sponsor brochure as “gold” sponsor. (2) four-member team entries in golf tournament and (8) complimentary lunches. Super ticket for each golfer which includes mulligan and drink tickets limit (3).</p>	<p><b>Building Community: \$5,000 Supporting Sponsor</b></p> <p>Preferred seating with 8 VIP tickets at Gala and After Party. Company recognition on AABE website. Half page recognition in event program. Logo on banners and event day signage.</p>
<p><b>Double Eagle Sponsor: \$3,000</b></p> <p>Recognition at awards ceremony. Product placement in goodie bags. Recognized on banner signage (sponsor provided). Listing in sponsor brochure as “eagle” sponsor. (1) four-member team entry in golf tournament and (4) complimentary lunches. Super ticket for each golfer which includes mulligan and drink tickets limit (3).</p>	<p><b>Hope &amp; Inspiration: \$3,000 Sponsor</b></p> <p>Preferred seating with 6 VIP tickets at Gala and After Party. Company recognition on AABE website. Recognition in event program.</p>
<p><b>Eagle Sponsor: \$2,000</b></p> <p>Recognition at awards ceremony. Product placement in goodie bags. Recognized on banner signage (sponsor provided). Listing in sponsor brochure as “eagle” sponsor. (1) four-member team entry in golf tournament. Super ticket for each golfer which includes mulligan and drink tickets limit (3).</p>	<p><b>Caring Hearts: \$2,000 Sponsor</b></p> <p>Preferred seating with 6 VIP tickets at Gala and After Party. Company recognition on AABE website. Recognition in event program.</p>
<p><b>Birdie Sponsor: \$500</b></p> <p>Receive recognition at awards ceremony. Listing in sponsor brochure as “birdie” sponsor. (1) four-member team entry in the golf tournament.</p>	<p><b>Helping Hands: \$500 Sponsor</b></p> <p>Preferred seating with 6 VIP tickets at Gala and After Party. Company recognition on AABE website. Recognition in event program.</p>



## 2017 Scholarship Golf Tournament



## 2018 Energy Matters Forum



## 2017 Black Energy Awareness Month (BEAM) Event



### For More Information:

Barbara R. Martin, *President*  
brmartin@mlgw.org

Darren Sharp, *Vice President*  
dsharp@mlgw.org

Patricia A. Cook, *Secretary*  
pcook@mlgw.org

AABETN@gmail.com

### Did we miss something?

Did we miss something? We are open to creative ideas. If you have a sponsorship idea for an event or would like us to help in planning or support an event for your organization please contact us.