2015 Sponsorship
Underwriting Opportunities
What does it mean to be “Extraordinary”? There are people who wake up every morning knowing they matter, knowing they make the world a better place, knowing they’re needed, that they add joy and happiness to a few more hearts on the planet.

There are people who give all of themselves to make an extraordinary difference. Others give more modestly, but also profoundly. They give from their hearts, out of compassion and a deep seeded desire to make a difference.

For some, it is freely sharing their time, means, talents and energy. For others, it’s going out of their way to bless, lift and serve. It’s stopping to help push a car or volunteering with a favorite charity or working for a worthy cause or visiting shut-ins and comforting those who mourn, feeding the hungry and looking for opportunities to do good continually.

At Concordia University Irvine, we teach our students to live and lead extraordinary lives. Our goal is to prepare them to head into the world to make a difference, to impact the lives of others and to be a shining example of a Christ-centered life. But we can’t do it alone…we need the support of individuals and organizations like you to transform the ordinary into something extraordinary.

The following is an overview of an extraordinary opportunity for you to do just that at the 2015 Concordia Gala of Stars!
Overview

Since 1976 Concordia University Irvine (CUI) has empowered our students through the liberal arts and professional studies for lives of learning, service and leadership. Our focus is not merely on programs, but on the outcome of graduates who are well-formed and well-informed, ready to assume their position in society as wise, honorable and cultivated citizens.

For the past 14 years, the Gala of Stars has provided support to one of the most critical areas of need here at Concordia… student scholarships. Today, over 90% of our undergraduate students receive some form of financial aid. That level of support wouldn’t be possible without the generous commitments our donors and corporate partners make to the university on an annual basis.

Together, we can prepare our students to make a difference in the world. We can prepare them to have an impact on future generations just as we are asking you to do today.
Gala Snapshot

WHEN: Saturday, May 9th, 2015

WHERE: Concordia University Irvine Arena

WHO: 500+ friends and supporters of Concordia University Irvine & Christian higher education from across Southern California.

HIGHLIGHTS: A black-tie affair including live & silent auctions, gourmet dining, presentation of the Concordia Lifetime Achievement Award, a musical extravaganza and much more.

GOAL: To support the critical mission of student aid across the campus. Our goal this year…is to raise $600,000.

Sometimes the most ordinary things could be made Extraordinary simply by doing them with the right people. —Elizabeth Green
Your Support Makes a Difference

Student debt is one of the largest challenges facing college students today. Across the country, their debt has risen by 6% year over year and seniors will graduate with a national average of $30,000 in loans.

Our goal at Concordia University Irvine is to ease that burden on our students as much as possible. In 2014, over 90% of our undergraduate students received some form of financial aid while the university provided $16,914,316 in direct funding to tuition-based programs. To do this, we rely on the support of gracious donors and corporate partners such as yourself. Through events like the Gala of Stars, together we can help our students focus on their future and the impact they will have on society and less on what it will cost them to do so.

Concordia University Irvine provides financial aid to over 90% of our undergraduate students!
In addition to helping ease the financial burden our students face, sponsors of the Gala receive a wide array of benefits to showcase your support for Concordia and higher education. Our goal is to design a customized platform that addresses your unique goals of partnering with the University and supporting the next generation of young Christian adults here in Southern California.
The Gala of Stars at Concordia University offers a variety of ways to connect you with our audience and showcase your support for Christian higher education here in Southern California.

Sponsorship platforms include, but are not limited to –

• Live & Silent Auctions
• A Black Tie Dinner
• Live Entertainment
• The Lifetime Achievement Award
• VIP Reception

The following pages are designed to provide you with a snapshot of specific sponsorship opportunities at this year’s Gala.
Silent Auction

The Gala of Stars kicks off each year with a fun-filled silent auction that features premium items donated from individuals and companies from across Orange County. It’s a great way for you and your organization to get in front of our audience.

Live Auction & Dinner

As the evening progresses, guests of the Gala join one another for a truly amazing meal and participate in an exhilarating live auction that raises a significant portion of the night’s funding.

As a sponsor of either the dinner or live auction, your organization will take center stage with a variety of benefits that will showcase your support for Christian higher education here in Orange County.
The Concordia Lifetime Achievement Award is presented annually to someone who has demonstrated a long-standing commitment to their faith, to their work and has made a significant difference in the lives of others.

As the presenting sponsor of this year’s award, you and your organization will have access to a variety of benefits including but not limited to –

- Company name included in the title of the award
- Speaking opportunities
- VIP seating
- Invitations to an exclusive meet-n-greet reception

Previous Lifetime Achievement Award Recipients Have Included:

Louis Zamporini (Olympian and WWII Hero)  Bart Starr (Green Bay Packers)
Pat Boone (Singer, Actor)  Dean Jones (Actor)
Art Linkletter (Actor)  Gavin McLeod (Actor)
Rhonda Fleming (Actress)
As the lights go down...

Our stars truly begin to shine!

The Gala of Stars provides our audience with an amazing evening of entertainment. Featuring some of the University’s brightest stars, a sponsorship of the night’s performances will put you and your organization center stage!

Sponsorship Benefits Include -

- Opportunity to introduce individual or group performances
- Onstage branding
- VIP seating
- Meet-N-Greet opportunities
- Dedicated advertising in the Gala program
Table Sponsorships

A table sponsorship at the Gala of Stars is an ideal way to showcase your support for Concordia’s mission while hosting friends, family, colleagues or clients.

Your sponsorship will include –

• Reserved table location within the first 4 rows
• Seating for ten guests
• Invitations to a pre-dinner VIP reception
• Premium wine selections
• Valet parking
• Recognition or ad placement in the Gala program

Sponsored tables and their placement are available on a first come, first served basis.
**Sponsorship Levels**

**Presenting Level Sponsor - $25,000**  
*(This level reserved for one organization or individual)*

**Benefits**

- Name in title rights (i.e., Concordia University’s Gala of Stars Presented by “Your Co. Name”)
- Name and/or logo included in all available promotions for the event (Tier I), including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Inclusion in University press releases surrounding the event
- Name and/or logo inclusion on all onsite event signage and collateral, including but not limited to:
  - Signage, program book, banners and onstage elements
- One full-page / 4-color ad in the program book (Premium position - inside cover or back cover)
- Opportunity for a company representative to make introductory remarks at the beginning of the Gala
- A dedicated :30 second commercial spot to run at the beginning of the Gala
- A student scholarship endowment created in your company’s name
- VIP benefits including –
  - Valet or reserved VIP Parking, front row table for ten guests, ten invitations to the pre-dinner VIP reception
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia President’s Club
  - A supporting level sponsorship of the Faith and Business Forum (June 25th, 2015)
  - Invitation for two to the Eagle Golf Classic at Strawberry Farms (Oct 5th, 2015)
Major Level Sponsor - $10,000

Benefits

- Name and/or logo included in all available promotions for the event (Tier II), including but not limited to:
  - Purchased or partnered media, university website, direct mail, social media
- Inclusion in University press releases surrounding the event
- One full-page / 4-color ad in the program book (Reserved position)
- Sponsor recognition and listing in the program book
- Exclusive sponsorship of one primary Gala element –
  - Silent Auction
  - Live Auction
  - Dinner
  - Lifetime Achievement Award
  - Gala Entertainment
- VIP benefits including –
  - Valet or reserved VIP Parking, reserved table for ten guests within the first 2 rows, ten invitations to the pre-dinner VIP reception
- Cross-Campus and year-round benefits include:
  - Inclusion in the Concordia President’s Club
  - A supporting level sponsorship of the Faith and Business Forum (June 25th, 2015)
Supporting Level Sponsor - $5,000

**Benefits**

- Name and / or logo included in all available promotions for the event (Tier III), including but not limited to:
  - University website, social media
  - Inclusion in University press releases surrounding the event
- One half-page / 4-color ad in the program book (Best available position)
- Sponsor recognition and listing in the program book
- Exclusive sponsorship of one of the following Gala elements (Based on availability):
  - Valet services
  - Centerpieces
- VIP benefits including –
  - Valet or reserved VIP Parking, Reserved table for ten guests – row 3 or higher, ten invitations to the pre-dinner VIP reception
- Cross-campus and year-round benefits include:
  - Inclusion in the Concordia President’s Club
Table Sponsor - $3,500

**Benefits**

- Name and/or logo included on the event website
- Sponsor recognition and listing in the program book
- VIP benefits including –
  - Valet or reserved VIP Parking, reserved table for ten guests – row 4 or higher, opportunity to host a student scholar or performer at your table, ten invitations to the pre-dinner VIP reception
- Cross-Campus and year-round benefits include:
  - Inclusion in the Concordia President’s Club
Thank you in advance for your time and consideration. If you would like to discuss specific funding & sponsorship opportunities for the 2015 Gala of Stars please contact...

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