



NU ALPHA KAPPA 25 YEAR ANNIVERSARY CELEBRATION SPONSORSHIP OPPORTUNITIES



Nu Alpha Kappa (NAK) National
Headquarters PO Box 2503 Sacramento,
CA 95812 NAKNET.ORG



THE 25 YEAR ANNIVERSARY CELEBRATION

On Saturday February 16th, 2013, the NAK brotherhood proudly celebrates its twenty five year anniversary bringing together over a thousand alumni, undergraduates, distinguished guests and dignitaries to celebrate a quarter century's legacy and commitment to Academic Excellence, Cultural Achievement and Brotherhood. The celebration includes Golf and Softball Tournaments as well as a Gala dinner, silent auction and dance at the Madonna Expo Center in San Luis Obispo, California.

The event is emceed by NBC Bay Area reporter, Damien Trujillo, and nationally syndicated radio host Xavier "The X Man" Soriano. Delivering the key note dress is United States Secretary of the Interior, Ken Salazar.

The Nu Alpha Kappa National Alumni association in conjunction with the NACO Foundation and local Founding chapter will donate proceeds from the event to benefit the NACO Foundation – an educational foundation awarding post graduate scholarships as well as stipend opportunities for leadership and professional development such as the National Leadership Development Conference.



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ABOUT THE BROTHERHOOD

Nu Alpha Kappa Fraternity (NAK) is the largest Latino-based brotherhood from the West Coast. Founded in 1988 on the principles of Academic Excellence, Culture, Community Service and brotherhood, the organization has grown to over two thousand members and twenty four chapters providing a positive lifetime framework for self improvement, community and civic leadership . Our alumni are proudly represented among the nation's most prestigious corporations and organizations alike.

AT A GLANCE

- **Largest Latino-based fraternal organization**
- **91% graduation rate**
- **2.8 average GPA**
- **1750 Alumni** employed among the nation's top institutions including: *AAA Insurance, Apple, Cisco Systems, Deloitte, Frito Lay, Goodrich, Hyundai, KNTV – The Bay Area's NBC 11, LULAC, LG Electronics, Liberty Mutual, Life Technologies, Moet Hennessy USA, Moody's Analytics, National Council of La Raza (NCLR), NAV AIR, NBC Universal Northwestern Mutual, PG&E, Planned Parenthood, San Diego Chargers, Siemens, State Farm Insurance, The California Endowment, The County of Santa Clara United Farm Workers, University of California San Diego US bank, USDA, Xerox Corporation*



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NAK 25 YEAR ANNIVERSARY EVENTS

SATURDAY FEBRUARY 16, 2013

SOFTBALL TOURNAMENT
ALUMNI GOLF TOURNAMENT
LUNCHEON FUNDRAISER
RED CARPET ARRIVAL
DINNER/ SILENT AUCTION
GALA PROGRAM
GALA DANCE

- 9am – 5pm
- 9am – 5pm
- 12pm – 2 pm
- 5 pm – 6 pm
- 6pm – 7pm
- 7pm – 8pm
- 8pm – 12am

- CAL POLY SLO Athletic Fields
- Pismo State Beach Golf Course
- Madonna Inn
- Madonna Expo Center
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Corporate Sponsorship Benefits

As an honored sponsor, your company will be integrated into NAK 25 Year Gala natural environments, printed materials, online ad space, as well as special events to maximize exposure. For your convenience, the NAK 25 Year Gala committee has developed a number of customized packages at different commitment levels, all of which consist of high-impact brand awareness and marketing elements. Any profits generated will be used to fund the NACO Foundation – awarding educational and leadership based scholarships.

Designation as sole “Presenting Sponsor” of 25 YEAR Anniversary Gala

Company co-branded w/ NAK 25 YR in all media/comm. relations

Color logo on NAK 25 YR Gala step and repeat

Logo on all NAK 25 YR Gala marketing collateral

Logo on copyright page of the NAK 25 YR Gala program

Front page NAK 25 YR Gala website placement of logo

Mention on NAK 25 YR Gala website

Integrated into NAK 25 YR Gala social media strategy

Mentioned in social media outlets

Recognition in local and regional radio & television

Recognition on web banner ads

Recognition in email blasts and e-newsletters

Logo on event screen

Included in press releases to local and regional print media

Recognition in local print media

Recognition on NAK 25 YR website with link to company’s website

Opportunity to add promo items to festival bags

Product sampling opportunities at Golf & Softball tournaments as well as at dinner

Verbal recognition at Gala

VIP reception passes

Presenting \$7500	Title \$5000	Major \$2500	Key \$1000
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10 passes	6 passes	4 passes	2 passes

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Yes! We will donate an item for the 25 Year Anniversary Gala Silent Auction or Golf Tournament!

Item Description

Procurement Information

☐ A separate gift card is attached / enclosed

☐ Donor requests pick-up of the donated item

☐ Donor will deliver or mail the donated item

☐ Date for pick-up:

Please, describe the item you are donating:

The value of your donation

Donor Information

NAK TAX ID: 77-0466085

company / organization / donor name

address

city, state, zip

signature & date

phone/ email



Please scan and email to:
treasurer@nakinc.org or send mail to:

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***Yes! We will sponsor the NAK 25 YEAR ANNIVESARY CELEBRATION GALA
(check all that apply)***

Sponsorship Options

_____	Presenting	\$7,500
_____	Title	\$5,000
_____	Major	\$2,500
_____	Key	\$1,000

NAK TAX ID: 77-0466085

Payment Information (check all that apply)

_____ I would like to purchase _____ Gala ticket(s) at \$65 each.

_____ I cannot attend, but will support the cause:

_____ \$ _____ (as a 501(c)(3), all donations are tax deductible)

I would like to pay my pledge with:

_____ A Check (payable to Nu Alpha Kappa Inc.)

_____ Credit Card (Circle) Visa Mastercard Am Express Discover

Credit Card Number

signature / date

SEND CHECKS TO: NAK Headquarters PO Box 2503 Sacramento, CA 95812



***You may also make donations via NAKNET.ORG.
Please scan and email to: treasurer@nakinc.org
or send mail to:***

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