



LHIA HOMECOMING

SEPTEMBER 28- OCTOBER 5 | WWW.BULLDOGHOMECOMING.COM



2025 SPONSORSHIP GUIDE
ORANGEBURG, SOUTH CAROLINA



ABOUT SC STATE

SOUTH CAROLINA STATE UNIVERSITY

prepares students to succeed in the global marketplace and become leaders and practitioners who transform lives and communities.

- In 1896, South Carolina State University (SC State) was founded with the mission to provide students in-state with a quality education at an affordable cost.
- SC State is a public 1890 Land-Grant institution located in Orangeburg, South Carolina. Founded in 1896, SC State has a rich history of providing quality education and fostering academic excellence, leadership, and personal growth among its students. The university is dedicated to preparing graduates for a lifetime of success and service in a global society.
- SC State is deeply committed to community service and engagement. The university collaborates with local, state, and national organizations to address community needs and promote social and economic development. Students, faculty, and staff participate in service-learning projects, volunteer activities, and outreach programs that make a positive impact on the Orangeburg community and beyond.
- SC State is known for its strong programs in business, education, engineering, and the sciences, and it is home to the only nuclear engineering program in South Carolina.



POINTS OF PRIDE

SC STATE UNIVERSITY REACH AND IMPACT



3,300+ Students enrolled per academic year

School of Business is accredited by the
**Association to Advance Collegiate
Schools of Business**

SCHOOLS worldwide >>>

HELD
BY ONLY
5%



- **Joins Clemson, USC, and MUSC** as a Carnegie-classified research institution.



ROTC "Bulldog Battalion" produced
**23 AFRICAN AMERICAN
GENERAL OFFICERS,**
second only to West Point

The BS in Computer Science with
Cybersecurity Concentration program
is designated by NSA-DHS as a National
Center of Academic Excellence Cyber
Defender Education (CAE-CDE)



ONE OF TWO South Carolina
**LAND GRANT
INSTITUTIONS**



ECONOMIC IMPACT

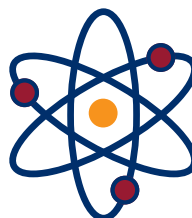
\$250 MILLION

Greater Orangeburg Region,
creating more than 1,500 jobs
annually.



SIGNATURE PROGRAMS:

- >> **Civil Engineering**
- >> **Industrial Engineering**
- >> **Electrical Engineering**
- >> **Mechanical Engineering**



OFFERS THE ONLY
UNDERGRADUATE
PROGRAM IN

**NUCLEAR
ENGINEERING**
in South Carolina

TOP PRODUCER

of African American
TEACHERS AND SCHOOL
ADMINISTRATORS in South
Carolina.



**HBCU Football
CHAMPIONSHIPS**

>> Coach Willie Jeffries <<
1976, 1977, 1994

>> Coach William "Bill" Davis <<
1981, 1982

>> Coach Oliver "Buddy" Pough <<
2008, 2009, 2021



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**TENNIS MEAC
CONFERENCE
CHAMPIONSHIPS**





SUPPORT THE BULLDOGS by sponsoring the Bulldog Homecoming Experience and signature events with category exclusivity in 2025.

SUNDAY, SEPTEMBER 28

- Bulldog Family Brunch
- Gospel Concert

MONDAY, SEPTEMBER 29

- Bulldogs in the Burg: Community Service Initiative
- Homecoming Kickoff: Game Plan for Your Future
- Homecoming Day Party

TUESDAY, SEPTEMBER 30

- Master Class with Laya DeLeon Hayes (Day 1)
- Homecoming Day Party
- Residence Hall Step-Show & School Spirit Night
- Laya DeLeon Hayes' Ladies Night
- R & B Chill with the Greeks-NPHC Party

WEDNESDAY, OCTOBER 1

- Master Class with Laya DeLeon Hayes (Day 2)
- Mister and Miss SC State University's Coronation
- Coronation After Party



THURSDAY, OCTOBER 2

- The Royal Luncheon: Miss Homecoming 2025
- Alumni & Student Panel
- Comedy Show
- Alumni Event

FRIDAY, OCTOBER 3

- 40 Under 40 Awards Program & Brunch
- YardFest & Bulldog Fan-Fest
- Homecoming Alumni Concert: The 803 Fresh Experience

SATURDAY, OCTOBER 4

- Homecoming Parade
- SC State vs. TBD – Homecoming Football Game
- The Recap: Homecoming Student Concert

SUNDAY, OCTOBER 5

- Campus Clean-Up

2025 LHIA HOMECOMING SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVEL AND BENEFITS:

Bulldog Premier Sponsor | \$50,000

One (1) sponsorship available

PRESENTING TITLE SPONSOR RECOGNITION

All signature Homecoming events**

MULTI-YEAR EXTENDED RIGHTS

Retain and renew Title Sponsor level for the option of multi-year

PROMINENT RECOGNITION

Highest recognition of company name/logo on SCSU Homecoming marketing materials

BANNER DISPLAY

Premier banner display opportunities at all signature Homecoming events**

EVENT EXPOSURE

Multi-event exposure with one (1) promotional table for giveaways and visibility at all signature events**

WEBSITE VISIBILITY

Logo placement and link on SCSU Homecoming website as 2025 Title Sponsor

SOCIAL MEDIA VISIBILITY

Social media recognition, mentions, and links, on select SCSU social media channels

VIP ACCESS SIX (6)

VIP All Access Passes to all signature events, homecoming football game versus Delaware State (entry into the Bulldog End Zone Experience), Homecoming Gospel Concert, and Homecoming Concert

- Complimentary on-campus transportation to all signature events**

IN-GAME RECOGNITION

Two public address announcements of the Title Sponsor company and in-game, rolling visuals/logo placement on the video scoreboard

CAMPUS VIDEO SCREENS

Premier placement of company logo on more than 10+ TVs and video screens across campus

SPECIAL EVENTS INVITATION ONLY

Six invitations to each of the following events:

- SCSU Royal Court Coronation
- Miss Homecoming Luncheon
- Donor Appreciation Reception
- Parade Marshal's Dinner
- President's Skybox

CAMPUS ENGAGEMENT

Specialized engagement opportunity with SCSU faculty, staff, and students

HOMECOMING PARADE

Two reserved spots in the Homecoming Parade



***Signature events include Gospel Concert, Comedy Show, YardFest, Homecoming Concert, Football Games*



SPONSORSHIP LEVEL AND BENEFITS:

Bulldog Elite Sponsor | \$25,000

PRESENTING TITLE SPONSOR RECOGNITION

All selected Homecoming events and football game

ONE-YEAR EXTENDED RIGHTS

Retain and renew Title Sponsor level for 2025 Homecoming

BANNER DISPLAY

Premier banner display opportunities at select Homecoming events (two events and football game)

EVENT EXPOSURE

Multi-event exposure with one (1) promotional table for giveaways and visibility at selected Homecoming events (two events)

WEBSITE VISIBILITY

Logo placement and link on SCSU Homecoming website as 2025 Special Events Sponsor

SOCIAL MEDIA VISIBILITY

Social media recognition, mentions, and links, on select SCSU social media channels

VIP ACCESS FOUR (4)

VIP All Access Passes to all signature events, homecoming football game versus Delaware State (entry into the Bulldog End Zone Experience), Homecoming Gospel Concert, and Homecoming Concert

IN-GAME RECOGNITION

One public address announcement of the Special Events Sponsor company and in-game, rolling visuals/logo placement on the video scoreboard

CAMPUS VIDEO SCREENS

Premier placement of company logo on more than 10+ TVs and video screens across campus during the day of the sponsored event(s)

SPECIAL EVENTS INVITATION ONLY

Four invitations to each of the following events:

- SCSU Royal Court Coronation
- Miss Homecoming Luncheon
- Donor Appreciation Reception
- Parade Marshal's Dinner

CAMPUS ENGAGEMENT

Specialized engagement opportunity with SCSU faculty, staff, and students

HOMECOMING PARADE

One reserved spot in the Homecoming Parade



Bulldog Pride Sponsor | \$10,000

PRESENTING TITLE SPONSOR RECOGNITION

One (1) signature Homecoming event

BANNER DISPLAY

Premier banner display opportunities at one Homecoming event

EVENT EXPOSURE

Event exposure with one (1) promotional table for giveaways and visibility at selected Homecoming events

WEBSITE VISIBILITY

Logo placement and link on SCSU Homecoming website as Event Sponsor

SOCIAL MEDIA VISIBILITY

Social media recognition, mentions, and links, on select SCSU social media channels

RESERVED FOOTBALL TICKETS

Four (4) Reserved football tickets to the homecoming game

CAMPUS ENGAGEMENT

Specialized engagement opportunity with SCSU faculty, staff, and students



Give online at
scsu.edu/give

BULLDOGS



SPONSORSHIP LEVEL AND BENEFITS:

Bulldog Spirit Sponsor | \$5,000

JOINT BANNER DISPLAY

One banner display opportunity only on Homecoming game day (all Bulldog Spirit Sponsors will be displayed on the same banner)

RESERVED FOOTBALL TICKETS

Two (2) reserved football tickets to the homecoming game

CAMPUS ENGAGEMENT

Specialized engagement opportunity with SCSU faculty, staff, and students

WEBSITE VISIBILITY

Logo placement and link on SCSU Homecoming website as Event Sponsor

SOCIAL MEDIA VISIBILITY

Social media recognition, mentions, and links, on select SCSU social media channels



BULLDOG HOMECOMING EXPERIENCE SPONSORSHIP INFORMATION

SELECT YOUR SPONSORSHIP LEVEL

GIVING LEVELS:

- | | |
|--|--|
| ☐ Bulldog Premier Sponsor: \$50,000 | ☐ Bulldog Spirit Sponsor: \$5,000 |
| ☐ Bulldog Elite Sponsor: \$25,000 | ☐ Bulldog Lite Sponsor: \$1,000 |
| ☐ Bulldog Pride Sponsor: \$10,000 | |

OTHER LEVEL OF PARTICIPATION:

- ☐ **In-Kind donations:** Please contact Aubrai M. Brailey, Director of Development, Stewardship and Donor Experiences at abraile1@scsu.edu or call (803)516-4571.

** Customized donations are welcomed and are greatly supported. Please contact us directly to tailor your donation to meet your preferences.*

PLEASE LIST COMPANY NAME IN SPONSORSHIP MATERIALS AS FOLLOWS:

Contact Name/Title: _____
 Company: _____
 Address: _____
 Phone (Mobile): _____ Alternate Phone: _____
 Email: _____

PAYMENT/INVOICE OPTIONS

- ☐ Please send an invoice
☐ Check payable to: Institutional Advancement (Memo: 2025 Bulldog Homecoming Experience)
☐ Give online at scsu.edu/give

PLEASE RETURN COMPLETED CARD TO:

**Division of University Advancement
& Strategic Communications**
 PO Box 7305, Orangeburg, SC 29117

Thanks you for your support of SCSU and the 2025 Bulldog Homecoming Experience!