



34th Annual

KEEPER ^{OF} THE DREAM

SPONSORSHIP OPPORTUNITIES



Growing up in several African countries shaped **FATOUMATA SAMB's** world perspective — and her dedication to promoting diversity and fostering understanding.

As an international student at Oakland University, Fatoumata applies her life experiences in leadership positions, like serving as vice president of the African Student Union, orientation group leader and peer mentor in the Center for Multicultural Initiatives — to create an inclusive environment for all.

Help students like Fatoumata inspire a wave of change for the next generation.



KEEPER OF THE DREAM

SCHOLARSHIP AWARDS CELEBRATION

The Keeper of the Dream Scholarship Awards Celebration honors the legacy of the late civil rights leader Dr. Martin Luther King, Jr. Seven Keeper of the Dream (KOD) scholarships are awarded to students who best demonstrate exceptional leadership qualities through their involvement on campus and in the community. Students are recognized for breaking down racial and cultural stereotypes, promoting unity among all people and fostering a campus environment rich in diversity and multiculturalism.

Every year on MLK Day, more than 800 people attend this annual celebration to recognize student achievement and hear an inspiring message from a human rights activist, author, actor or noted individual who has contributed to interracial understanding. Previous speakers include: Jurnee Smollet-Bell, Lee Daniels, Danny Glover, Harry Belafonte, Coretta Scott King, Martin Luther King III, Edsel B. Ford II, Daymond John, Lou Gossett Jr, Common, Susan Taylor, Levar Burton, Anthony Anderson and Hill Harper.

KEEPER OF THE DREAM

SCHOLARSHIP AWARDS CELEBRATION

SPONSORSHIP

OPPORTUNITIES

Keeper of the Dream Event Sponsor – \$50,000 (Exclusive) (FMV \$975)

Includes \$10,000 in student scholarship support

- Prominent acknowledgement in event program book
- Invitation for 15 to VIP reception
- VIP seating for 15 at KOD Awards Celebration
- Prominent acknowledgment on VIP event signage
- Opportunity for a limited number of representatives to engage with the speaker based on (speaker) contract language
- Opportunity to provide remarks (two minutes) by executive representative during KOD event
- One full-page advertisement in event program book
- Company name on the event invitation
- Recognition on KOD web page (oakland.edu/kod)
- Pre-event press release(s) acknowledging your company as the Keeper of the Dream Event sponsor and African American Celebration Month sponsor
- Interactive Instagram and Facebook posts sharing a link to your company's website from Center for Multicultural Initiatives (CMI) social media channels
- Acknowledgment at the KOD Awards Celebration by Oakland University President Ora Hirsch Pescovitz, M.D.
- Corporate logo displayed on the large, electronic screen in the general session room
- Acknowledgment in KOD Awards Celebration video
- Recognition in speaker promotional material
- Recognition in OU News KOD article posted on oakland.edu website
- Follow-up social media posts on Center for Multicultural Initiatives Facebook and Instagram channels
- Recognition in media release(s) digital format
- Company recognition on African American Celebration Month marketing materials
- Invitation to all African American Celebration Month events
- One pre-event post from the CMI Facebook and Instagram channels tagging your company as a Keeper of the Dream Event sponsor and an African American Celebration Month sponsor
- Company recognition on African American Celebration Month web page (oakland.edu/cmi/aacm)
- Acknowledgment at African American Celebration Month opening ceremony

Keeper of the Dream Program Sponsor – \$25,000 (3 available) (FMV \$650)

Includes \$2,500 Student Scholarship (*student retention fund*)

- Prominent acknowledgement in event program book
- Invitation for 10 to VIP reception
- VIP seating for 10 at KOD Awards Celebration
- Prominent acknowledgment on VIP event signage
- Opportunity to provide remarks during VIP reception

- One full-page advertisement in event program book
- Company name on the event invitation
- Recognition on KOD web page (oakland.edu/kod)
- Pre-event press release acknowledging your company as a Keeper of the Dream Program sponsor and an African American Celebration Month sponsor
- Interactive Instagram and Facebook posts sharing a link to your company's website from Center for Multicultural Initiatives (CMI) social media channels
- Acknowledgment at KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Corporate logo displayed on the large, electronic screen in the general session room
- Acknowledgment in KOD Awards Celebration video
- Recognition in speaker promotional material
- Recognition in OU News KOD article posted on oakland.edu website
- Follow-up social media posts on Center for Multicultural Initiatives Facebook and Instagram channels
- Company recognition on African American Celebration Month marketing materials
- Invitation to all African American Celebration Month events
- One pre-event post from the CMI Facebook and Instagram channels tagging your company as a Keeper of the Dream Program sponsor and an African American Celebration Month sponsor
- Company recognition on African American Celebration Month web page (oakland.edu/cmi/aacm)
- Acknowledgment at African American Celebration Month opening ceremony

Keeper of the Dream Benefactor Sponsor – \$10,000 (5 available) (FMV \$455)

Includes \$1,000 Student Scholarship (*student retention fund*)

- Prominent acknowledgment in event program book
- Invitation for seven to VIP reception
- VIP seating for seven at KOD Awards Celebration
- Prominent acknowledgement on VIP event signage
- One full-page advertisement in the event program book
- Recognition on KOD web page (oakland.edu/kod)
- Recognition in press release acknowledging your company as the Benefactor Sponsor
- Interactive Instagram and Facebook posts sharing a link to your company's website from Center for Multicultural Initiatives (CMI) social media channels
- Acknowledgment at the KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Corporate logo displayed on the large, electronic screen in the general session room
- Acknowledgment in KOD Awards Celebration video

More sponsorship opportunities on the next page

All sponsorships must be secured by October 31, 2025 to meet print deadline to include corporate name, logo and/or company advertisement. Sponsorships are tax deductible to the extent allowed by law.

KEEPER OF THE DREAM

SCHOLARSHIP AWARDS CELEBRATION

- Recognition in speaker promotional material
- Recognition in OU News KOD article posted on oakland.edu
- Follow-up social media posts on Center for Multicultural Initiatives Facebook and Instagram channels
- Company recognition on African American Celebration Month web page (oakland.edu/cmi/aacm)
- Invitation to all African American Celebration Month events

Keeper of the Dream High Achievement Scholarship Sponsor – \$10,000

(2 available) (FMV \$325)

- Name listed in the event program book
- Logo displayed in event program book
- Invitation for five to KOD VIP reception
- VIP seating for five at KOD Awards Celebration
- Opportunity to present award to scholarship recipient on stage during event
- Prominent acknowledgment on KOD sponsor board
- Recognition on KOD web page (oakland.edu/kod)
- Recognition in media release(s)
- Interactive Instagram and Facebook posts sharing a link to your company's website from Center for Multicultural Initiatives (CMI) social media channels
- Acknowledgment at the KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Acknowledgment in KOD Awards Celebration video
- Opportunity for one-on-one meeting with your scholarship recipient
- Recognition in KOD OU News article posted on oakland.edu
- Personalized letter and photo of scholarship recipient
- A thank you follow-up social media post on Center for Multicultural Initiatives Facebook and Instagram channels
- Invitation to all African American Celebration Month events

Keeper of the Dream Scholarship Sponsor – \$5,000 (5 available) (FMV \$130)

- Name listed in the event program book
- Logo displayed in event program book
- Invitation for two to KOD VIP reception
- VIP Seating for two at KOD Awards Celebration
- Opportunity to present award to scholarship recipient on stage during event
- Prominent acknowledgment on KOD sponsor board
- Recognition on KOD web page (oakland.edu/kod)
- Recognition in media release(s)
- Interactive Instagram and Facebook posts sharing a link to your company's website from Center for Multicultural Initiatives (CMI) social media channels

SPONSORSHIP

OPPORTUNITIES

- Acknowledgment at the KOD Awards Celebration by OU President Ora Hirsch Pescovitz, M.D.
- Acknowledgment in KOD Awards Celebration video
- Opportunity for one-on-one meeting with your scholarship recipient
- Recognition in KOD OU News article posted on oakland.edu
- Personalized letter and photo of scholarship recipient
- Invitation to all African American Celebration Month events

Keeper of the Dream Vision Sponsor – \$3,500 (FMV \$70)

- Name listed in the event program book
- Invitation for two to KOD VIP reception
- Reserved seating for two at KOD Awards Celebration
- Acknowledgment on the KOD sponsor board
- Recognition on KOD web page (oakland.edu/kod)
- Recognition in media release(s)
- Invitation to all African American Celebration Month events

Keeper of the Dream Unity Sponsor – \$2,500 (FMV \$50)

- Name listed in event program book
- Invitation for two to KOD VIP reception
- Reserved seating for two at KOD Awards Celebration
- Acknowledgment on the KOD sponsor board
- Recognition on KOD web page (oakland.edu/kod)
- Invitation to all African American Celebration Month events

Keeper of the Dream Divine Nine Sponsor – \$1,500 (FMV \$30)

- Name listed in event program book
- Reserved seating for two at KOD Awards Celebration
- Acknowledgment on the KOD sponsor board
- Invitation to all African American Celebration Month events

Keeper of the Dream Student Retention Fund Patron – \$500 (FMV \$10)

- Name listed in event program book
- Reserved seating for two at KOD Awards Celebration

All sponsorships must be secured by October 31, 2025 to meet print deadline to include corporate name, logo and/or company advertisement. Sponsorships are tax deductible to the extent allowed by law.

2026 HONORARY CO-CHAIRS

Kaniqua Welch

Vice President Communications & Marketing
Community Foundation for Southeast Michigan

Stefen Welch

OU Trustee and Vice President Public Affairs / Vice President
Diversity, Equity and Inclusion
Detroit Pistons

FOR SPONSORSHIP INFORMATION, CONTACT:

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Director of Corporate Relations
University Advancement

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Please send camera-ready artwork (EPS, TIFF, PDF or
high-resolution JPEG file) to klionas@oakland.edu.

To ensure your corporate sponsorship is acknowledged
in all pre-event media releases, please respond
no later than the last business day of October.

OAKLAND
UNIVERSITY™