

*Make Your Gift Count!*



**SNHU**

# **FOUNDERS DAY GIVING CHALLENGE**

**SEPTEMBER 12-20, 2024**

**FOUNDERS DAY GIVING CHALLENGE TO  
RAISE FUNDS FOR STUDENT SCHOLARSHIPS**

## **Sponsorship Proposal**

**-Summer 2024-**



**Southern  
New Hampshire  
University**

# FOUNDERS DAY GIVING CHALLENGE OVERVIEW



SNHU's Founders Day is held each year on September 12, to commemorate the founding of our institution in 1932 and celebrate our longstanding commitment to empowering our students to transform their lives and make the world a better place.

During this challenge we ask alumni, faculty, staff, trustees, sponsors, students, businesses, and friends to come together in a crowdfunding effort to support scholarships and other vital student experience needs. Although SNHU strives to make education accessible and affordable, there are still many worthy and highly qualified students who could not attend without the assistance of a scholarship. More than 90% of SNHU's students qualify for and receive some level of financial assistance.

## 2024 SNHU FOUNDERS DAY CHALLENGE DETAILS ARE:

- ◇ The online campaign will run September 12-20.
- ◇ 2024 marks our sixth year driving this campaign. Since 2018, many generous donors and sponsors have provided more than \$500,000 to help make education accessible and affordable for SNHU learners.
- ◇ Funds will make an immediate impact and will provide critical scholarships, help students pay tuition, buy books, and empower them to pursue their dreams.

## SPONSOR BENEFITS



As a sponsor for the Founders Day Giving Challenge, you will strengthen your brand's visibility and identity.

### Gold Sponsor..... \$2,000

- ◇ Your company name and logo will be listed as a sponsor on the Founders Day Giving Challenge website.
- ◇ Your company name and logo will be featured as a sponsor in SNHU's Alumni, Family and Friends October e-newsletter distributed to a list of more than 190,000, and throughout the campaign on our @SNHUalumni Facebook, Instagram, and X accounts.
- ◇ Your company name will be listed as a sponsor in our thank you email sent to all donors who participate in the Founders Day Giving Challenge at the culmination of the campaign.

### Blue Sponsor..... \$1,000

- ◇ Your company name and logo will be listed as a sponsor on the Founders Day Giving Challenge website.
- ◇ Your company name and logo will be featured as a sponsor in SNHU's Alumni, Family and Friends October e-newsletter distributed to a list of more than 190,000, and throughout the campaign on our @SNHUalumni Facebook, Instagram, and X accounts.

### Friend of SNHU Sponsor..... \$500

- ◇ Your company name and logo will be listed as a sponsor on the Founders Day Giving Challenge website.

Maximize your visibility/value to the campaign by making a gift at [alumni.snhu.edu/Founders-Day-Sponsor](https://alumni.snhu.edu/Founders-Day-Sponsor) prior to **September 1**.

### Office of Institutional Advancement

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