



UNC Charlotte Black Alumni Chapter

Homecoming Weekend

Green & Gold Reunion

2026 Sponsorship Levels

PURPOSE

Celebrate Black alumni during UNC Charlotte Homecoming and raise funds for the Green & Gold Trailblazers Scholarship fund, which supports undergraduate, upperclass students with an emphasis on student success, graduation and cultivating future industry leaders.

HOMECOMING WEEKEND SPONSORSHIP OPPORTUNITIES UNC Charlotte Black Alumni Chapter

GREEN & GOLD REUNION

The Green & Gold Reunion is the UNC Charlotte Black Alumni Chapter's annual Homecoming celebration. The Green & Gold Reunion includes four events: the History Makers' Old School Day Party, the Welcome Reception, the Green & Gold ThrowBAC and the Soulful Sunday Brunch. The celebration brings together alumni, donors and Charlotte community members to celebrate Black alumni and raise scholarship funds to provide opportunities for the next generation of Niners.

Event Details

DATE: October 2-4, 2026

LOCATIONS: Harris Alumni Center, UNC Charlotte Marriott Hotel & Conference Center; Multi-Purpose Room, Popp Martin Student Union
IN-PERSON REACH: ~400+ alumni, community members, donors and corporate partners

EMAIL DISTRIBUTION: ~100,000 alumni

SOCIAL CHANNELS: @49eralumni / @CLTBAC - 30,000+ social media followers across all platforms

Benefits	Gold \$10,000	Green \$5,000	Prospector \$2,500	Pickaxe \$1,500	Pride \$749	49er \$449
Tickets to attend event(s) of your choice <i>The total number of tickets allocated to each level may be spread across all available BAC Homecoming events. The total number does not apply to each event individually.</i>	8	6	6*	4*	2	1
Event Swag Opportunity <i>Sponsor will pay for and provide the swag item. Item must be approved by the UNC Charlotte Office of Alumni Engagement.</i>	✓					
Announcement recognition at the Green & Gold ThrowBAC and the Soulful Sunday Brunch	✓					
Logo placement on in-event physical marketing materials	✓	✓				
Logo featured on select social media posts and stories	2	2	1	1	1	1
Logo placement on digital signage at BAC Homecoming events	✓	✓	✓	✓	✓	✓
Logo placement on all marketing emails and event website	✓	✓	✓	✓	✓	✓

**Only two (2) of the allotted tickets may be used for the Saturday evening Green & Gold ThrowBAC*

Partnerships with the Black Alumni Chapter and UNC Charlotte Alumni Association are designed to be flexible and customizable. Our team collaborates with all sponsors to ensure benefits align with shared goals.

