

# A NIGHT TO SUPPORT EDUCATIONAL ACCESS

*featuring Dawn Staley and Craig Melvin*

## About the event

The University of South Carolina values educational access and affordability, as well as diversity, equity and inclusion. One of our biggest champions of these efforts is women's basketball coach Dawn Staley. The **August 10, 2023**, fundraising event, **"A night to support educational access: featuring Dawn Staley and Craig Melvin,"** will include a fireside chat between Dawn Staley and special guest Craig Melvin, NBC's "Today" co-anchor.

The event will highlight three key education initiatives supported through the Dawn Staley Champions Fund that benefit first-generation minority students and student-athletes at the University of South Carolina: Gamecock Guarantee, the Richard T. Greener Scholarship and the Women's Basketball Leadership Fund.

## Gamecock Guarantee

The Gamecock Guarantee is a need-based financial and academic support program for academically talented first-generation students from South Carolina. The program offers students \$4,500 of support per year, additional assistance such as scholarships, as well as access to programs and services that bolster their academic achievement and further enrich their undergraduate experiences.

## Richard T. Greener Scholarship

Named in honor of the first Black faculty member at the university, the Richard T. Greener Scholarship is a \$2,000, four-year scholarship awarded to incoming minority freshmen based on academic achievement, leadership ability, community service and financial need.

## Women's Basketball Leadership Fund

The Women's Basketball Leadership Fund improves the overall student-athlete experience by providing resources to foster success on campus and throughout life. Focus areas include leadership training, career resourcing and life skills development.

## About Dawn Staley



Dawn Staley's life and career tell a story of grit and determination, overcoming the odds to achieve extraordinary success as a basketball player and coach. Since taking over the struggling South Carolina women's basketball team in 2008, she has brought home two national championships (2017, 2022) and taken the team to the NCAA tournament 10 times. In 2021, she led the U.S. women's basketball team to an Olympic gold medal in Tokyo.

## About Craig Melvin



Columbia native Craig Melvin is a co-host for NBC's "TODAY" show. Melvin was previously a news anchor for MSNBC. Melvin was a weekend anchor for WRC-TV in Washington, D.C. Melvin was a news anchor at WIS in Columbia where he was named best anchor by the South Carolina Broadcaster's Association and won two Emmy Awards. Melvin received an honorary degree from USC in 2022 and is a graduate of Columbia High School and Wofford College.

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## **Garnet (Presenting) Sponsor — \$50,000**

- Up to 10 attendees at a private reception with Coach Staley
- Advance public recognition of your company as a supporter of the Dawn Staley Champions Fund
- Electronic signage at the event
- Logo recognition in the event program
- Guest photos with Coach Staley
- Two reserved tables of 10 at the event
- 10 autographed basketballs
- 10 tickets to a 2024 South Carolina women's basketball game
- Halftime recognition at a 2024 South Carolina women's basketball game
- Two full-page ads in *Carolinian* magazine (100,000 circulation)
- Two banner ads in the *Inside Carolina* newsletter (225,000 circulation)

## **Platinum Sponsor — \$25,000**

- Up to eight attendees at a private reception with Coach Staley
- Advance public recognition of your company as a supporter of the Dawn Staley Champions Fund
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- Eight autographed basketballs
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- Halftime recognition at a 2024 South Carolina women's basketball game

## **Gold Sponsor — \$10,000**

- Up to four attendees at a private reception with Coach Staley
- Advance public recognition of your company as a supporter of the Dawn Staley Champions Fund
- Electronic signage at the event
- Logo recognition in the event program
- Two reserved tables of 10 at the event
- Four tickets to a 2024 South Carolina women's basketball game
- Halftime recognition at a 2024 South Carolina women's basketball game

## **Silver Sponsor — \$5,000**

- Up to two attendees at a private reception with Coach Staley
- Advance public recognition of your company as a supporter of the Dawn Staley Champions Fund
- Electronic signage at the event
- One reserved table of 10 at the event
- Four tickets to a 2024 South Carolina women's basketball game
- Halftime recognition at a 2024 South Carolina women's basketball game

## **Bronze Sponsor — \$3,000**

- Advance public recognition of your company as a supporter of the Dawn Staley Champions Fund
- Electronic signage at the event
- One reserved table of 10 at the event
- Two tickets to a 2024 South Carolina women's basketball game
- Halftime recognition at a 2024 South Carolina women's basketball game



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