FAMU SCHOOL OF JOURNALISM + GRAPHIC COMMUNICATION
FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

FAMU SJGC

GRADS ARE BACK

2026 SPONSORSHIP PACKET



Dear Prospective Sponsor:

Fifty years ago, from the highest of Tallahassee's seven hills, the first hosts of FAMU's campus radio station, known today as WANM-FM, took the airwaves and gave voice to a new generation of journalists and storytellers. In 2026, we celebrate that golden anniversary while preparing today's students to define what comes next.

The FAMU School of Journalism & Graphic Communication (SJGC) invites you to become a sponsor of Grads Are Back '26. This year's theme is "Shift Happens: Define Your Next!"

"Grads Are Back" is an enriching day of professional development that connects current SJGC students with accomplished alumni and industry leaders from across the country. Through keynote presentations, panel discussions, and direct engagement, students gain practical guidance, professional connections, and firsthand insight into careers in journalism, public relations, digital arts, and the creator economy.

This year's theme recognizes the rapid changes reshaping these industries. It challenges students to navigate change with confidence, embrace emerging opportunities, and take an active role in defining the next chapter of their careers. Members of the SJGC Board of Visitors—including several new members joining the Board this year—will also share the experience and perspective they have gained throughout their careers.

Your sponsorship will help make this important experience possible while demonstrating your organization's commitment to education, professional development, creativity, and the future of storytelling. It also offers an opportunity to align your brand with Florida A&M University, ranked by U.S. News & World Report as the nation's No. 1 public historically Black college or university among top public schools.

FAMU comprises 14 colleges and schools and offers 54 bachelor's degree programs, 29 master's degree programs, three professional degree programs, and 12 doctoral degree programs. For more than four decades, SJGC has trained, mentored, and supported thousands of students in broadcasting, digital communication, print journalism, public relations, and graphic design.

At a time when credible reporting, thoughtful communication, and authentic storytelling are more important than ever, SJGC must remain equipped to educate and inspire the next generation of media professionals.

Our sponsorship packet is attached for your review. We invite you to select the sponsorship level that best reflects your organization's support of our students and this mission.

Sponsorship commitments and required materials must be submitted by Saturday, October 17, 2026. Upon confirming your partnership, please provide a high-resolution version of your logo along with any applicable brand specifications.

We hope you will join us as a sponsor of Grads Are Back '26 and help SJGC students define their next.

For questions or assistance with selecting a sponsorship level, please contact Jennifer Lee at (850) 599-3280 or via email at: jennifer.lee@famu.edu.

Yours in service,

Elise Durham, Co-Chair
Christian Whitaker, Co-Chair

Grads Are Back '26
Shift Happens: Define Your Next!
sjgc.famu.edu

Fourth Estate Sponsor

$10,000

- Verbal recognition at the "Grads Are Back" colloquium and workshops
- Recognition on the SJGC "Grads Are Back" website and social media platforms
- Recruitment opportunity with FAMU Journalism, Public Relations, and Graphic Design & Digital Arts students
- Placement of company logo throughout SJGC and on promotional material during the "Grads Are Back" event
- Company recognition on event signage and promotional flyers for "Grads Are Back"
- One (1) 60-second spot on WANM-FM 90.5

Breaking News Sponsor

$5,000

- Recognition on the SJGC "Grads Are Back" website and social media platforms
- Verbal recognition during "Grads Are Back" workshops
- Company logo on event signage during "Grads Are Back" events
- One (1) 30-second spot on WANM-FM 90.5
- One (1) live 3-minute interview WANM-FM 90.5

Byline Sponsor

$2,500

- Verbal recognition at "Grads Are Back" workshops
- Company logo on "Grads Are Back" event signage

Proximity Sponsor

$1,500

- Company recognition on "Grads Are Back" event signage

DEADLINE TO SUBMIT: SATURDAY, OCTOBER 17, 2026

Please check one of the following:

☐ Please accept my commitment of $ _____ for the _____ sponsorship level.

☐ I cannot attend. Please accept my contribution of _____.

Name

Title

Address

Email

City / ZIP

Phone Number

Signature

WAYS TO GIVE



To submit your sponsorship, please fill out this form and send it to christian1.whitaker@famu.edu, then choose one of the five ways to give.

Instructions:

ONLINE

- Go to: **engage.famu.edu/g/donate**
- In the right sidebar, select "Colleges/Schools."
- Then select "The School of Journalism & Graphic Communication."
- Then click "General Support."
- Under "Journalism," click "(+ Add to my gift)."
- Enter your amount and information.
- Click "Proceed" to complete your gift.

TEXT

- Text **FAMUSJGC** to **41444**.
- Click on the link provided.
- Select, "Make a donation."
- Enter your chosen amount.
- Click "Submit" to complete your gift.

CHECK

Mail to:
Florida A&M University Foundation Inc.
625 East Tennessee Street, Ste. 100
Tallahassee, FL 32308-4933

- Pay to the order of FAMU Foundation
- Memo: SJGC Grads Are Back 2026

WIRE/ACH

Please contact:
Jennifer Lee
Director of Annual and Affinity Giving
Florida A&M University
FAMU Foundation
Division of University Advancement
Jennifer.Lee@famu.edu | 850-599-3280