

# THE WORLD NEEDS MORE SAINTS: PARTNERSHIP THROUGH SPONSORSHIP

Siena College is a thriving college and community. Thanks to our Event Sponsors, Siena hosts numerous events throughout the year where students, parents, alumni, faculty, and friends from across the Capital Region and around the country gather to celebrate the *Education for a Lifetime*. Event Sponsors have the opportunity to attend these events to network with our Trustees, College leadership, alumni, faculty, students, and friends.

Event Sponsors are recognized in our quarterly alumni magazine *Siena News* (cir. 40,000), as well as our monthly e-zine *Alumni E-News* (cir. 15,000). Indeed, a partnership with Siena College is a shared valued relationship.

Please consider becoming an Event Sponsor. **After All, The World Needs More Saints!**

## 2024 Events

### Alumni and Friends Basketball Pre-Game Events

Siena Giving Day

Green, Gold and Gratitude

Alumni Weekend

27<sup>th</sup> Annual Saints Alive! Golf Shootout

43<sup>rd</sup> Annual Gene & Mary Sarazen Invitational Golf Tournament

Siena Alumni Day at the Track

6<sup>th</sup> Annual Evening of Cocktails and Putt-Putt

14<sup>th</sup> Annual Veterans Recognition Dinner

Siena Celebrates Christmas

Siena College Bjorklund Student Managed Fund Dinner

Festa Vino Food and Wine Festival

### Alumni and Friends Basketball Pre-Game Events

Siena College is proud to boast a strong fan-base for our Men's Basketball team. Whether home or away, Siena fans can be counted on to cheer on our Saints! Your support of pre-game events provides alumni and friends multiple opportunities to celebrate everything it means to be a Saint before cheering on our team to victory! **GO SAINTS!**

#### Gold: \$5,000

- Two (2) Premium Seat Tickets to three (3) Regular Season Men's Home Basketball Games at MVP Arena
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

#### Silver: \$3,000

- Two (2) Premium Seat Tickets to two (2) Regular Season Men's Home Basketball Games at MVP Arena
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

#### Bronze: \$1,500

- Two (2) Tickets to one (1) Regular Season Men's Home Basketball Game at MVP Arena
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

*Please be advised gifts from a Donor Advised Fund cannot receive goods and services.*

## Siena Giving Day

**March 20, 2024**

Your partnership with Siena College, the third Wednesday of every March, will help continue the tradition of record-breaking Giving Days! Months of marketing and promotion lead up to one of Siena's highest fundraising days of the year. This is a wonderful opportunity to have your name or logo on marketing and merchandise in front of over 40,000 Saints!

### **Presenting: \$3,000**

- Logo on all personalized marketing materials and merchandise
- \$1,500 President's Circle Membership to the Annual Fund
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Participating: \$1,500**

- Name/logo on event materials
  - Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- 

## Green, Gold and Gratitude

**March 21, 2024 | Callanan Field House, Marcelle Athletic Complex at Siena College**

Join us for a new Siena tradition with a celebration designed to thank the benefactors who have generously supported the College with a leadership gift. At the **Green, Gold and Gratitude** dinner, guests will share the Siena Experience and everything it means to be a Saint as we highlight the impact donor support has across campus.

### **Gold: \$5,000**

- Reserved seating for eight (8) guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Silver: \$3,000**

- Reserved seating for four (4) guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Bronze: \$1,500**

- Reserved seating for two (2) guests
  - Name/logo on event materials
  - Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- 

## Alumni Weekend

**May 31 - June 2, 2024 | Siena College, Loudonville, NY**

Alumni Weekend is attended by 700+ alumni from all over the world who come home to Siena in celebration of their milestone reunions. This year we are celebrating class years ending in 4s and 9s! From the Friday's Welcome Back Party to Sunday's Alumni Mass, it is a weekend where hundreds celebrate what it means to be **#ALWAYSASAIN!**

### **Gold: \$5,000**

- One (1) foursome within Friday's Alumni Golf Tournament
- Ten (10) guests to Friday Night Welcome Back Party
- Four (4) guests to the Distinguished Alumni Brunch
- Name/logo on event materials and prominently displayed throughout the weekend
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Silver: \$3,000**

- Six (6) guests to Friday Night Welcome Back Party
- Two (2) guests to the Distinguished Alumni Brunch
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Bronze: \$1,500**

- Two (2) guests to Friday Night Welcome Back Party
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### 27<sup>th</sup> Annual Saints Alive! Golf Shootout

**June 24, 2024 | The Edison Club, Rexford, NY**

The Saints Alive! Golf Shootout is a fun day to network with Siena's coaches, athletes, the athletic administration, and fellow fans of Siena Saints Athletics. Sponsors \$2,500 and above will receive VIP parking, recognition on event materials and foursome group photo with Siena coaches and athletes. Net proceeds from the Saints Alive! Golf Shootout benefit the Saints Alive! Athletic Director's Fund.



Visit [saintsonline.siena.edu/sashootout](https://saintsonline.siena.edu/sashootout)  
for more information on sponsorship opportunities  
for the Saints Alive! Golf Shootout.

---

### 43<sup>rd</sup> Annual Gene & Mary Sarazen Invitational Golf Tournament

**July 18, 2024 | Schuyler Meadows Country Club, Loudonville, NY**

This 12-hole Shamble format Invitational is attended by 80+ individuals, including the Board of Trustees, Board of Advisors, alumni, friends, and golf enthusiasts. Net proceeds from the Annual Gene & Mary Sarazen Invitational Golf Tournament support The Gene and Mary Sarazen Scholarship, which annually awards 20+ scholarships totaling \$100,000 to Siena students.

**Presenting: \$5,000**

- One (1) golf foursome
- Name/logo on carts
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Participating: \$3,500**

- One (1) golf foursome
  - Name/logo on event materials
  - Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- 

### Siena Alumni Day at the Track | Celebrating the Class of 2024 100 Days Since Graduation

**August 2024 | Saratoga Race Track, Saratoga Springs, NY**

Saratoga is the August place to be for Siena Saints! Over 150 alumni of all class years will gather at Saratoga Race Track for a day under the Festival Tent with their Siena friends and family. Throughout the day, alumni will help celebrate the newest graduating class celebrating their 100 days since graduation.

**Gold: \$5,000**

- Ten (10) guests to Siena Alumni Day at the Track
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Silver: \$3,000**

- Four (4) guests to Siena Alumni Day at the Track
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Bronze: \$1,500**

- Two (2) guests to Siena Alumni Day at the Track
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### 6<sup>th</sup> Annual Evening of Cocktails and Putt-Putt

**September 2024 | Wolferts Roost Country Club, Albany, NY**

Cocktails and Putt-Putt is an evening for golfers and non-golfers alike to enjoy food and fellowship at the picturesque Wolferts Roost Country Club. Net proceeds from the event will benefit programs and/or endowments of the College as identified by the Vice President for Development.

**Gold: \$5,000**

- Ten (10) Guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Silver: \$3,000**

- Six (6) Guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Bronze: \$1,500**

- Two (2) Guests
  - Name/logo on event materials
  - Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- 

### 14<sup>th</sup> Annual Veterans Recognition Dinner

**November 7, 2024 | Sarazen Student Union, Siena College**

The Annual Veterans Recognition Dinner highlights and celebrates Siena's Veterans and Mohawk-Battalion ROTC alumni. With gratitude, the College welcomes nearly 200 Veterans and guests home to campus to celebrate and salute our Veteran Saints.

**Gold: \$5,000**

- Reserved seating for eight (8) guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Silver: \$3,000**

- Reserved seating for four (4) guests
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Bronze: \$1,500**

- Reserved seating for two (2) guests
  - Name/logo on event materials
  - Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- 

### Siena Celebrates Christmas

**December 2024**

Siena connects our alumni with the holiday spirit at events in New York City, Boston, and the Capital Region. Join us as over 250 alumni and friends celebrate the blessings of the season with their fellow Saints.

**Gold: \$5,000**

- Eight (8) guests to event of your choice
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Silver: \$3,000**

- Four (4) guests to event of your choice
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

**Bronze: \$1,500**

- Two (2) guests to event of your choice
- Name/logo on event materials
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

## **Siena College Bjorklund Student Managed Fund Dinner**

**April 25, 2024 | Wolferts Roost Country Club, Albany, NY**

Sponsor VIP Cocktail Reception: 5:30 PM – 6:00 PM

Cocktail Reception & Networking: 6:00 PM – 6:30 PM

Dinner & Program: 6:30 PM – 8:00 PM

In January 2006, Trustee, Ron '85 and Cathy (Casey) '85 Bjorklund donated \$100,000 seed money to the finance department to create a student managed fund — *The David E. Bjorklund Fund* — in memory of Ron's brother. Managed by Siena students under the guidance of leading faculty, the Fund is designed to be a small-cap/growth-long/short portfolio, using Russell 2000 index as benchmark and has grown to nearly \$500,000. The **Siena College Bjorklund Student Managed Fund Dinner** provides the opportunity to meet Siena's top finance students along with the faculty who mentor them. Net proceeds from the event support *The David E. Bjorklund Fund*.

### **NYSE Presenting Sponsor: \$25,000**

- Thirty-two (32) guests at four reserved tables
- Pre-event VIP Cocktail Reception
- Attend evening class on campus and engage with School of Business students and faculty (*on a different date*)
- Business and/or alumni highlight in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- Name/logo on invitation and event marketing materials
- Recognition during dinner program
- Name/logo listed in program

### **S&P 500 Sponsor: \$10,000**

- Sixteen (16) guests at two reserved tables
- Pre-event VIP Cocktail Reception
- Business and/or alumni highlight in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- Name/logo on invitation and event marketing materials
- Recognition during dinner program
- Name/logo listed in program

### **Dow Jones Sponsor: \$5,000**

- Eight (8) guests at one reserved table
- Pre-event VIP Cocktail Reception
- Mention in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- Name/logo on invitation and event marketing materials
- Recognition during dinner program
- Name/logo listed in program

### **NASDAQ Sponsor: \$2,500**

- Four (4) guests at dinner
- Mention in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)
- Name/logo on invitation and event marketing materials
- Name/logo listed in program

### **Russell 2000 Sponsor: \$1,000**

- Two (2) guests at dinner
- Name/logo on invitation and event marketing materials
- Name/logo listed in program

### **Individual Tickets: \$100**

## **Festa Vino Food and Wine Festival**

**October 17, 2024 | Callanan Field House, Marcelle Athletic Complex at Siena College**

Please join us for Festa Vino, the Capital Region's premiere food and wine celebration! Over 800 attendees are treated to an evening of fine wines, spirits and amazing cuisine provided by top Capital Region establishments. Net proceeds of this event will benefit the Saints Alive! Athletic Fund and programs and/or endowments of the College as identified by the Vice President for Development.

### **Imperial Sponsor: \$10,000**

- Twenty (20) guests at reserved tables
- Name/logo on invitation and event marketing materials
- Name in the Program Donor roll
- A suite (16 capacity) at MVP Arena for one (1) regular season Siena Men's Basketball game (choice of game mutually agreed upon by sponsor and Siena Athletics)\*
- Commemorative gift
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Jeroboam Sponsor: \$7,500**

- Fifteen (15) guests at reserved tables
- Name/logo on invitation and event marketing materials
- Name in the Program Donor roll
- Six (6) premium tickets to one (1) regular season Siena Men's Basketball game\*
- Commemorative gift
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Magnum Sponsor: \$5,000**

- Ten (10) guests
- Name/logo on invitation and event marketing materials
- Name in the Program Donor roll
- Four (4) premium tickets to one (1) regular season Siena Men's Basketball game\*
- Commemorative gift
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Demi Sponsor: \$2,500**

- Five (5) guests
- Name/logo on invitation and event marketing materials
- Name in the Program Donor roll
- Two (2) premium tickets to one (1) regular season Siena Men's Basketball game\*
- Commemorative gift
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Split Sponsor: \$1,000**

- Two (2) guests
- Name/logo on invitation and event marketing materials
- Name in the Program Donor roll
- Commemorative gift
- Recognition in *Siena News* magazine issue (cir. 40,000) and *Alumni E-News* (cir. 15,000)

### **Honorary Committee: \$500**

- Two (2) guests
- Name in the Program Donor Roll

### **Honorary Committee: \$250**

- One (1) guest
- Name in the Program Donor Roll

*\*Excludes the UAlbany Cup, UAlbany Game*

Sponsor Name (Company/Individual) \_\_\_\_\_

Contact Person \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

### Alumni and Friends Basketball

#### Pre-Game Events

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Siena Giving Day

- Presenting: \$3,000 \$ \_\_\_\_\_
- Participating: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Green, Gold and Gratitude

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Alumni Weekend

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### 43<sup>rd</sup> Annual Gene & Mary Sarazen Invitational Golf Tournament

- Presenting: \$5,000 \$ \_\_\_\_\_
- Participating: \$3,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Siena Alumni Day at the Track

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### 6<sup>th</sup> Annual Evening of Cocktails and Putt-Putt

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### 27<sup>th</sup> Annual Saints Alive! Golf Shootout

\_\_\_ I would like to support this, please reach out with more information.

### 14<sup>th</sup> Annual Veterans Recognition Dinner

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Siena Celebrates Christmas

- Gold: \$5,000 \$ \_\_\_\_\_
- Silver: \$3,000 \$ \_\_\_\_\_
- Bronze: \$1,500 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Siena College Bjorklund Student Managed Fund Dinner

- NYSE Presenting Sponsor: \$25,000 \$ \_\_\_\_\_
- S&P 500 Sponsor: \$10,000 \$ \_\_\_\_\_
- Dow Jones Sponsor: \$5,000 \$ \_\_\_\_\_
- NASDAQ Sponsor: \$2,500 \$ \_\_\_\_\_
- Russell 2000 Sponsor: \$1,000 \$ \_\_\_\_\_
- Individual Tickets: \$100 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

### Festa Vino Food and Wine Festival

- Imperial Sponsor: \$10,000 \$ \_\_\_\_\_
- Jeroboam Sponsor: \$7,500 \$ \_\_\_\_\_
- Magnum Sponsor: \$5,000 \$ \_\_\_\_\_
- Demi Sponsor: \$2,500 \$ \_\_\_\_\_
- Split Sponsor: \$1,000 \$ \_\_\_\_\_
- Honorary Committee (two): \$500 \$ \_\_\_\_\_
- Honorary Committee (one): \$250 \$ \_\_\_\_\_

\_\_\_ Decline Taxable Goods/Services

**Total Sponsorship Support \$ \_\_\_\_\_**

*Please be advised gifts from a Donor Advised Fund cannot receive goods and services.*

**Pay online by scanning the QR Code!**



---

### **Payment Information**

- ☐ Payment made online at [siena.edu/sponsorships](https://siena.edu/sponsorships)
- ☐ Check enclosed (Payable to Siena College)
- ☐ Donor Advised Fund Distribution  
*(All taxable goods/services associated are automatically declined when paid by a donor advised fund)*
- ☐ Please invoice my company at the address listed (due by event)
- ☐ Please charge my credit card:

Amount to be charged \_\_\_\_\_

Name on Card (Please print) \_\_\_\_\_

Card number \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVC Code \_\_\_\_\_

Signature \_\_\_\_\_

### **Please Return Completed Form to:**

Siena College / Development and Alumni Engagement  
515 Loudon Road, Loudonville, NY 12211  
or email [specialevents@siena.edu](mailto:specialevents@siena.edu) or fax to 518-786-5010

### **Marketing Materials**

Logos for marketing materials should be sent 30 days prior to the event date. Ideally logos should be in .png or .jpg format and high quality. Please send logo files to [specialevents@siena.edu](mailto:specialevents@siena.edu).

Questions? Please call 518-783-2432 or email [specialevents@siena.edu](mailto:specialevents@siena.edu).

**THANK YOU FOR YOUR SUPPORT!**

**Development and Alumni Engagement • [specialevents@siena.edu](mailto:specialevents@siena.edu) • [siena.edu/sponsorships](https://siena.edu/sponsorships) • 518-783-2432**

