

Dear Parents,

This year, the 2008 Senior Class Challenge hopes to generate more than \$20,000 in cash and pledges toward The Pledge to Hofstra. That will require the participation of at least 200 members of the senior class.

The 2008 Senior Class Challenge is asking for support from the parents of graduating seniors. Generous sponsorships will help us expand the reach of the campaign by educating seniors about the importance of their philanthropy and their transition from students to alumni. All sponsors will receive recognition in the Senior Class Challenge supplement to the Commencement program, in the President's Annual Report, and on the website www.hofstra.edu/seniorchallenge.

For more information or to become a sponsor, please contact Mary Siemsen, Associate Director for Alumni Relations, at 516-463-7477 or mary.siemsen@hofstra.edu.

SPONSORSHIP LEVELS:

GOLD (Finals Promotion & Donor Appreciation BBQ) - \$5,000

Our GOLD level sponsor would provide funding for the Coffee & Cookies promotion held during finals week, as well as the Donor Appreciation BBQ held prior to Commencement. The Coffee & Cookies promotion is an opportunity for seniors to get more information about The Pledge to Hofstra, sign the pledge, and enjoy a quick pick-me-up before or after their final exams. The Donor Appreciation BBQ serves as not only a thank-you to seniors who participate in the Senior Class Challenge, but also as an event designed to educate them about Hofstra's Alumni Organization, G.O.L.D. (Graduates of the Last Decade) program, and their transition from students to alumni.

SILVER (Student Organization Participation Incentive) - \$2,500

Our SILVER level sponsor would allow us to expand the reach of the Senior Class Challenge by creating a healthy competition between existing student organizations on campus. The first ten student organizations to reach 100% participation in the Senior Class Challenge by their senior members before May 1, 2008 will receive \$250 toward their organization's budget. Additionally, organizations will receive special recognition in the Senior Class Challenge supplement to the Commencement program, and on the website www.hofstra.edu/seniorchallenge. Our hope is that we will reach seniors who otherwise would not participate in the Senior Class Challenge by reaching out to them via their affinities.

BRONZE (Graduation Photo Promotion) - \$1,000

Our BRONZE level sponsor would allow us to create a Graduation Photo Promotion during the last three weeks in April by providing funding for a special graduation photo and souvenir frame. Seniors would have their pictures taken in a cap and gown at their choice of three popular Hofstra locations. At each location, committee members will be on hand to accept pledges and donations to the Senior Class Challenge. This is a popular and effective promotion at other universities, and one that will help us attract new donors to the Senior Class Challenge.
