

A CELEBRATION OF DAWN STALEY

August 13, 2024



About the event

The University of South Carolina values educational access and affordability. One of our biggest champions of these efforts is women's basketball head coach Dawn Staley. The **August 13, 2024**, fundraising event, "**A Celebration of Dawn Staley,**" will recognize Coach Staley's recent achievements on and off the court, and, most importantly, it will benefit the Dawn Staley Champions Fund.

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 underrepresented 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.



Images courtesy of South Carolina Athletics



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 South Carolina women's basketball team in 2008, she has brought home three national championships (2017, 2022, 2024). In 2024, Staley's Gamecocks became just the fifth program in women's college basketball history to have a perfect season, finishing 38-0. Staley coached South Carolina to a combined 109-3 record over the last three years. She was recently named the 2024 Associated Press Coach of the Year and the 2024 Werner Ladder Naismith Coach of the Year, becoming the first men's or women's coach to earn to earn Naismith Coach of the Year honors in three consecutive seasons. In 2021, she led the U.S. women's basketball team to an Olympic gold medal in Tokyo.

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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 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 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)

Diamond Sponsor — \$35,000

- Up to eight attendees at a private reception with Coach Staley
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- Electronic signage at the event
- Logo recognition in the event program
- Guest photos with Coach Staley
- Two reserved tables of 10 at the event
- Eight autographed basketballs
- 10 tickets to a 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 South Carolina women's basketball game
- One full-page ad in *Carolinian* magazine (100,000 circulation)

Platinum Sponsor — \$25,000

- Up to six 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
- Six autographed basketballs
- Eight tickets to a 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 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 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 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 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 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 2025 South Carolina women's basketball game
- Halftime recognition at a 2025 South Carolina women's basketball game

