

Diverse®
Arthur Ashe Jr.
SPORTS SCHOLAR AWARDS 2025



The Arthur Ashe Jr. Sports Scholar Awards, presented by ***Diverse: Issues In Higher Education***, recognizes college student-athletes who excel in academics and athletics, while also demonstrating leadership and a commitment to service. Named after Arthur Ashe Jr., the legendary tennis player and humanitarian, the awards honor his legacy by celebrating student-athletes who embody his ideals of education, ethical leadership, and community service.

Each year, students from a wide range of sports and backgrounds are nominated for their outstanding achievements in balancing rigorous athletic schedules with academic excellence and meaningful community engagement. It's a prestigious recognition that highlights the importance of developing well-rounded student-athletes who are leaders both on and off the field.

Why Sponsor the Arthur Ashe Jr. Sports Scholar Awards?



Align with Excellence

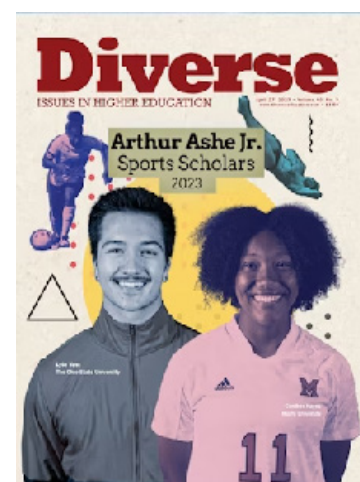
- **Prestige:** The awards honor exceptional student-athletes who excel in academics, athletics, and community service, embodying the spirit of Arthur Ashe's legacy. Sponsorship will align your brand with excellence, leadership, and the values of perseverance and inclusivity.
- **Commitment to Access, Opportunity, and Belonging:** Position yourself as an advocate and showcase your commitment to underrepresented communities in higher education and sports.

High-Value Visibility

- **Broad Reach:** *Diverse* has a national audience of educators, administrators, and thought leaders in academia, as well as associations, corporations, and others with an interest in supporting inclusive environments in higher education. Sponsors will gain exposure to a network deeply invested in higher education and equity.
- **Multi-Channel Marketing:** Sponsors will be featured in print, digital, social media, podcast and live event promotions, ensuring consistent brand visibility before, during, and after the awards.

Networking Opportunities

- **Direct Engagement:** The luncheon and keynote speaker events provide sponsors with unique opportunities to interact with influential figures, including college presidents, corporate leaders, and policymakers.
- **Brand Trust:** By supporting an event focused on such meaningful achievements, sponsors reinforce their reputation as trustworthy and socially responsible.





Customizable Sponsorship Options

- **Awards Sponsorship:** Branding on trophies, programs, and announcements, as well as opportunities to present the awards on stage.
- **Luncheon Sponsorship:** Prominent branding at the venue, table sponsorships for clients or partners, and a chance to make opening remarks.
- **Keynote Speaker Sponsorship:** Exclusive branding rights to a marquis segment of the event, including introductions and branded content in promotional materials.



Corporate Social Responsibility Impact

- **Recognition Support:** Sponsoring the awards helps support the next generation of leaders, contributing to the pipeline of talent in academics, athletics, and leadership.
- **Community Engagement:** Highlighting real stories of student-athlete achievements reinforces a sponsor's commitment to empowering individuals and communities.

Key Sponsor Benefits

- **National Recognition:** The awards are highly regarded, providing sponsors a platform to connect with thought leaders in education.
- **Targeted Audience:** Sponsors reach a niche, engaged audience of academics, students, and professionals interested in advancing athletics and belonging initiatives.
- **Positive Brand Association:** Being tied to a prestigious and values-driven event enhances the sponsor's brand equity.

Sponsorship Opportunities

Title Sponsor – \$35,000

- **Event Naming Rights:** “Arthur Ashe, Jr. Sports Scholars Awards presented by [Sponsor Name].”
- **Sponsor of the Awards Luncheon**
- **Logo Placement:** Prominent placement on all event materials, including invitations, programs, and signage.
- **Speaking Opportunity:** 5-minute speaking slot during the awards ceremony
- **Media and Digital Branding:** Full Page ad in the Arthur Ashe edition of **Diverse**. Banner campaign on Diverseeducation.com (100K impressions), banner for one week in the **Diverse** daily enewsletter, main sponsor credit on related In The Margins podcast, featured in all press releases, email campaigns, and social media promotions.

Gold Sponsor – \$25,000

- **Keynote Speaker Sponsorship:** Acknowledgment as the exclusive sponsor of the keynote address.
- **Speaking Opportunity:** 2-minute speaking slot during the awards ceremony
- **Media and Digital Branding:** Full Page ad in the Arthur Ashe edition of **Diverse**. Banner campaign on Diverseeducation.com (75K impressions), banner for one week in the **Diverse** daily enewsletter, supporting sponsor credit on related In The Margins podcast, featured in all press releases, email campaigns, and social media promotions.
- **Logo Placement:** Prominent placement on all event materials, including invitations, programs, and signage.

Silver Sponsor – \$15,000

- **Award Sponsorship:** Recognition as a sponsor of individual awards.
- **Verbal Recognition:** Mention during the event.
- **Media and Digital Branding:** Full Page ad in the Arthur Ashe edition of **Diverse**. Banner campaign on Diverseeducation.com (50K impressions), banner for one week in the **Diverse** Daily enewsletter, supporting sponsor of the related In The Margins podcast, featured in all press releases, email campaigns, and social media promotions.
- **Logo Placement:** Prominent placement on all event materials, including invitations, programs, and signage

Bronze Sponsor – \$10,000

- **Sponsorship:** Named sponsor for each individual sport (approximately 30 slots available)
- **Media and Digital Branding:** Full Page ad in the Arthur Ashe edition of **Diverse**. Named sponsor and logo for each chosen sport in the magazine and on Diverseeducation.com for the 2025 awards.
- **Logo Placement:** Prominent placement on all event materials in print and digital related to the selected sport(s) sponsored.

Community Sponsor – \$5,000

- **Media and Digital Branding:** Full Page ad in the Arthur Ashe edition of **Diverse**.
- **Logo Placement:** Prominent placement on all materials in print and digital related to the selected sport(s) sponsored.