



2025

HOMEcoming & 25th ANNIVERSARY

SPONSORSHIP PACKET

OCTOBER 26 – NOVEMBER 1, 2025

SOUTHWEST
TENNESSEE COMMUNITY COLLEGE





Dear Potential Homecoming Sponsor:

Your sponsorship doesn't just fund an event. Every gift unlocks a future. It opens doors, removes barriers, and transforms lives across our community. Your support powers life-changing scholarships and critical wraparound services that tuition alone cannot provide. Together, we can provide pathways to prosperity for hundreds of students and their families. Partner with us as we celebrate 25 years of impact and continue to strengthen Memphis through workforce development and education. Your generosity lights the way!

Kelli Sharpe, 2025 Homecoming Chair
Vice President
Marketing and Communications & Institutional Advancement

Phoenix Worthy, 2025 Homecoming Vice-Chair
Director
Student Leadership & Engagement



Celebrating 25 Years of Impact

Southwest Tennessee Community College has been a beacon of hope and opportunity for thousands of students, as we help them reimagine, realize, and reach their dreams. Today, we commemorate 25 years, reflecting on our remarkable journey, the students whose lives have been transformed, and the community that has rallied around us.



Our Students, Our Story

“With this scholarship, I can take a deep breath and focus on studying as opposed to how I will pay for class. This scholarship helped me along my journey in nursing.”

— Lisa Craig

“Teaching and mentoring kids in life and baseball has always brought me joy. When I recently decided to pursue my dream of helping others, I enrolled at Southwest, and it has been a game changer by allowing me to pursue my dreams.”

— Mathew Baller

“The difficulties I have encountered, and the assistance I have been given at Southwest have molded me into a strong, resilient person who is fervently committed to using education as a vehicle for social change.”

— Kera Moore

The Southwest Difference

- Free Tuition: All students receive free tuition, but many still struggle with books, supplies, transportation, and basic needs.
- First-Generation Focus: The majority of our students are pioneers—charting a new course for their families.
- Wraparound Support: Scholarships and services fund mental health counseling, food assistance, childcare, and more—ensuring students don't just attend, but succeed.

A Decade of Transformation: President Tracy Hall's Leadership

When Dr. Tracy Hall became president in 2015, Southwest faced daunting challenges:

- Graduation rate: 5% (lowest in Tennessee)
- Retention: 47%
- Seven consecutive years of enrollment decline

Today, Southwest stands stronger than ever:

- **Graduation rate:** Doubled (from 5% to 19% and climbing)
- **Retention rate:** +18%
- **Awards per 100 FTE:** +75% (from 12.9 to 22.7)
- **1-2 Year Certificate Completion:** +64%
- **K-12 Dual Enrollment:** +137%
- **Employment in Field:** +14%
- **Equity Gaps Narrowed:** Pell gap halved (from 6 to 3 points)
- **Honors:** ATD Leader College, 2021 Bellwether Award Winner, 2024 Finalist



Why Your Sponsorship Matters

At Southwest, support goes beyond free tuition. In 2024, more than 70% of our students reported struggling to afford textbooks, transportation, or childcare, even as they pursued their dreams. Thanks to sponsor-funded scholarships and wraparound services, hundreds of students received emergency grants, mental health counseling, and help with everyday essentials. As a result, more students not only stayed in school but graduated, many as the first in their families to do so.

Sponsorship Opportunities

25th Anniversary Partner \$25,000	Silver Legacy Sponsor \$10,000	Pioneer Sponsor \$5,000	Spirit Sponsor \$2,500	Supporter \$1,000
<ul style="list-style-type: none">• Title sponsor recognition at all Homecoming events• Premier logo placement on all event materials, website, and social media• Speaking opportunity at Presidential Gala and Corporate Luncheon• Full-page ad in event program• Featured in all press releases, story in alumni and college newsletters• VIP table at Gala and Career Pathway Luncheon (8 guests each)• Company banner displayed at all events• Customized campus tour & corporate spotlight on college platforms	<ul style="list-style-type: none">• Sponsor recognition at Homecoming events• Logo on event materials, website, and social media• Half-page ad in event program• VIP table at Gala (8 guests)• Company logo displayed at events• Recognition in alumni newsletter	<ul style="list-style-type: none">• Sponsor listing at Homecoming events• Logo on website and select materials• Quarter-page ad in program• VIP seating at Gala (6 guests)• Recognition in alumni newsletter	<ul style="list-style-type: none">• Sponsor listing at select events• Logo in event program• Reserved seating at Gala (4 guests)• Recognition on college social media	<ul style="list-style-type: none">• Name listed in event program• Reserved seating at Gala (2 guests)

The Impact of Your Gift

\$5,000 = Books and supplies for 10 students

\$10,000 = Emergency services for 20 students

\$50,000 = Tuition assistance for 30 students

JOIN US: PARTNER FOR PURPOSE

Your sponsorship is more than a gift—it's a legacy. You are investing in the dreams of students, the strength of our community, and the future of Southwest. Let's celebrate this milestone, honor our progress, and open the door to even more success stories.

CONTACT US



For sponsorship opportunities and more information:

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