MSU BOOKSTORE
Student/Faculty owned since 1931

THE MSU BOOKSTORE

Fundraising Gala

A MSU Bookstore Fundraiser and Auction

DONATION PACKET

OUR WHY

Dear Bobcat Community Member,

Course materials are expensive. Rises in course materials costs are a leading contributor to the decline of the independent college bookstore and today, 50% of the campus bookstore market is controlled by for-profit entities whose goals are dictated by shareholder expectations of increased net revenues. These expectations, combined with supply chain constraints, inflation, and many other factors, cause course materials to be one of the most expensive components of a student's higher education cost.

MSU Bookstore is different. Since 1931, MSU Bookstore has served the needs of the Montana State University campus. Today, it stands alone as the only not-for-profit campus bookstore in Montana and one of only a handful left in the United States. Our mission is simple: to lower the cost of course materials for MSU students. To that end, we have been successful in keeping costs significantly below industry averages and up to 20% less than our for-profit competitors. This is accomplished through leveraging the profits from the sales of general merchandise to offset the expenses associated with subsidizing the cost of textbooks.

We believe this is the right model for a campus bookstore as we work independently from the University to lower costs without utilizing fees or funding from the state. But we want to do more. Our goal is to be able to sell course materials to MSU students below the publisher costs to the Bookstore. This can only be achieved with your help.

This year, we have decided to host our first-ever fundraising gala with a goal of raising $500,000 to help offset the costs associated with working towards this goal.

You have an opportunity to partner with us to help benefit MSU students with the lowest possible course materials pricing. Whether you choose to be a sponsor, donate to one of our raffles, auctions, or by attending the event, you will play a direct part in helping us lower the cost of education.

Will you join me in taking our goals to the next level?

Kind Regards,

Chad

Chad Schreier

Chad Schreier, MBA, CCR
President & CEO
MSU Bookstore, Inc.

MSU BOOKSTORE
Student/Faculty owned since 1931

AUCTION SPONSORS

Title Sponsor - $25,000 (limit 1)

- Your organization's logo and sponsorship level on ALL Gala related marketing materials and communications
- Organization's name and logo on the inside of the program
- Five minutes of stage time during main event
- One table for ten OR two seats at the VIP table
- Invitation to & sponsorship of the VIP Cocktail Hour
- One marketing email to all attendees
- Organization's name will go on the MSU Bookstore Donor Wall

Cocktail Hour Sponsor - $15,000 (limit 2)

- Your organization's logo and sponsorship level on ALL Gala related marketing materials and communications
- One table for ten
- Sponsorship signage at Cocktail Hour
- Opportunity for branded Cocktail Hour decor
- Three minutes of stage time
- Organization's name will go on the MSU Bookstore Donor Wall

Mission Sponsor - $10,000

- Your organization's logo and sponsorship level on ALL Gala related marketing materials and communications
- One table for ten
- Company name will go on the MSU Bookstore Donor Wall
- Organization's call out during mission portion of the program

Very Important Bobcat Sponsor - $7,000

- Your organization's name and logo in the program and ALL Gala related pre-event marketing
- One table for ten
- Organization's name will go on the MSU Bookstore Donor Wall

Table Sponsor - $2,500

- Your Organization's name and logo in the program
- One table for ten

ALL DONATIONS WELCOME

Items

- All items are welcome for donation, no item is too big or too small! We are happy to accept your item donation as either a silent or live auction item. An item may also be include with another package.

Monetary

- Not sure what to donate? As a 501(c)3 not-for-profit we are honored to accept any monetary donations that you wish to make. to further support the MSU Bookstore Mission.

Talent

- We are lucky to live and work amongst so many talented individuals in our community. The MSU Bookstore would love to showcase your talents for a variety of opportunities that will benefit the MSU Bookstore mission. Flowers? Food? Decor? Let's chat!

Sponsors

- Our sponsorship opportunities are located in this packet on page five for your consideration. If you do not see anything that fits your organization's needs, please talk to Melissa Faber. The MSU Bookstore would be delighted to work out a special sponsorship opportunity for you!

COMMITMENT FORM

Organization Name: _____

Address: _____

Contact Name: _____ Contact Number: _____

Sponsorship Type: _____

Sponsorship Amount: _____

Donation Type _____ Donation Value: _____

Donation Item(s) _____

Signature: _____ Date: _____

MSU Bookstore, Inc. is a 501(c)3 not-for-profit organization.
Contributions to the MSU Bookstore Gala should be made payable to :

MSU Bookstore, Inc.
125 Strand Union Building
Montana State University
Bozeman, MT 59717

Tax ID# 81-0107430

For questions, please contact Melissa Faber: melissa.faber@montana.edu

THANK YOU!

STAY CONNECTED WITH US



125 Strand Union Building



406 • 944 • 2811



www.msubookstore.org



@msubookstore

