



**KENTUCKY STATE
UNIVERSITY**



Sponsorship Opportunity

Financial Institution

Period of Sponsorship

July 1, 2024—June 30, 2025

KENTUCKY STATE UNIVERSITY

Sponsorship Opportunity

Bank or Credit Union

Number Available – One (1)

1. Introduction: Kentucky State University (KSU), in accordance with KRS 45A.097, is soliciting proposals from reputable financial institutions for sponsorship opportunities for Fiscal Year 2025 (July 1, 2024-June 30, 2025).

Kentucky State University is a public, comprehensive, historically black land-grant University serving approximately 1,900 full-time and part-time students from around the world. The University is located at 400 East Main Street Frankfort, Kentucky. The University's 882-acre campus includes a 204-acre agricultural research farm and a 306-acre environmental education center.

The University's vision is to prepare today's students as global citizens, lifelong learners and problem solvers. KSU is committed to providing high-quality education, fostering community engagement, and supporting student success.

2. Background: Established in 1886, Kentucky State University has a rich history of serving diverse student populations and promoting academic excellence. With a focus on innovation, leadership, and social responsibility, KSU seeks to establish partnerships with financial institutions that share our commitment to educational advancement and community empowerment.

3. Objectives: The University will select one (1) sponsor in the Banking/Credit Union category with the greatest evaluated benefit to the University and its students. The primary objectives of this sponsorship opportunity include, but are not limited to:

- Enhancing the financial literacy and well-being of KSU students, faculty, and staff.
- Supporting educational initiatives, scholarship programs, and student-led projects.
- Providing resources and opportunities for professional development and career readiness.
- Strengthening the relationship between the financial institution and the KSU community.

Why Sponsor?

Sponsorship of Kentucky State University offers the following benefits:

- Exposure to your Target Market
- Lead Generation
- Community Involvement
- Business Spotlight
- Brand Recognition
- New Business Partnerships & Contacts
- Heightened Visibility
- Engage and Interact with Target Market
- Create Lasting Impressions

4. Scope of Work: Proposals should outline potential sponsorship opportunities, which may include, but are not limited to:

- Sponsorship of financial literacy workshops, seminars, and events on campus.
- Funding for scholarship programs, internships, and academic awards.
- Collaborative initiatives such as career fairs, networking events, and mentorship programs.
- Branding opportunities on campus, including signage, digital displays, and promotional materials.
- Customized engagement activities tailored to the interests and needs of KSU students, faculty, and staff.
- Other, financial or in-kind contributions or incentives.

5. Eligibility Criteria:

- Open to reputable credit unions or banks with a presence in Central Kentucky or the surrounding region.
- Proposals must align with the objectives and values of both the financial institution and Kentucky State University.
- Preference may be given to proposals that demonstrate a genuine commitment to supporting education and community development.

6. Submission Guidelines: Interested credit unions or banks should submit their proposals electronically to Frances.Pinkston@kysu no later than June 21. Proposals should include the following:

- Executive summary highlighting key points of the proposal.
- Detailed description of sponsorship opportunities and benefits for KSU and the sponsoring institution.
- Budget breakdown and financial considerations, including proposed sponsorship amount and duration.
- Proposed timeline for implementation and evaluation.
- Any additional supporting materials or relevant information.

7. Evaluation Process: Proposals will be evaluated based on the following criteria:

- Alignment with the objectives and values outlined in the RFP.
- Potential impact on financial literacy, student success, and community engagement.
- Feasibility and sustainability of the proposed sponsorship activities.
- Budget considerations and cost-effectiveness of the sponsorship package.
- Overall fit with the needs and priorities of Kentucky State University and its stakeholders.

8. Selection Timeline:

- Deadline for submission: June 21, 2024 4:30 pm EDT
- Proposal evaluation period: July 1, 2024
- Notification of shortlisted candidates: July 12, 2024
- Final selection and contract negotiation: July 19, 2024

9. Contact Information: For inquiries and submission of proposals, please contact:

Fran Pinkston, Purchasing Director
400 East Main St.
Academic Services Building Suite 429
Frankfort, KY 40601
502-597-6434
Frances.Pinkston@kysu.edu

10. Confidentiality: All information provided in response to this RFP will be treated as confidential and used solely for the purpose of evaluating sponsorship opportunities.

Kentucky State University reserves the right to accept or reject any or all proposals received and to negotiate with any qualified source in accordance with applicable laws and regulations. We look forward to receiving innovative proposals from credit unions or banks interested in partnering with us to support our mission of academic excellence and community empowerment.

A sponsorship shall not constitute an endorsement of any particular business by the University as the sole vendor of choice.