

# NYUMBURU (Nim-Boo-Roo) CULTURAL CENTER

*“Your Home Away From Home”*



# Nyumburu at 50 Celebration

*Saturday,  
October 23<sup>rd</sup>, 2021  
6:30-8:00pm*

- *Hybrid /Virtual Event*
- *2,000 Expected Views*





## The Nyumburu Cultural Center Mission

*To serve and educate students, as well as the surrounding University of Maryland community about African and African Diaspora oriented cultures. Nyumburu is a significant resource of cultural, historical, and social programming.*

**2.5 Million+ Students, Alumni & Community  
Served in 50 years (50,000+ Annually)**

# The Nyumburu Cultural Center Staff

**Director**

*Dr. Ronald Zeigler*



**Associate Director  
Chairperson, 50<sup>th</sup> Anniversary  
Program & Planning**

*Ms. Anne Reese Carswell*



**Assistant Director of Student  
Involvement & Public Relations**

*Mr. Solomon Comissiong*



**Assistant Director,  
Program Development and  
Advancement**

*Mr. Andre Nottingham*



**Event Coordinator**

*Ms. India Richey*

# Nyumburu Signature Events & Services

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- ❑ Black Graduation Ceremony
- ❑ Annual Student Welcome (for Black & Brown Students Freshmen, Retuning and Transfer)
- ❑ Juke Joint (Open Mic)
- ❑ Black History Month Kick-off & Closing Ceremonies
- ❑ Student & Alumni Homecoming Tailgate Party
- ❑ Black Male Initiative Program

Over 20 Campus Groups & Organizations Housed & Advised

- ❑ The Maryland Gospel Choir
- ❑ Black Explosion Newspaper
- ❑ African Student Association



# Nyumburu 50<sup>th</sup> Anniversary Alumni Planning Committee Chairs



## Committee & Marketing

***Brian M. Walton, Sr. '95 & '12***  
*CEO, Synergy Entertainment*  
*Principal, Irvington High School*

- Black Alumni Association President '98
- Black Explosion Editor-in-Chief '91-93

## Fundraising

***Gina House Goings '87***  
*SVP, Development, Urban League Of*  
*Greater Southwestern Ohio*

- Miss Black Unity '84
- Delta Sigma Theta Sorority Inc.

## Program and Production

***Wayne Bruce '88***  
*CEO, Durand Group*

- Panhellenic Council President
- Miss Black Unity Pageant Producer

# Nyumburu 50<sup>th</sup> Anniversary Alumni Planning Committee Members



Fundraising - Individuals

**Craig Harris '89**

Sr. Territory Business  
Manager, Bigon



Fundraising - "Divine 9"

**Joseph M. Drayton, Esq. '93**

Partner, Cooley LLP



Program & Production

**Naima Stevenson Starks,  
Esq. '98**

SVP & Deputy General Counsel,  
Varsity Brands



Program & Production

**Natasha Persaud '04**

Contract Manager,  
Channel Partnership

# Nyumburu at 50<sup>th</sup> Celebration

## Top Fundraising Sources

### **Corporate \$200,000**

- 50<sup>th</sup> Anniversary Event Sponsorship

### **Individual Contributors \$300,000**

- Donor Tree & Alumni Wall

### **Ticket Sales (\$25-50 pp) \$50,000**

- 50<sup>th</sup> Anniversary Virtual Broadcast





## SPONSORSHIP LEVELS & BENEFITS

BENEFITS Expected Audience (2,500)	Title Sponsor \$25,000	Diamond Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$2,000
Sponsor Video message	60 Seconds				
Verbal recognition by celebrity host	●	●	●	●	●
Logo/name on event Social media banner	●	●	●	●	
Special recognition on donor tree	●	●	●	●	●
Program booklet	Full Page	Half Page	Quarter Page	Eighth page	Name list
Logo on step/ repeat during broadcast	●	●			
Newsletter Feature/recognition	Feature	Feature	Feature	Recognition	Recognition
Logo and active website link(12 months)	●	Logo Only (12 months)	Logo Only (12 months)		

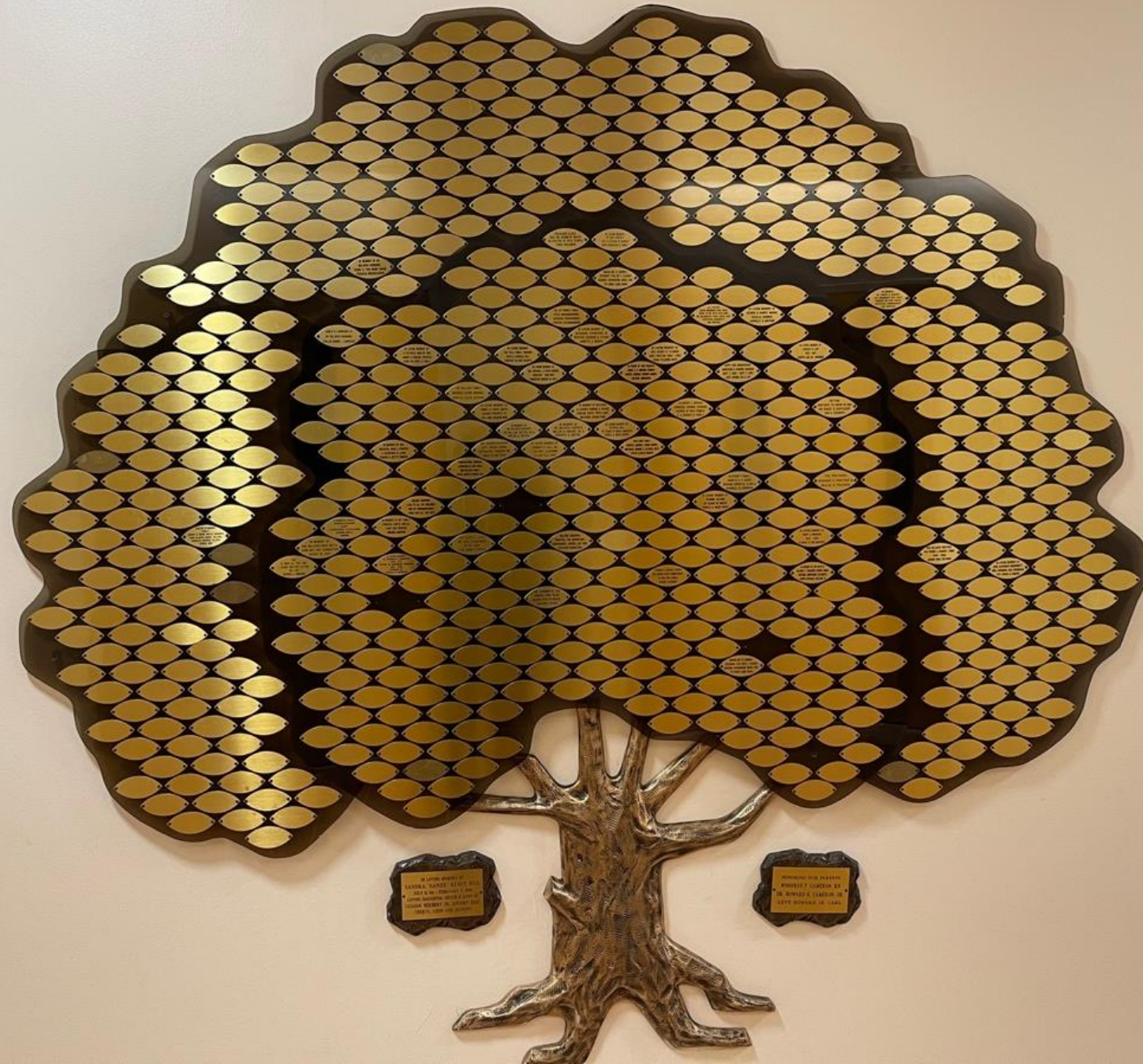
# Individual Donor Opportunities

## Nyumburu Donor Recognition Tree

- 650 Leaves
- 100 Green Leaves \$1,000\*
- \*Limited Anniversary Special*
- 350 Bronze Leaves \$2,500
- 150 Silver Leaves \$5,000
- 50 Gold Leaves \$10,000

## Nyumburu Ambassador Wall

- 3,000 to 5,000 names @ \$500 per name



## Donate

For more information, contact:

Ms. Anne Reese Carswell,  
Associate Director  
(301)314-7759  
carswell@umd.edu

or

Dr. Ronald Zeigler,  
Director,  
(301)314-7760  
nyumbz@umd.edu

**Thank You!**

