



# 100 Years. One Future. Faithfully Forward Together.

Concordia University Texas Centennial Celebration Sponsorship Opportunities



## A Century of Christ-Centered Leadership in Austin

In 1926, Concordia University Texas opened its doors with a small founding class on a 20-acre plot north of Austin, a Lutheran heritage, and a singular calling: develop leaders who serve. The university was founded on the words of Psalm 60:12 “With God We Shall Do Valiantly,” a scripture that has carried Concordia Texas through one hundred years of growth, change, and faithful endurance. That same calling has shaped generations of nurses, ministers, educators, business leaders, and changemakers who carry Christ into every corner of their professions. Today, 31% of Concordia Texas students are the first in their families to attend college, and Concordia Texas is a proud Hispanic-Serving Institution that reflects the diversity of our region. By God’s grace, Concordia Texas has become a vibrant engine of opportunity in Greater Austin.

## Why This Centennial Matters to Austin

Concordia Texas is one of the few institutions in Central Texas where faith and learning are woven together every day. Students grow in mind, heart, soul, and body, formed by chapel services, more than 100 spiritual life gatherings each year, and faculty who teach not only as professionals but as people of faith. As Austin grows and changes, Concordia Texas stands as a Christ-centered place where students are formed into leaders of conviction, compassion, and purpose. Every nurse, teacher, minister, and entrepreneur Concordia Texas sends into the world strengthens communities across Central Texas and beyond. The next 100 years of Greater Austin needs leaders who think critically, act compassionately, lead courageously, and walk faithfully. Concordia University Texas remains committed to preparing them.

## Why Sponsorship Is an Investment, Not an Expense

When you sponsor the Centennial Celebration, your name and your business stand alongside a 100-year Austin institution at its most visible moment. You connect directly with an engaged audience of alumni, donors, faculty, and Central Texas business leaders who share a commitment to faith, family, and community. You position your brand as a civic and spiritual partner in this region’s future. And you help fuel the experiences that turn a milestone weekend into momentum carrying Concordia Texas faithfully forward into its next century.

This is more than a celebration. It is a public declaration that Christ-centered higher education has a thriving future in Austin. With God we shall do valiantly. Help us tell that story loudly.

## The Centennial Weekend

- **Friday, October 23**  
Centennial Dinner at The Oasis  
An unforgettable evening overlooking Lake Travis with supporters, alumni, and friends, reflecting on the legacy we’ve inherited and the future we’re building together.
- **Saturday, October 24**  
Centennial Day on Campus  
An all-day celebration of community, faith, and pride featuring live music, food, drinks, worship, and the energy of a university family reunited.

TIER	INVESTMENT	BENEFIT
Friend of Concordia Texas	\$2,500	<ul style="list-style-type: none"> <li>• Name listed in event program</li> <li>• 2 Centennial Dinner tickets</li> <li>• Logo on Centennial webpage and social media recognition throughout the year</li> <li>• Plaque recognition on Concordia Texas campus</li> </ul>
Community Partner	\$5,000	<p><b>All Friend of Concordia benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• 4 Centennial Dinner tickets (total)</li> <li>• Invitation to an exclusive on-campus sponsor gathering</li> </ul>
Celebration Sponsor	\$10,000	<p><b>All Community Partner benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• Banner placement at the Centennial Dinner and Saturday campus celebration</li> <li>• 6 Centennial Dinner tickets (total) with valet parking</li> <li>• Concordia Texas Centennial branded bottle of bourbon</li> </ul>
Centennial Presenting Sponsor	\$20,000	<p><b>All Celebration Sponsor benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• Premier signage throughout the Centennial weekend</li> <li>• 8 Centennial Dinner tickets (total) with valet parking</li> <li>• Recognition plaque to display at your business</li> <li>• Introduction by the President on stage during the Centennial weekend</li> <li>• Naming opportunity for one Centennial weekend element (e.g., Live Music Tent, Speaker Series or the Centennial Toast)</li> </ul>
Centennial Legacy Sponsor	\$35,000	<p><b>All Centennial Presenting Sponsor benefits, plus:</b></p> <ul style="list-style-type: none"> <li>• Sole Presenting Sponsor designation: “The Centennial Celebration, presented by [Your Company]”</li> <li>• Premier naming rights for the Centennial Dinner at The Oasis</li> <li>• 10 Centennial Dinner tickets (total) with valet parking and reserved premier seating</li> <li>• Speaking opportunity at the Centennial Dinner</li> <li>• Featured placement in all Centennial print, digital, and email communications</li> <li>• Custom recognition gift commemorating the Centennial partnership</li> <li>• Special VIP Private tour of one of Concordia University Texas’ most valued properties, the famous Friesenhahn Cave in San Antonio</li> </ul>

**Be part of the story. Help us celebrate 100 years and fund the next.**

**To secure your sponsorship or learn more, contact:**

Tiffany Johnson, Vice President of Philanthropy | [tiffany.johnson@concordia.edu](mailto:tiffany.johnson@concordia.edu) | 512-313-3012

Concordia University Texas is a 501(c)(3) nonprofit organization. Sponsorship contributions may be tax-deductible to the extent allowed by law. EIN available upon request.

