



The

Honoring / Celebrating his life, his legacy, and the lives he has touched through FAMU Football and beyond.

GODFATHER

OLD SCHOOL X NEW SCHOOL

Celebration

SPONSORSHIP OPPORTUNITIES

FRIDAY • OCTOBER 23 • 4 PM - 9 PM

JAKE GAITHER PARK

801 Bragg Drive, Tallahassee, Florida • FAMU Homecoming Weekend

OLD SCHOOL X NEW SCHOOL • CELEBRATING HIM NOW

EVENT OVERVIEW

HONOR HIM IN PERSON. CONNECT GENERATIONS. CELEBRATE THE IMPACT.

The GodFather Celebration is an in-person FAMU Homecoming gathering honoring George “GodFather” Thompson while he is here to receive the love and appreciation of the people whose lives he has touched. Old School x New School brings together former players, alumni, family, friends, community leaders, and the next generation for an evening rooted in FAMU Football, connection, stories, music, and community.

CELEBRATE

A living legend,
honored now

CONNECT

Old School x New
School

HOMECOMING

A meaningful Friday
gathering

COMMUNITY

FAMU family and local
impact

WHY SPONSOR

- Positive brand alignment with a multigenerational FAMU Homecoming celebration
- Direct visibility with alumni, families, former players, friends, and community supporters
- On-site, digital, and event-content recognition based on sponsor level



A CELEBRATION OF LOVE

The focus is on celebrating George “GodFather” Thompson in person and bringing together the people and generations connected through FAMU Football and beyond.

A portion of proceeds from the Celebration will benefit **The George & Alice Thompson Endowed Scholarship** at Florida A&M University. Community support also helps elevate FAMU alumni-led Another Chance Community Development and its community initiatives.

THE LEGACY CONTINUES

THE GEORGE & ALICE THOMPSON ENDOWED SCHOLARSHIP

Established at Florida A&M University through a \$115,000 gift from Tola Thompson, the endowed scholarship honors his parents, George “GodFather” Thompson and Alice Thompson, and creates lasting support for FAMU Athletics and student-athletes.

\$115,000

ENDOWED GIFT

FAMU

ATHLETICS LEGACY

NEXT

STUDENT-ATHLETE
SUPPORT

SNAKES SUPPORT SNAKES!!!

Celebrate the Legend. Grow the Legacy. Invest in the next generation.

A PORTION OF PROCEEDS FROM THE GODFATHER CELEBRATION
WILL BENEFIT THE GEORGE & ALICE THOMPSON ENDOWED
SCHOLARSHIP AT FAMU.



A FAMILY LEGACY OF SERVICE

**GEORGE “GODFATHER”
THOMPSON**

49 years serving FAMU
Athletics

ALICE THOMPSON

Student-athlete tutor and
leader of FAMU Athletics’ first
all-female booster club

**HONOR THE PAST.
BUILD THE FUTURE.**

SPONSORSHIP OPPORTUNITIES

Choose the level that best fits your visibility, activation, hospitality, and community goals.

TITLE SPONSOR

\$10,000

- Top naming recognition with the celebration
- Premier logo placement on approved promotion and event signage
- Featured activation, stage recognition, and priority event-content acknowledgment

PRESENTING SPONSOR

\$5,000

- Prominent sponsor positioning on selected promotion
- Premium on-site recognition and activation opportunity
- Priority inclusion in sponsor mentions and event content

COMMUNITY SPONSOR

\$1,000

- Logo placement on selected digital promotion
- On-site recognition and community-facing acknowledgment
- Inclusion in sponsor thank-you messaging

IN-KIND PARTNER

\$500+ VALUE

- Approved goods, services, equipment, hospitality, or production support
- Recognition matched to contribution value
- On-site and digital acknowledgment for approved support

The **GODFATHER** *Celebration*

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OLD SCHOOL X NEW SCHOOL

**A POSITIVE HOMECOMING
PLATFORM FOR BRANDS THAT WANT
TO SHOW UP WITH PURPOSE.**

Sponsor benefits can be tailored by agreement. Title and Presenting sponsorships are subject to category availability and final activation scope.

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LET'S CELEBRATE HIM NOW

CONTACT

The GODFATHER Celebration

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OLD SCHOOL X NEW SCHOOL

PARTNER WITH A LIVE CELEBRATION OF FAMU FOOTBALL, FAMILY, AND GENERATIONAL IMPACT.

SPONSORSHIP CONTACT

12:48 LLC x ANOTHER CHANCE COMMUNITY DEVELOPMENT

info@1248llc.com

561-987-5734 • 877-674-7736



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4 PM - 9 PM

JAKE GAITHER PARK

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Tallahassee, Florida

FAMU HOMECOMING WEEKEND

WITH GRACE WE CONNECT THE DOTS