



## VCU Brandcenter Giving Opportunities



# Campaign for Change

During its 10 years of existence, VCU Brandcenter has grown in many ways in enrollment, faculty, curriculum, and reputation.

This progress is a reflection of the ever-changing business of advertising and marketing communications.

In 2007, the VCU Brandcenter launched a \$10 million campaign, the Campaign for Change, to raise funds for our new building. Your gift to the Campaign for Change will ensure our places as the premier graduate advertising program in the world.

As of January 2008, the VCU Brandcenter has a new home for our students. We view this need to change physical spaces as an indication of the Brandcenter's success. Since 2003, enrollment has grown 62 percent.

# Student Scholarships

The Brandcenter currently offers our students 27 scholarships to help offset the cost of their tuition and other costs associated with attending a full-time graduate program.

You can make a difference by contributing to an existing scholarship (with a gift of any commitment) or establishing a new endowment with a minimum investment of \$10,000.

# Gifts for Faculty Support

The Brandcenter boasts an outstanding full-time faculty.

Through your investment, you can help ensure that we continue to recruit and retain these extraordinary industry leaders.

## Brandcenter Annual Fund

Unrestricted gifts to the school are counted in the Brandcenter Annual Fund.

This is a powerful way to give because we can use your gift immediately wherever the strategic need is greatest. Unrestricted gifts allow us to seize opportunities and move with the pace of business. Your gift, no matter how small, can go a long way.

## New Building Naming Opportunities

Building	\$4,000,000	Video Lab	\$200,000
Entire Floor (3)	\$1,000,000	Graphics Lab	\$100,000
Student Work Area	\$750,000	Suspended Walkway	Reserved
Student Lounge	Reserved	Media Library	Reserved
Conference Room	\$500,000	Meeting room (5)	\$50,000
Lecture Room	\$350,000	AV Suite	\$50,000
Classroom (4)	\$250,000	Faculty Conference Room	\$50,000
Lobby/Reception	\$250,000	Staff Offices (4)	\$50,000
Terrace (2)	\$150,000	Exhibit Space	Reserved
Student Locker Area	\$100,000		