BE PART OF THE CELEBRATION

50 Years of Mission
August 22, 2016 marks the 50th Anniversary of Charles R. Drew University of Medicine and Science (CDU). We are proud of our legacy and tradition and launched events in August 2015 to honor our history and shed light on an emerging bright future. In this vein, our theme for the year is 50 Years of Mission.

50 years ago in August 1965 — a civil disturbance erupted in the Watts community of Los Angeles, California later known as the Watts Revolt. Before the 1960s were over, a total of 265 American cities would experience immense racial upheavals. From this local upheaval, attention was directed to the Watts community of Los Angeles, citing poor health status and diminished access to healthcare among its citizens.

As a call to social justice, the Charles R. Drew University Post Graduate Medical School was incorporated in 1966 in the Watts-Willowbrook area of Los Angeles as a private, nonprofit, educational institution. Three years later, the community-founded University began its mission to develop a diverse group of health professional leaders who seek social justice.

Today, the University continues to grow as it stands on the shoulders of those who gave tirelessly to have the community’s need for healthcare and education opportunities met. CDU has graduated more than 575 medical doctors, 2,700 post-graduate physicians, more than 1,200 physician assistants, 615 nurses and hundreds of other health professionals. The University has earned designation as a minority-serving institution by the U.S. Office of Civil Rights, and is recognized by the Department of Education (DOE) as a Historically Black Graduate Institution (HBGI as designated by Title III B). It is also a charter member of the Hispanic Serving Health Professions Schools, a national nonprofit dedicated to improving the health of Hispanic people through research initiatives, training opportunities, and academic development.

May 2015, in an article appearing in Money Watch on CBS Interactive, titled “A New Ranking of College Superstars” by the Brookings Institution, the University received a national ranking. In fact, CDU emerged as a hidden gem in the promising new college ranking system for its value added to mid-career alumni. The article reads:

“These institutions, provided the best value-added boost to its students’ mid-career earnings. The Brookings college rankings system measures how well alumni perform in three economic measures: mid-career earnings, student loan repayment and what the think tank calls occupational earnings power, which is a fascinating indicator that relies on LinkedIn’s massive database.” The Brookings ranking is affirmation of the University’s ability to produce health professional graduates who not only serve those who are underserved but who also do well economically to serve themselves, their families, and their communities.

As we embark on our 50th Anniversary, I call on our partners, donors, alumni, community, and other stakeholders to join CDU board, students, staff and faculty in commemorating our past and marching into a brighter future. Looking ahead, we look forward to the reopening of our Physician Assistant program as a Masters level degree in Fall 2016.

This booklet entails all the different events that have been planned throughout the year. There is also a unique opportunity to become a Title Sponsor for all the CDU 50th Anniversary events by donating $1.5M. There isn’t a better investment in the future of our nation than to help deserving students achieve their dreams of receiving an excellent education and becoming healthcare professionals. Your generous, tax-deductible gift will not only help us continue the legacy that began with a civil uprising five decades ago, but also help us create better communities for those who are often overlooked and underserved. Please join us in preserving 50 more years of mission.

I look forward to hearing from you.

Sincerely,

David M. Carlisle, MD, PhD
Presenting Sponsor • $150,000
- Category exclusivity for your premium business segment (e.g. automotive, beverage, etc.)
- Name incorporated in event title
- Custom on-site brand integration and activation
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  - Pole banners in Los Angeles
  - Stage branded with Presenting Sponsor’s logo
  - On stage recognition and introduction
  - Logo advertisement and web link on 50th Anniversary website and Jazz at Drew web page
  - Logo on step and repeat and at red carpet VIP reception
  - Logo on all festival promotional materials
  - Logo on CDU social media networks
  - Logo on thank you ads
  - Full page ad in 4th Annual Legacy Leaders Spring Gala program
  - Recognition at all 50th Anniversary events
- Two reserved VIP tables to festival and 10 passes to VIP reception
- Three backstage passes
- Name inclusion on Brick Wall of Honor on University campus
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report
- Additional partnership opportunities can be negotiated

Entertainment Sponsor • $75,000
- Category exclusivity for your premium business segment
- Web banner on Jazz at Drew web page
- Opportunity for on-site brand integration and activation
- Opportunities for product sampling and one-to-one interaction with consumers
- Product placement
- Prominent branding to include:
  - All event press releases to include Entertainment Sponsor’s name
  - Sponsor’s name on festival posters and all promotional materials
  - Logo advertisement and web link on events web page and Jazz at Drew web page
- Name and logo on CDU social media networks
- Recognition on main and local stages
- Logo on thank you ads
- Full page ad in 4th Annual Legacy Leaders Spring Gala program
- Two reserved VIP tables and 5 passes to VIP reception
- Two backstage passes
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report
- Additional partnership opportunities can be negotiated

**Diamond Sponsor • $50,000**
- Name listed as Diamond Sponsor on all promotional materials as exclusive VIP Reception sponsor
- Opportunities for product sampling and one-to-one interaction with consumers
- Prominent branding to include:
  - All event press releases to include Diamond Sponsor’s name
  - Sponsor’s name on festival posters and all promotional materials
  - Name and logo on CDU social media networks
  - Logo advertisement and web link on events web page and Jazz at Drew web page
  - On stage recognition
  - Logo on thank you ads
  - Full page ad in 4th Annual Legacy Leaders Spring Gala
- Ten passes to VIP reception and two reserved VIP tables to festival
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report
- Additional partnership opportunities can be negotiated

**Platinum Sponsor • $25,000**
- Name listed as Platinum Sponsor on all promotional materials
- Opportunities for product sampling and one-to-one interaction with consumers
- Prominent branding to include:
  - All event press releases to include Platinum Sponsor’s name
  - Sponsor’s name on festival posters and all promotional materials
  - On stage recognition
  - Logo advertisement on events web page and Jazz at Drew web page
  - Logo on thank you ads
  - Name and logo on CDU social media networks
- Five VIP tickets to festival and VIP reception
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report

**Gold Sponsor • $10,000**
- Name listed as Gold Sponsor on all promotional materials
- Prominent branding to include:
  - All event press releases to include Gold Sponsor’s name
  - Sponsor’s name on all festival posters and promotional materials
  - Logo advertisement on events web page and Jazz at Drew web page
  - Logo on thank you ads
  - Name and logo on CDU social media networks
- Five VIP tickets to festival and VIP reception
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report

**Jazz at Drew Scholar Sponsor • $2,500**
- Sponsor CDU student
- Two tickets to VIP reception
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report

**Kid’s Zone Sponsor • $15,000**
- Community Stage Recognition
- Brand integration
- Prominent branding throughout Kid’s Zone
- Logo in program book
- Five VIP tickets to festival and VIP reception
- Invitation to CDU President’s Annual Donor Recognition Reception
- Recognition in Annual Report

**Customize Your Sponsorship**
- I would like to personalize my sponsorship (please call 323.357.3669)
- Exhibit and Jazz at Drew Program advertising available (please call 323.357.3669)
AUGUST 1965
Civil disturbance erupted in the Watts community of Los Angeles, California, later known as the Watts Revolt. Before the 1960s were over, a total of 265 American cities would experience racial upheaval. The McCone Commission cited poor health status and diminished access to healthcare among the major factors that had fomented that upheaval.

AUGUST 1966
The Charles R. Drew Postgraduate Medical School is incorporated in the State of California as a private, nonprofit, educational institution.

APRIL 1968
Groundbreaking ceremonies are held at the old Palm Lane housing site (120th and Wilmington Avenue, L.A.) for the Los Angeles County Southeast General Hospital - renamed Martin Luther King Jr. General Hospital (King).

JANUARY 1970
Formal opening of the offices of the Charles R. Drew Postgraduate Medical School and the Watts-Willowbrook Regional Medical Program (RMP) at 120th St. and Compton Avenue.

JULY 1971
Los Angeles County and the Charles R. Drew Postgraduate Medical School sign provision of health care and education services at King Hospital.

OCTOBER 1973
Passage of California State Senate Bill 1026 - the "Dymally Bill" released $1.2 million for Charles R. Drew Postgraduate Medical School programs through an affiliation with the University of California. Bill was signed into law by then Governor Ronald Reagan.

DECEMBER 1977
David Satcher, M.D., Ph.D., M.P.H., Chairman of Drew's Department of Family Medicine is appointed Acting Dean by the Drew Board of Directors.

MAY 1978
UC Board of Regents votes to approve Memorandum of Understanding that establishes the Drew/UCLA Undergraduate Medical Education Program for the M.D. degree.

MAY 1981
Dedication of the $20 million Augustus F. Hawkins Mental Health Building named after political leader of Watts who became California's first African American elected to the United States Congress.

OCTOBER 1982
Groundbreaking ceremonies for the first permanent building on the school's projected 49 acre campus - the Medical Education Center.

FEBRUARY 1984
Establishment of the Clinical Sciences Research Facility in the Augustus F. Hawkins Building.

NOVEMBER 1984
Dedication of the first permanent building - the W. Montague Cobb Medical Education Building - constructed on the Charles R. Drew Postgraduate Medical School campus.
APRIL 1987
Under the leadership of Walter F. Leavell, M.D., President, the school’s name is changed to Charles R. Drew University of Medicine and Science to reflect its expanded academic role and identity, and the accreditation process was initiated.

JUNE 1995
Drew University is accredited by the Accrediting Commission for Senior College and Universities of the Western Association of Schools and Colleges.

AUGUST 2010
$43 million Life Sciences Research and Nursing Education (LSRNE) Building was officially opened and houses the Mervyn M. Dymally School of Nursing.

JULY 2011
David M. Carlisle, M.D., Ph.D. named President and CEO. In addition, the Western Association of Schools and Colleges fully accredited the University through 2018.

NOVEMBER 2012
The Mervyn M. Dymally School of Nursing was granted accreditation for the Master’s program from the Commission of Collegiate Nursing Education (CCNE) extending to December 31, 2017.

June 2015
CDU named in the top 10 colleges that provide the greatest boost to alumni in the occupational earnings power category by the Brookings Institution.
50TH ANNIVERSARY

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Title Sponsor • $1,500,000

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☐ Please charge a gift of $___________ ☐ American Express ☐ MasterCard ☐ Visa ☐ Discover

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Card Number Exp. Date Verification Code
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FOR MORE INFORMATION, please contact the Office of Strategic Advancement at (323) 357-3669 or advancement@cdrewu.edu

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