



Alex's Great State Race



Alex's Great State Race is a tradition that reflects the Michigan State University and University of Michigan's rivalry in a new light; both institutions working together to bring awareness to a worthy cause that benefits both universities and addresses the fundamental reason they exist—to make quality education accessible to all.

Alex Powell was a dedicated student, an enthusiastic athlete, and a natural leader. As Alex began his life as a Spartan at MSU, a rare, aggressive cancer was growing inside of him. Despite his cancer diagnosis, Alex was determined to fully participate in his Spartan experience. Thanks to the tools at MSU's RCPD, with collaborative support from U-M's SAAS, Alex achieved his goal of becoming a Spartan while receiving cancer treatment from Michigan Medicine in Ann Arbor. He shared the ultimate dream that lives inside each of us—to create a legacy that leave's the world in better shape than we found it. That legacy lives on through Alex's Great State Race.

On the morning before the rivalry game, (October 24, 2025) an elite team of Army ROTC Cadets, Student Veterans, Wounded Warriors, and adaptive athletes, from MSU and U-M will come together in Ann Arbor to run/roll 64 miles of Michigan back roads to East Lansing to present the game ball to MSU for the rivalry football game. Alex's passion for MSU, joy in athletics, and zest for life will be celebrated.

Sponsorship in celebration of this symbolic partnership between two elite educational institutions will support the work of:

MSU Resource Center for Persons with Disabilities

The MSU Alex Powell Spartan Experience Leadership Endowment enhances Spartan experiences for families facing challenges around disabilities with sensitivity toward those fighting cancer.

U-M Student Accessibility and Accommodation Services

Funds raised for the *Alex's Great State Race Student Support Fund* go directly back into need-based scholarships for students with disabilities.



Alex's Great State Race Sponsor Agreement

Please list the sponsor name as you would like it to appear on all written recognition and in publications:

Contact name: _____

Email address: _____

Phone number: _____

Business address: _____

Sponsorship Opportunities & Benefits

- | | | |
|--------------------------------------|----------|--|
| <input type="checkbox"/> Victory | \$10,000 | <ul style="list-style-type: none">• Logo included on wrap of support motor coach traveling 64 miles with AGSR participants• Name and logo on large Banner displayed at Finish Line;• *Logo on AGSR Cadet t-shirt & AGSR Finish Line Sponsorship Banner• Name and logo on signage displayed at Landing Ceremony• Name and logo listed on AGSR website and social media post acknowledgement on MSU or UM social media account |
| <input type="checkbox"/> Touch Down | \$5,000 | <ul style="list-style-type: none">• Logo included on wrap of support motor coach traveling 64 miles with AGSR participants• *Logo on AGSR Cadet t-shirt & AGSR Finish Line Sponsorship Banner• Name and logo on signage displayed at Landing Ceremony• Name and logo listed on AGSR website and social media post acknowledgement on MSU or UM social media account |
| <input type="checkbox"/> Field Goal | \$2,500 | <ul style="list-style-type: none">• *Logo on AGSR Cadet t-shirt & AGSR Finish Line Sponsorship Banner• Name and logo listed on AGSR website and social media post acknowledgement on MSU or UM social media account |
| <input type="checkbox"/> Safety | \$1,000 | <ul style="list-style-type: none">• Logo on AGSR Finish Line Sponsorship Banner• Name and logo listed on AGSR website and social media post acknowledgement on MSU or UM social media account |
| <input type="checkbox"/> Extra Point | \$500 | <ul style="list-style-type: none">• Name and logo listed on AGSR website and social media post acknowledgement on MSU or UM social media account |

***Deadline to submit company logo to be included on cadet t-shirt is 9/26/2025**

Choose a Team to Support

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MSU RCPD

Checks made payable to:
Michigan State University
Include AB11627 on the memo line

Mail to: Resource Center for Persons with Disabilities
Care of RCPD/AGSR
434 Farm Lane, 120 Bessey Hall
East Lansing, MI 48824

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U-M SAAS

Checks made payable to:
University of Michigan
Include 700440 on the memo line

Mail to: Gift Development
3003 South State Street, Suite 9000
Ann Arbor, MI 48109-1288