



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 high school senior, a dedicated student, an enthusiastic athlete, and a natural leader. As Alex contemplated his acceptance 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 and to leave 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 25, 2024) an elite team of Army ROTC Cadets, adaptive athletes, and students from both U-M and MSU will come together in East Lansing to run/roll 64 miles of Michigan back roads to Ann Arbor to present the game ball to U-M 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 | Name and logo listed on AGSR website, signage, promotional materials, and finish line sign. Special guest access to the finish line celebration and game day ball presentation. |
| <input type="checkbox"/> | Touch Down | \$5,000 | Name and logo listed on AGSR website, signage, and marketing materials. Special guest access to the finish line celebration. |
| <input type="checkbox"/> | Field Goal | \$2,500 | Name and logo listed on AGSR website, signage, and marketing materials. |
| <input type="checkbox"/> | Safety | \$1,000 | Name and logo listed on AGSR website and signage. |
| <input type="checkbox"/> | Extra Point | \$500 | Name and logo listed on AGSR website. |

Choose a Team to Support

MSU RCPD

Checks are 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

U-M SAAS

Checks are 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