



Naming Gift Opportunities

The **Florida State University Center for Hispanic Marketing Communication**—the first and only entity of its kind in the nation—is devoted to educating our students, alumni and corporate partners in consumer behaviors across Hispanic and other multicultural segments. The Center’s undergraduate and graduate programs prepare students for a wide spectrum of careers and leadership roles in marketing and communications in Florida and around the globe.

In 2004, Drs. Betty Ann and Felipe Korzenny co-founded the Center, and in honor of their visionary leadership, the Korzenny Endowment was established with a \$1 million goal in 2015. This endowment ensures the long-term sustainability of the Center’s programs and enhances the educational experience for students in perpetuity. It supports the recruitment of top talent through scholarships, research funding, conference travel and other enriching opportunities, empowering students to achieve their academic aspirations and embark on promising careers. To date, the Korzenny Endowment has raised over \$430,000.

We increasingly depend on investments from visionary alumni and supporters like you to propel us forward and deliver the exceptional education our students deserve. Your investment in the Center supports a top-tier education for students from diverse backgrounds and contributes to the advancement of the communication and marketing industry. You can help shape the Center’s future and its continued success by investing in one of our naming gift opportunities.

CENTER DIRECTOR’S OFFICE

NAMING GIFT: **\$60,000**

The Center director’s office at the College of Communication and Information is a hub of innovation and collaboration. The director plays a pivotal role, working closely with faculty, staff and students throughout the college and engaging with leading industry stakeholders on groundbreaking research initiatives. The dynamic work conducted in this office is crucial in driving our mission forward and shaping the future of communication and marketing.



MAIN ENTRANCE

NAMING GIFT: **\$105,000**

The Center’s entrance is a vibrant hub of activity, bustling with students, faculty and distinguished guests. Its proximity to a busy computer lab used for teaching ensures that this high-traffic space is a focal point for interaction and engagement. This corridor facilitates daily academic exchanges and serves as a gateway for special presentations and events, reflecting the Center’s integral role in the college community.



CONTACT/LEARN MORE

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ADVANCE.FSU.EDU

INTERIOR PASSAGE

NAMING GIFT: **\$95,000**

The internal hallway is a crucial artery that connects key spaces, winding from the director's office to the conference room and staff offices. Its strategic location makes it a high-visibility zone where faculty, staff, students and industry guests engage every semester. This central passageway facilitates seamless movement and embodies the vibrant, collaborative spirit that drives the Center's success.



CONFERENCE ROOM

NAMING GIFT: **\$45,000**

The conference room is a vital space where key stakeholders from the college, university and broader industry meet. This is where influential discussions and strategic collaborations happen, driving progress and forging crucial connections that shape the future of our field.



STAFF OFFICES [THREE AVAILABLE]

NAMING GIFT: **\$40,000 per office**

Offices are used primarily by dedicated student assistants who play a crucial role in the Center's success. Collaborating closely with the director and with college faculty and staff, these students are integral to the dynamic work that drives the Center's mission forward. Their contributions are essential in fostering innovation and supporting the Center's impactful initiatives.

