



IV. MEMBERSHIP — Advertising and Sponsorship Details (custom sponsorship packages available)

The Alumni Association membership program began in September 2005 and today includes nearly 8,000 dues-paying members. This is a great opportunity to connect with new and renewing members.



Membership Program Title Sponsor **\$24,000**
 Includes one-page ad in four issues of *Alumnus* magazine as well as each of the exposure opportunities described below.

Membership Calendar Sponsor \$10,000
 Includes one-page ad in fall issue of *Alumnus* magazine

- Logo placement on cover
- Logo placement on each monthly page
- Full-page advertisement on back of calendar
- Circulation is 8,000.

Car Decal Sponsor \$ 1,500
 • B/W advertisement on back of vehicle decals

Back of Membership Card Sponsor \$ 2,500
 • B/W advertisement on back of membership cards

Member Profile Page Sponsor \$ 5,000
 • Logo placement on membership profile feature in *Alumnus* magazine and/or Web site

