



**III. ALUMNI OUTREACH** — Advertising and Sponsorship Details (custom sponsorship packages available)

The Alumni Association sponsors activities and events in regional locations throughout the country. This is your opportunity to connect and market your brand, products, or services to UA alumni nationwide.



**Alumni Outreach Title Sponsor**

**\$60,000**

**Includes one-page ad in four issues of *Alumnus* magazine as well as each of the exposure opportunities described below.**

**Football Regular Season Tailgate Sponsor**

**\$20,000**

**Includes one-page ad in fall issue of *Alumnus* magazine**

The Alumni Association hosts UA Football away-game tailgates for alumni and fans across the country during the regular season.

- Signage at event
- Logo placement on admission, meal, and drink tickets; on UAAA tailgate Web site (main site and game sites); on confirmation enclosure, tailgate marketing piece that is enclosed with ticket fulfillment materials, and tailgate marketing piece that is mailed; on e-mails that market the tailgates; and on tailgate admission sign.
- Opportunity for UAAA to distribute company marketing material at tailgates
- Verbal sponsorship recognition from podium at tailgates
- Tabling opportunity at tailgates
- Four tailgate packages per tailgate and two game tickets per away game

**\* Football Bowl Game Tailgate Sponsor**

**\$10,000**

**Includes one-page ad in fall issue of *Alumnus* magazine**

The Alumni Association hosts a UA Football bowl-game tailgate for alumni and fans across the country during the postseason.

- Signage at event
- Logo placement on admission, meal, and drink tickets; on UAAA tailgate Web site (main site and game sites); on confirmation enclosure, tailgate marketing piece that is enclosed with ticket fulfillment materials, and tailgate marketing piece that is mailed; on e-mails that market the tailgates; and on tailgate admission sign.
- Opportunity for UAAA to distribute company marketing material at tailgate
- Verbal sponsorship recognition from podium at tailgate
- Tabling opportunity at tailgate
- Two tailgate packages including game tickets

\* Contingent on Bowl Game appearance in 2008



### III. ALUMNI OUTREACH — Continued



#### Men's Basketball Regular Season Pregame Event Sponsor

\$10,000

##### Includes one-page ad in fall issue of *Alumnus* magazine

The Alumni Association hosts five UA basketball pep rallies for alumni and fans across the country during the regular season.

- Signage at event
- Logo placement on marketing materials for each event
- Opportunity to distribute company marketing materials at event

#### Men's Basketball Postseason Pregame Event Sponsor

\$10,000

##### Includes one-page ad in fall issue of *Alumnus* magazine

The Alumni Association hosts UA Basketball pep rallies for alumni and fans across the country during the postseason (Pac-10 Tournament and NCAA Tournament).

- Signage at event
- Logo placement on marketing materials for each event
- Opportunity to distribute company marketing materials at event

#### Chapters and Clubs Leadership Conference Sponsor

\$10,000

##### Includes one-page ad in fall issue of *Alumnus* magazine

Representatives from the 40 UA alumni chapters and clubs return to Tucson to attend this leadership conference.

- Signage at event
- Opportunity to distribute company marketing materials at conference
- Logo placement on agenda, e-mails that market the conference, UAAA leader online-resource guide, UAAA leader R.S.V.P form, confirmation e-mail, and postconference feedback form, and on two tailgate packages for the home game that weekend
- Opportunity to speak with UAAA leaders
- Opportunity to network with UAAA leaders at Friday-night dinner reception
- Verbal sponsorship recognition at conference
- Two seats in the UA President's Skybox for the home game that weekend

#### Summer Sendoff Sponsor

\$ 7,500

Each summer before incoming freshmen arrive on campus, regional alumni chapters help welcome them to the UA by hosting summer sendoff events in 19 metropolitan areas across the country.

- Signage at all summer sendoffs (15-20 events per year across the nation) and logo placement on marketing materials (online and offline)
- Opportunity for Alumni Association to distribute company's marketing material

