



II. WILDCAT FOR LIFE STUDENT CONNECTIONS — Advertising and Sponsorship Details
(custom sponsorship packages available)

The Alumni Association Wildcat for Life Student Connections program coordinates events and activities that reach thousands of students with specialized programming throughout the year from orientation through Commencement. This is a unique opportunity to begin to build brand awareness among UA’s future alumni.



Wildcat for Life Student Connections Title Sponsor

\$45,000

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

Evening of Excellence Sponsor

\$5,000

This event is a student-run awards banquet in April. More than 25 awards are given by student groups to recipients who have excelled during the past year. Nine on-campus student groups also announce their new members at the event.

- Signage (2 x 3 feet)
- Logo placement on admission, meal, and drink tickets and in the event program
- Verbal sponsorship recognition from podium
- Two dinner tickets
- Opportunity to distribute company marketing materials (reach is 1000)

Senior Sendoff Sponsor

\$5,000

A barbecue open to all graduating seniors, and located in Alumni Plaza in the center of campus, this event touches hundreds of graduating seniors each spring.

- Signage (2 x 3 feet)
- Logo placement in electronic invitation and event program
- Verbal sponsorship recognition
- Opportunity to distribute company marketing materials (reach is 6000)

5 under 25 Speaker Series Sponsor

\$5,000

This series, held throughout the academic school year, brings alumni (under the age of 25) back to campus to speak to freshmen and seniors about transitions and next steps for these two very important stages of life.

- Logo placement in electronic invitation and event program
- Verbal sponsorship recognition at events
- Opportunity to distribute company marketing materials
- Reach is freshmen and seniors



II. WILDCAT FOR LIFE STUDENT CONNECTIONS — Continued



Life After College Fair Sponsor

\$5,000

This forum shows UA graduating seniors what the Alumni Association has to offer them once they graduate.

- Signage (2 x 3 feet)
- Opportunity to distribute company marketing materials at fair
- Logo placement on agenda

Scholarship Dinner Sponsor

\$5,000

Each fall, the Alumni Association hosts a dinner for all of its scholarship recipients to congratulate them on their awarded scholarship. Alumni and staff in attendance are honored to interact with these young and talented students.

- Signage (2 x 3 feet)
- Logo placement in electronic invitation and event program
- Verbal sponsorship recognition from podium
- Opportunity to distribute company marketing materials (reach is 500)

Cat Café Sponsor

\$5,000

Through Cat Café, an alumni dinner program, Alumni Association volunteers host current UA students in the alums' homes or at local restaurants in an effort to engage students, provide social and career advice, and to teach about the importance of UA heritage and pride.

- Logo placement on aprons, ovenmitts, and gift basket; in electronic invitation; on place cards and name tags
- Verbal sponsorship recognition from podium
- Opportunity to distribute company marketing materials (reach is 100)

Tradition Video Contest Sponsor

\$5,000

The tradition video contest asks UA students to create an original short film (3-5 minutes) on a UA tradition of choice. The exercise builds school spirit, inspires pride, and creates a lifelong connection to the Alumni Association.

- 30-second video spot at the beginning of the video
- Logo placement on Web site
- To be shown on You Tube, Gallagher Theater, Association Web site, Association events, and traditions class.

