

UMass Amherst

ALUMNI ASSOCIATION

2011 Sponsorship Rate Card



Interested in Becoming a Sponsor?

A vibrant part of the campus community, the UMass Amherst Alumni Association serves over 225,000 alumni and provides a network for alumni to contact and socialize with each other, expand their professional skills and add value to their degree. When you sponsor an Association event, program or media outreach, you position your company for exposure to thousands of engaged alumni.

The Alumni Association hosts almost 300 on and off-campus events every year, including social functions, educational forums and athletic receptions. Invitations and announcements are sent to alumni by email broadcast, direct mail, and posted on social media sites as well as listed in @UMASS, the Association's monthly eNewsletter.

Events and other timely announcements are promoted to students in *Student @UMASS*, the Association's monthly eNewsletter that goes to undergraduate students, as well as to graduate students in *Graduate Student @UMASS*. These are a primary means of reaching the student population with promotions for products and services of interest to them.

Over 60 events are held each academic year in Memorial Hall for current students and/or alumni. The Alumni Association accepts placement of promotional materials in Memorial Hall and in the reception area for business partners that meet university and Alumni Association criteria.

Sponsorships that are initiated after the period noted can be pro-rated according to the start-date. If you don't see a sponsorship that fits your needs, please contact us to create a custom package that will provide the promotional outreach that you seek.

Career Connections Programs

Career Connections programs serve alumni entering the job market, transitioning to a new career, or seeking to enhance or move-up in their career. They include workshops, seminars and webinars held throughout the year in various locations. Event invitations are sent to alumni, programs are promoted by campus partners, and information on upcoming events is provided to the public via online events calendars at UMassAlumni.com and UMass.edu.

DETAILS	SPONSORSHIP OFFERING	\$5,000	\$1,500	\$500
Choose one of these sponsorships	Premiere sponsorship of entire live program events for fiscal year July 1, 2010 to June 30, 2011 (approximately 12 events)	x		
	Premiere sponsorship of entire webinar program for fiscal year July 1, 2010 to June 30, 2011 (approximately 24 events)	x		
Choose one of these opportunities	Job Club program partner, fiscal year July 1, 2010 to June 30, 2011 (approximately 12 events)	x	x	
	Minuteman Mentor program partner (alumni) for fiscal year July 1, 2010 to June 30, 2011	x	x	
	Career Connections program partner: web pages acknowledgement for fiscal year July 1, 2010 to June 30, 2011	x	x	
Choose one of these opportunities	Host table at one of four Morning Mixer events on UMass Amherst Campus (September, October, February, and April)	x	x	x
	Presenter and/or table at one Career Connections program (topic/presenter must be agreed on by program coordinator in advance) for fiscal year July 1, 2010 to June 30, 2011	x	x	x
	Provided sponsorship signage and provided giveaway for one Career Connections live event	x	x	x
Included in all three levels of sponsorship	Registrations for two attendees at one program, webinar, or Job Club event, other than that sponsored	x	x	x
	Sponsor acknowledgement displayed on relevant event invitations and announcements print and/or electronic	x	x	x
	Provided information placed in Memorial Hall areas available to students/alumni/general public	x	x	x

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Student Campus to Career Programs and Traditions

Promotions of student tradition-related events or Campus to Career programs reach approximately 20,000 current undergraduate students and 5,000 graduate students, and also reach faculty and staff.

Campus to Career programs help prepare students for their career by providing alumni panels, life skills workshops, resume and interview tips, etiquette dinners, etc.

The Traditions program includes presence at Freshman Orientation in fall, and Senior Week activities (Senior Fair, Weiners for Seniors, and Ice Cream Social), and Commencement Ball in spring. *Note: These activities may change from year-to-year.*



DETAILS	SPONSORSHIP OFFERING	\$2,500	\$1,000	\$500
Choose one of these sponsorships	Premiere sponsorship of Campus to Career programs for the academic year September 1, 2010 to May 30, 2011 (approximately 6-10 events)	x		
	Premiere sponsorship of Traditions-related events for academic year September 1, 2010 to May 30, 2011 (approximately 5 events)	x		
	Premiere sponsorship of <i>Student @UMASS</i> and <i>Graduate Student @UMASS</i> , monthly eNewsletters for academic year September 1, 2010 to May 30, 2011	x		
Choose one of these promotions	Sponsorship promotion box on Student web page for fiscal year July 1, 2010 to June 30, 2011	x	x	
	Sponsorship promotion box on Student Events web page for fiscal year July 1, 2010 to June 30, 2011	x	x	
	Provided branded giveaway included in Welcome to UMass gift packages (for new students – September 2010)	x	x	
Choose one of these opportunities	Host table at one of four Morning Mixer events on UMass Amherst Campus (held in September, October, February and April)	x	x	x
	Presenter and/or table at one Campus to Career program (topic/presenter must be agreed on by program coordinator in advance) for academic year September 1, 2010 to May 30, 2011	x	x	x
Included in all three levels of sponsorship	Sponsor acknowledgement displayed on a mix of relevant event invitations and announcements print and/or electronic, and Facebook listings	x	x	x
	Provided information placed in Memorial Hall areas available to students/alumni/general public	x	x	x



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Alumni Volunteer and Service Opportunities

The Alumni Association hosts over 40 active regional and affinity-based Alumni Clubs whose activities range from social get-togethers, networking events, and family, cultural and athletic activities to volunteer opportunities where alumni work together to give of their time to community service. Each spring, alumni participate in close to 20 regional community service projects, and a week-long event takes place in New Orleans, where alumni from around the country join in rebuilding homes in areas still devastated by the destruction of Hurricane Katrina.

Service-related opportunities are growing in popularity and recognition, and provide a meaningful way to support these activities while your company sponsorship information receives high exposure.

DETAILS	SPONSORSHIP OFFERING	\$5,000	\$1,500	\$500
Choose one of these sponsorships	Premiere sponsorship of National Volunteer Service Month and week-long event in New Orleans	x		
	Premiere sponsorship of regional Alumni Club events for first half of fiscal year July 1, 2010 to December 31, 2010 (approximately 140 events)	x		
	Premiere sponsorship of regional Alumni Club events for second half of fiscal year January 1, 2011 to July 31, 2011	x		
OR Choose one of these sponsorships	Sponsorship of week-long volunteer service event in New Orleans		x	
	Minuteman Mentor program partner (alumni) for fiscal year July 1, 2010 to June 30, 2011		x	
Choose one of these promotions	Sponsorship promotion box on "Get Connected, Get Involved" web page for 3 months	x	x	
	"Alumni Resources" web page for 3 months	x	x	
Choose one of these opportunities	Sponsorship promo banner in two issues of alumni eNewsletter, @UMASS	x	x	x
	Host table at one of four Morning Mixer events on UMass Amherst campus (September, October, February, April)	x	x	x
Included in all levels of sponsorship	Sponsor acknowledgement displayed on relevant event invitations and announcements print and/or electronic	x	x	x
	Provided promotional material placed in Memorial Hall during 2010-2011 academic year	x	x	x



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Tailgate Tent Sponsorships

Tailgate Tents are held in fall prior to home football games and are open to everyone – students, alumni, faculty and staff and their families, parents, fans from the community and fans of the opposing team. Stadium capacity is 17,000.



DETAILS	SPONSORSHIP OFFERING	\$5,000	\$2,500
Choose one level of sponsorship	Premiere sponsorship of Tailgate Tent for games held in August – November 2011 (approximately 6 events)	x	
	Sponsorship of first 3 scheduled home games		x
Choose one of these promotions	Sponsorship promotion box on “UMass Pride” web page August – November 2011	x	
	Sponsorship promotion box on “Member Discounts” web page August – November 2011	x	
	Entrance stamp branded with sponsor name/logo	x	
Choose one of these opportunities	Raffle sponsor (provided raffle item) at sponsored games	x	x
	Sponsor acknowledgement on Season Ticket Holder direct mail piece sent by UMass Athletics (must be contracted prior to July 15 for inclusion)	x	x
Included in both levels of sponsorship	Sponsorship logo displayed on a mix of relevant event invitations and announcements print and/or electronic, and on table tents	x	x
	Tabling opportunity at sponsored games	x	x
	Provided banners hung inside tent, in dining areas	x	x



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Annual Reunion Sponsorship

This annual weekend-long event in May provides marketing exposure to the UMass Amherst community and its alumni, who come from all over the world to attend. More than 30 activities over the 3-day-long event include luncheons, dinners, lectures, tours and open-houses.



DETAILS	SPONSORSHIP OFFERING	\$5,000	\$2,500	\$1,000
Choose one level of sponsorship	Premiere sponsor of entire Reunion weekend	x		
	Sponsorship of Saturday barbeque lunch for all attendees		x	
	Sponsorship of Retro Tour and Building Tours		x	
	Sponsorship of Saturday evening reception, dinner and dance		x	
Included in all levels of sponsorship	Provided materials placed in registration bags	x	x	x
	Sponsor acknowledgement on Reunion web pages and on electronic communications about event (promoted beginning approximately 9 months prior)	x	x	x
	Provided banners hung in Memorial Hall for weekend-long festivities and registration activities	x	x	x



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Sponsor our eNewsletters to Constituent Groups



Communication	Period of Run	\$350 ea	\$450 ea	\$550 ea
Alumni eNewsletter: @UMASS, distributed monthly (85,000+ circulation)	Half-banner ad (400 x 100 px) – 12 mos.	x		
	Half-banner ad (400 x 100 px) – 6 mos.		x	
	Half-banner ad (400 x 100 px) – 3 mos.			x
Communication	Period of Run	\$200 ea	\$250 ea	\$300 ea
Student eNewsletter: @UMASS, distributed monthly (20,000+ circulation)	Half-banner ad (400 x 100 px) – 12 mos.	x		
	Half-banner ad (400 x 100 px) – 6 mos.		x	
	Half-banner ad (400 x 100 px) – 3 mos.			x
Communication	Period of Run	\$150 ea	\$200 ea	\$250 ea
Graduate Student eNewsletter: @UMASS, distributed monthly (5,000+ circulation)	Half-banner ad (400 x 100 px) – 12 mos.	x		
	Half-banner ad (400 x 100 px) – 6 mos.		x	
	Half-banner ad (400 x 100 px) – 3 mos.			x

For inquiries about Alumni Association sponsorships, please contact:

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