Alumni Weekend 2018

Sponsorship opportunities
Come Home
Alumni Weekend 2018
April 27–29

Every year, thousands of alumni return to our beautiful campus to reunite with their fellow Banana Slugs in celebration of Alumni Weekend.

This is UC Santa Cruz’s signature alumni event of the year, in which we invite our alumni and friends to re-engage with campus through unique events and programs.

Starting with the official kick-off event on Friday, Alumni Weekend host 60+ events, including a 5K fun run, beer & wine reception, alumni lunch at Quarry Plaza, and various faculty lectures, where alumni and friends can learn about contemporary topics reflecting UC Santa Cruz research.
Why get involved?

Alumni Weekend presents a great opportunity for businesses to be seen as a partner of the university and its broad alumni population. With more than 1,000 attendees and 60-plus events all weekend long, Alumni Weekend is a perfect time to be part of the celebration with campus and the community.

**Marketing benefits**

This event has proven to be incredibly successful because of the marketing promotion and co-branding opportunity through print, radio, mailing, and email (which reaches our 110,000-plus alumni base). Many of our past alumni attendees have preferred to engage an alumnus/a via Alumni Weekend.

**Join us!**

In short, Alumni Weekend continues to be a key moment to truly celebrate our alumni. It is the one time of year the Banana Slug family and the community come together to enjoy a unique, festive, and stimulating experience. With increasing attendance, continued support, and wonderful collaboration between campus and Santa Cruz communities, we invite you to be our partner and celebrate with us all weekend long!
## Sponsorship levels

<table>
<thead>
<tr>
<th>OPPORTUNITIES</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Your company recognized on giveaway T-shirts</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Complimentary tickets for the wine and beer reception</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Table/booth at the central registration table</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo and link in Alumni Weekend emails</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Recognition in post-Alumni Weekend thank you email (130,000+ e-blast)</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Logo in print ads</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Podium recognition at kickoff event/wine and beer reception</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition on program schedule for weekend</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Recognition on easel sign at Kick Off event/Alumni Brunch/Wine and Beer Reception</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Logo and link on the Alumni Weekend website sponsors page</td>
<td>TOP TIER</td>
<td>LARGE LOGO</td>
<td>MEDIUM LOGO</td>
<td>SMALL LOGO</td>
</tr>
<tr>
<td>Logo and link on the Alumni Weekend homepage</td>
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<td>MEDIUM LOGO</td>
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</tr>
</tbody>
</table>

Gifts-in-kind opportunities available.
Contact: Alexandra Sibille
Assistant director of business development
asibille@ucsc.edu
(831) 502-8578
Sponsor information

Name

Company

Address

City  State  Zip

Phone

Please print sponsorship name as it should appear in the program:

Payment methods

Choose sponsor level

Platinum  □
Gold  □
Silver  □
Bronze  □

Make checks payable to: UC REGENTS OR

Charge it to my:  □ VISA  □ Mastercard

Card no.

Exp. date

Signature

MAIL completed form with payment to:

Attn: Alexandra Sibille, University Relations

1156 High Street, Santa Cruz, CA 95060

Email: asibille@ucsc.edu

Fax: (831) 459-3412

Make a secure online payment

Please visit:

http://connect.ucsc.edu/awcorpsponsors