The University of Utah Alumni Association

Sponsorship and Advertising Opportunities
Advantages of Becoming an Alumni Association Sponsor

Gain direct exposure to a prosperous, loyal, college-educated market.

Reach 28,000 current students, 26,000 faculty and staff, and 210,000 alumni.

Establish an “affinity” relationship that associates your brand with Utah’s flagship institution of higher education, respected across the country.

Advantages of Being Associated with The University of Utah

As we enter the PAC-12, we are now affiliated academically and athletically with universities of renowned excellence like Stanford, UC Berkeley, UCLA and the University of Washington.

The U creates businesses and new industries, educates our workforce, and consistently leverages funding from the State and the federal government, via grants, to bring hundreds of millions of dollars into Utah’s economy.

In the most recent ranking, the U is first for starting technology companies based on its research. For the previous two years, the U was tied with or second only to MIT in the number of start-up companies formed by universities (Association of University Technology Managers, AUTM).

The U’s faculty awards include a Nobel Prize, among innumerable others.

In 2009, the U was ranked third in the nation for top wired schools by PC Magazine and Princeton Review. One example: The U’s College of Nursing uses high tech to create virtual classrooms that reach graduate students across the country who choose to remain in rural areas or continue careers while obtaining advanced degrees.

World-class companies founded by University faculty or alumni include Sun Microsystems, Silicon Graphics, Iomega, TerraTek, Ceramatec, Myriad Genetics, and Evans and Sutherland.
Level One

$25,000
Annual/Quarterly Installments

Package Includes:

1. A full-page ad in each quarterly issue of Continuum, the University of Utah’s award-winning magazine, as well as a corresponding full-page ad in the online, “flip-page” version of the magazine:
   The pages of Continuum keep University of Utah alumni, faculty, and staff, as well as supporters and community members, up to date through a broad spectrum of in-depth features spanning science, health, arts and humanities, athletics, and the people who keep these disciplines at the national forefront. Continuum is distributed to approximately 270,000 readers annually, with about 52,000 each in the winter, spring, and summer issues, and 115,000 in the special fall, large-circulation issue. For more information regarding the benefits of advertising with Continuum magazine, please visit www.continuum.utah.edu/ads.html.

2. Four (4) “Advertorials” in U-News & Views, the Association’s monthly online newsletter:
The purpose of the Association’s popular online newsletter is to keep University alumni, faculty, staff, and friends aware of the variety of activities and events taking place on the U of U campus. It also provides a forum for alumni and friends to communicate with one another and with the University—to express views, share news, and read about the people who make it happen.
   Your organization’s “Advertorial” (an ad/editorial) is included four times (in the months of your choice) in the newsletter, which is distributed to about 70,000 recipients, including alumni, staff/faculty, and friends. A logo and link to your Web site are included. Visit www.alumni.utah.edu/u-news/ for more information about the newsletter.
3. Corporate Sponsorship of Homecoming:
Corporate sponsors have the opportunity to be part of one of the most exciting and anticipated events of the year. The annual Homecoming celebration brings together approximately 60,000 alumni and friends from throughout the Wasatch Front, rural communities, and outside the state for a week of special events and activities. Corporate Sponsors receive a comprehensive package of marketing benefits, including:

- A “Hole” Sponsorship at the Alumni Association’s annual “Homecoming Scholarship Scramble”
- Membership to the University of Utah President’s Club, which includes a President’s Club Parking Permit for use in ‘A’ and ‘U’ parking lots, Campus Recreation pass and Marriott library card, and an invitation to the President’s Dinner.
- 5k Scholarship Run: Eight race entries, eight race t-shirts
- Two tickets to and recognition in the program of Young Alumni Spring Awards Banquet

This is an opportunity for your organization to achieve high visibility with a well-educated and loyal U of U audience. Sponsors receive recognition on all marketing materials used to promote the event, as well as on the UUAA’s Web site and in U-News & Views. Corporate sponsors also have the opportunity to offer giveaways or to create other forms of engaging interaction with golfers at “your” hole site during the tournament or runners at the 5k race.

4. Primary Sponsorship of the University of Utah Alumni Association’s Annual Founders Day celebration:
Each February, the UUAA hosts its Founders Day Gala, which honors four Distinguished Alumni and one Honorary Alumnus/a for their outstanding professional achievements, community service, and commitment to the University’s mission. This is the highest honor the Association bestows on its accomplished alumni and University-affiliated friends. More than 500 alumni and friends, including faculty, staff, local dignitaries, and business people, attend this prestigious event each year. Primary Sponsors receive a comprehensive package of marketing benefits. (More details available upon request.)

5. Banner advertising on the University of Utah Alumni Association Web site, www.alumni.utah.edu (up to four Web pages included)

6. The opportunity to send a message to members of Alumni Association social media sites:
Facebook (1,000-plus fans), Twitter (more than 350 followers), LinkedIn (4,300-plus), and ULink (1,500-plus members). This is an excellent way to drive traffic to your business and Web site by offering (for example) discounts, coupons, and other creative advertising initiatives.

7. A permanent 8” x 8” engraved “Legacy Brick” in the Scholarship Walkway:
The Scholarship Walkway, which leads to the main entrance of the Alumni House, was constructed to feature “donor bricks,” acknowledging alumni and other supporters of the Association’s Scholarship Program in a meaningful, attractive—and permanent—way.
Level Two

$12,500
Annual Sponsorship

Package Includes:

1. A half-page ad in Continuum magazine four times per year as well as a corresponding half-page ad in the online version of the magazine:
See description under Level One for details.

2. A “Hole” Sponsorship at the annual U of U Alumni Association’s “Homecoming Scholarship Scramble”:
See description under Level One for details.

3. 5k Homecoming Scholarship Run:
Six race entries, six long-sleeved race t-shirts, two tickets to the Homecoming Day Pre-game BBQ.

4. Founders Day Table Sponsorship:
See description of Founders Day event under Level One. Sponsor receives:
• Complimentary table (10 seats) at the Founders Day Banquet.
• Recognition on the Alumni Association’s Web site (www.alumni.utah.edu) and in the Founders Day program (printed) placed at each table setting.
• Sponsor “thank you” signage featured prominently at the Founders Day predinner reception and at the sponsor’s table.

5. Banner Advertising on the University of Utah Alumni Association Web site, www.alumni.utah.edu (up to three Web pages included)
See description under Level One for details.

6. Three Advertorials in U-News & Views, the Association’s monthly online newsletter
See description under Level One for details.

7. A permanent 8” x 8” “Legacy Brick” in the Scholarship Walkway
See description under Level One for details.
Level Three

$5,000
Annual Sponsorship

Package Includes:

1. One half-page ad in Continuum magazine two times per year, as well as a corresponding half-page ad in the online “flip-page” version of the magazine
   See description under Level One for details.

2. Banner Advertising on the University of Utah Alumni Association Web site, www.alumni.utah.edu (up to two Web pages included)
   See description under Level One for details.

3. Two Advertorials in U-News & Views, the Association’s monthly online newsletter
   See description under Level One for details.

4. A permanent 8” x 8” “Legacy Brick” in the Scholarship Walkway
   See description under Level One for details.

5. A “Hole” Sponsorship at the annual U of U Alumni Association “Homecoming Scholarship Golf Scramble”
   See description under Level One for details.

6. 5k Scholarship Run:
   Three race entries, three race t-shirts, your name listed on the Young Alumni Association website and on day-of-race sponsor board
Basic Options

1. Full-Page ad in Continuum magazine (one time)
   See description under Level One for details. $2,290 per issue (Spring, Summer, Winter: 52,000 circulation); $3,900 (Fall: 115,000 circulation)

2. Half-Page ad in Continuum magazine (one time)
   See Description under Level One for details. $1,490 (Spring, Summer, Winter: 52,000 circulation); $2,500 (Fall: 115,000 circulation)

3. Annual Sponsorship or Advertising agreement with Continuum magazine
   • Organizations that commit to a full-page advertisement in all four annual issues of the magazine are considered Continuum Corporate Sponsors and will be recognized as such in each printed issue, as well as in the online issue, including the “flip-page” version, with click-through to the organization’s Web site.
   • Organizations that commit to a half-page advertisement in all four annual issues of the magazine are considered Continuum Annual Advertisers.

4. Homecoming Corporate Sponsor
   See event description under Level One for details. $6,000 (Sponsorship marketing details are available upon request.)

5. Homecoming Golf Tournament Hole Sponsor
   See event description under Level One for details. $500 each (Sponsorship marketing details are available upon request.)

6. Founders Day Primary Sponsor
   See event description under Level One for details. Available only to Continuum advertisers and Alumni Association corporate sponsors. Value = $750 per message through all outlets. $4,000

7. Founders Day Table Sponsor
   See event description under Level Two for details. $2,000

8. Advertorial in U-News & Views
   See description under Level One for details. $350/ month

9. Alumni Association Web site banner advertising:
   Organizations may purchase banner ad space on the homepage of the UUAA Web site at www.alumni.utah.edu. $200/per banner/per month
10. Spring Awards Banquet Primary Sponsor:
The annual Spring Awards Banquet is sponsored by the Alumni Association and its Young Alumni Board. Approximately 250 alumni and friends, including faculty, staff, local dignitaries, business people, and the families of award recipients, attend this important event each year. Its purpose is fourfold:

1) To honor an outstanding alumnus/a who attended the University of Utah within the last 15 years with its Young Alumni Par Excellence Award, given in recognition of the recipient’s professional achievements and contribution to the betterment of society;
2) To present a faculty or staff member with the Philip and Miriam Perlman Award for Excellence in Student Counseling;
3) To welcome incoming freshmen scholars into the University family and congratulate current alumni scholarship and fellowship awardees;
4) To recognize outstanding graduating seniors who have been selected by the deans of their respective colleges. $2,000

11. Spring Awards Banquet Table Sponsor
See above for event details. $1,000

12. 5K Sponsor
Each year, the University of Utah Alumni Association hosts a “Young Alumni Scholarship 5K Race” during Homecoming Week. Becoming a sponsor of the event provides an excellent opportunity for your organization to achieve high visibility with a loyal, well-educated audience, and to support scholarships for deserving students. As many as 700 runners participate annually in this spectacular fall 5K run held at the Alumni House and surrounding campus. Participants not only come to run, but also to have fun and raise funds for student scholarships. Four levels of sponsorship ranging from $500 to $5,000 (More details regarding sponsorships are available upon request.)

13. U Book Sponsor
The U Book is a student resource guide to the University of Utah campus environment and student life. It also serves as an interactive handbook to the traditions that help to define the college experience for U of U students. Approximately 7,000 copies are printed each year and distributed to all 5,000 MUSS (Mighty Utah Student Section) members, as well as to all incoming freshmen at orientation. We hope to engage a maximum of four sponsors for the U Book this year. $2,500/page.