Create your own custom UAAA sponsorship package, or use one of ours.
Either way you get great value for your investment!
The UAAA Sponsorship Advantage

It’s a marketer’s dream: to reach a well-educated, affluent audience that possesses extremely high brand loyalty.

At the University of Arizona Alumni Association (UAAA), we deliver more than a quarter-million of these individuals — alumni who are college-educated, have high incomes, and who are passionate about being a Wildcat.

The Alumni Association has been in the business of building relationships with UA graduates for more than 110 years. And UA alumni want to stay connected to their alma mater and to maintain the sense of pride and belonging that they established during their student years.

We offer a wide array of corporate partnership opportunities to reach this desirable target market through a variety of programming and media environments. Whether it’s involvement with UAAA Homecoming, travel, student connections, or alumni outreach events across the country, your corporate partnership with the UAAA will broaden your reach and extend your brand name to The University of Arizona alumni universe.

And don’t forget about the award-winning Alumnus magazine — a powerful advertising vehicle and the best place to reach UA alumni who want to keep up-to-date with their alma mater.

We look forward to talking with you. And as always, Bear Down!

Melinda Burke ’75 ’71
President and Executive Director
The University of Arizona Alumni Association
Please Note: You may create your own customized sponsorship in any of the categories listed below.

HOMECOMING 4

The biggest and oldest tradition at the UA. With attendance of more than 70,000 and exposure to 200,000 people, this is a premier sponsorship opportunity to support a great tradition at the UA.

WILDCAT FOR LIFE STUDENT CONNECTIONS 5

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.

ALUMNI OUTREACH 6

The Alumni Association sponsors activities and events in regional locations throughout the country.

ALUMNI MEMBERSHIP 7

The Alumni Association membership program began in September 2005 and today includes nearly 8,000 dues-paying members. There are several opportunities to connect with new and renewing members.

ALUMNI TRAVEL 8

The Alumni Association travel program, where exploration, education, and adventure are essential to every tour, takes hundreds of alumni travelers to destinations around the world.

E-COMMUNICATIONS 9

The Alumni Association sends out monthly e-mail broadcasts to more than 75,000 alumni and weekly event updates to regional alumni e-mail addresses. Popular Web site pages include Alumnus magazine, Homecoming, membership, and the chapters and clubs events calendar.
The biggest and oldest tradition at the UA. With attendance of more than 70,000 and media exposure to 200,000+ people, this is the premier sponsorship opportunity to support a great tradition at the UA.

Please Note: You may create your own customized Homecoming sponsorship using packages or individual items listed below.

All Homecoming Sponsorship packages include:
Logo placement in the fall Homecoming section of Alumnus Magazine (circulation: 185,000); on UAAA Homecoming T-shirts, posters, ads, fliers, e-newsletter for three months (100,000 addresses), and the UA Alumni Association Homecoming Web site for three months (600,000 hits, 125,000 visits).

Homecoming Presenting Sponsor
- 20 x 20 tent at Homecoming to hand out giveaways and promotional materials
- Pop-up tent at campus events on the UA Mall during Homecoming week
- Radio exposure during Homecoming week
- Hotel suite for one night at the JW Marriott Starr Pass Resort & Spa (upon availability)
- Eligibility to enter float in Homecoming Parade
- Eight tickets to Homecoming football game
- Two suite seating tickets and two Stadium Club passes to Homecoming football game

Homecoming Tents on the Mall Sponsor
- 10 x 10 tent to hand out giveaways and brochures
- Eligibility to enter float in Homecoming Parade
- Logo placement on all UAAA-sponsored tents
- Six tickets to Homecoming football game

Homecoming Bonfire (Pep Rally) Sponsor
- Four tickets to Homecoming football game
- Pop-up Tent at the rally with your logos and promotional materials

Homecoming Awards & Recognition Sponsor
- Four tickets to Homecoming football game
- Signage and verbal recognition at the awards reception

Homecoming Student Activities Sponsor
- Four tickets to Homecoming football game
- Signs on the Student Alumni Association Homecoming Parade float

Homecoming Royalty Sponsor
(allocate $3,000 in scholarships to Homecoming king and queen — $1500 each)
- Four tickets to Homecoming football game
- Your logo on all the Royalty signage at the Homecoming Parade
Wildcat for Life Student Connections 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.

Please Note: You may create your own customized Wildcat for Life Student Connections sponsorship using packages or individual items listed below.

All Student Connections sponsorship packages include:
Logo placement in the student section of Alumnus magazine for one year plus the exposure opportunities described below.

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**Wildcat for Life Student Connections Presenting Sponsor**
- Includes all of the exposure opportunities listed below.

**Evening of Excellence Sponsor**
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.
- Signage (2 x 3 feet)
- Logo placement on admission tickets and in the event program
- Verbal sponsorship recognition from podium
- Two dinner tickets
- Opportunity to distribute company marketing materials

**Senior Sendoff Sponsor**
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

**Scholarship Dinner Sponsor**
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

**Freshmen Summer Sendoff Sponsor**
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 (print and online)
- Opportunity for Alumni Chapters to distribute company’s marketing material
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.

Please Note: You may create your own customized Alumni Outreach sponsorship using packages or individual items listed below.

All Alumni Outreach Sponsorship packages include:
Logo placement in the sponsored section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

**Football Regular Season Tailgate Sponsor**
The Alumni Association will host two UA football away-game tailgates for alumni and fans in 2010: at UCLA on October 30; and at Stanford on November 6.
- Signage at event
- Logo placement on tailgate admission tickets and confirmation enclosure; on UAAA tailgate Web site; on e-mails that market the tailgates; and on tailgate admission sign.
- 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** *
The Alumni Association hosts a UA Football bowl-game tailgate for alumni and fans during the postseason.
- Signage at event
- Logo placement on tailgate admission tickets and confirmation enclosure; on UAAA tailgate Web site; on e-mails that market the tailgates; and on tailgate admission sign.
- Verbal sponsorship recognition from podium at tailgate
- Tabling opportunity at tailgate
- Two tailgate packages including game tickets
* Contingent on Bowl Game invitation

**Men’s Basketball Postseason Pregame Event Sponsor** *
The Alumni Association hosts UA Basketball pep rallies for alumni and fans across the country during the postseason (Pac-10 Tournament and NCAA Tournament).
- Logo placement on pregame admission tickets, on the UAAA pregame Web site, and on marketing materials for each event
- Signage at event
- Opportunity to distribute marketing materials at event
* Contingent on NCAA selection. If Pac-10 Championship only — $4,000.

**Chapters and Clubs Leadership Conference Sponsor**
Representatives from the 40 UA alumni chapters and clubs return to Tucson for this leadership conference.
- Signage at event
- Opportunity to distribute marketing materials at conference
- Logo placement on conference agenda and e-mails, UAAA leadership online-resource guide and forms
- Opportunity to speak with and to network with UAAA leaders
- Invitation to the Friday-night dinner reception
- Verbal sponsorship recognition at conference
- Two tailgate packages and two seats in the UA President’s Skybox for the home football game that weekend
The Alumni Association membership program began in September 2005 and today includes nearly 8,000 dues-paying members. This is a great opportunity to connect with new and renewing members.

Please Note: You may create your own customized Alumni Membership sponsorship using packages or individual items listed below.

All Alumni Membership Sponsor packages include:
Logo placement in the membership section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

Alumni Membership Presenting Sponsor
- Includes all of the exposure opportunities listed below.

Alumni Membership Calendar Sponsor
- Logo placement on cover
- Logo placement on each monthly page
- Full-page advertisement on back of calendar
- Mailed to approximately 8,000 alumni members

Alumni Member Profile Page Sponsor
- Logo placement on membership profile feature in Alumnus magazine print and online editions
The Alumni Association travel program, where exploration, education, and adventure are essential to every tour, takes hundreds of alumni travelers to destinations around the world. This is your opportunity to connect and market your brand, products, or services to UA alumni travelers.

Please Note: You may create your own customized Alumni Travel sponsorship using packages or individual items listed below.

All Alumni Travel Sponsorship packages include:
Logo placement in the travel section of Alumnus magazine for one year plus your selection of exposure opportunities described below.

**Alumni Travel Presenting Sponsor**
- Includes all of the exposure opportunities listed below

**Travel Passport Catalog Sponsor**
- Full-page recognition in annual travel catalog
- Logo placement on travel Web site
- Sponsorship acknowledgement in broadcast e-mails

**Travel Preview Event Sponsor**
- Logo placement on invitation and event program
- Signage at the event
- Verbal sponsorship recognition at event
- Space for promotional items day of event
- One room at the University Marriott Hotel for one evening before or after the event (based on availability)
The Alumni Association sends out monthly e-mail broadcasts to more than 100,000 alumni and weekly event updates to regional alumni e-mail addresses. This is your opportunity to connect and market your brand, products, or services to UA alumni who are active users of the Web page and who receive e-communications.

Web site hits: 5 million per year  |  Web site visits: 500,000 per year  |  E-mail addresses: 75,000 per month

Please Note: You may create your own customized Alumni E-communications sponsorship using packages or individual items listed below.

All Alumni E-communications Sponsorship packages include:
Logo placement in all monthly regular e-mail broadcasts to alumni.

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**E-Communications Presenting Sponsor**

- Includes all of the exposure opportunities listed below.

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**UAAA Web site Sponsor**

- Logo placement on the UAAA Web site homepage
- Link to sponsorship page on the UAAA Web site

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**E-newsletter Sponsor**

- Monthly circulation is 75,000
- Logo position in 12 issues
- Link to sponsorship page on the UAAA Web site
For more information, please contact Fabian Cordova
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