

# SIGNATURE EVENT & PROGRAM SPONSORSHIPS

## ANNUAL CELEBRATION

### ABOUT

Each spring, the Alumni Association hosts an evening to celebrate the impact that alumni, students and the University have within the community. The evening kicks off with a celebratory cocktail reception followed by a dinner and program featuring a notable alumni as a speaker. Attendees at the 2017 event enjoyed listening to Dr. Jeffrey Stamp, creator of Baked! Lay's® Potato Crisps, and mingling with alumni entrepreneurs.

*Make University of Minnesota **STRONGER***

### ATTENDANCE

450-500 per year

### ATTENDEES

**Male:** 45%

**Female:** 55%

### AGE

Average is 55

- ▶ Tend to be loyal University of Minnesota supporters
- ▶ About 57% are Alumni Association members
- ▶ Nearly 81% have made monetary contributions to the University



## SPONSORSHIP LEVELS

### MAROON: \$15,000 (PRESENTING)

- ▶ Logo recognition as Presenting sponsor on all event communications and promotion: Social, website, invites, etc.
- ▶ Recognition at the event
- ▶ Full page, four-color ad in event program
- ▶ 10 tickets (full table) to attend event

### GOLD: \$7,500

- ▶ Logo recognition as Gold level sponsor on all event communications and promotion: Social, website, invites, etc.
- ▶ 1/2 page, four-color ad in event program
- ▶ Six tickets to attend event
- ▶ Logo recognition on event signage

### SKI-U-MAH - \$2,500

- ▶ Logo recognition on website
- ▶ Logo recognition on event signage
- ▶ Two tickets to attend event

### TABLE SPONSOR - \$1,500

- ▶ 10 tickets (full table) to attend event
- ▶ Recognition on table
- ▶ Name listed in program and website

### COCKTAIL HOUR SPONSOR - \$5,000

- ▶ Logo recognition on all information as it relates to the cocktail reception
- ▶ Logo recognition on event signage throughout the cocktail reception
- ▶ Four tickets to attend event

### PARTNER - \$500

- ▶ Name listed in program and on website