

# UWF Alumni Association

## ANNUAL SPONSORSHIPS



## Why sponsor the UWF Alumni Association?

### Increased Brand Visibility

Your name/logo will be featured through various events and channels as a supporter of the university.

### Access to an Engaged Network

Our alumni network includes more than 100,000 alumni.

### Positive Brand Alignment and Community Support

You play a vital role in supporting our alumni through programming and alumni benefits, reinforcing the traditions of UWF.

### ARGO SPONSOR

\$25,000

- 1/2 page recognition in Connection Magazine once a year
- Featured banner on Alumni Association Website with direct link (if applicable)
- Inclusion in E-Newsletter 4/year
- Inclusion in Social Media 4/year
- Branded email 6/year
- Ability to send direct mailing to solicitable UWF Alumni once a year\*
- Opportunity to create co-branded merchandise\*

### BLUE & GREEN SPONSOR

\$10,000

- 1/4 page recognition in Connection Magazine once a year
- Featured logo on Alumni Association Website with direct link (if applicable)
- Inclusion in E-Newsletter 2/year
- Inclusion in Social Media 2/year
- Branded email 4/year

### HOMECOMING TAILGATE SPONSOR

\$5,000

- Name listed on Alumni Association website
- Featured sponsor of Alumni Association Homecoming Football Tailgate
- Opportunity for a representative to set up table and be at tailgate
- Opportunity to provide promotional items\*
- Logo on event webpage, invitation and all promotions

### ALUMNI SINGLE EVENT SPONSOR

\$1,000

Sponsors at this level provide support for events like Happy Hours, Football Watch Parties, Baseball games, etc.

- Name listed on Alumni Association website
- Opportunity for a representative to set up a table at event
- Opportunity to provide promotional items\*
- Logo on event webpage, invitation and all promotions

### ALUMNI PARTNER

\$500

- Social media shoutouts 4/year

**Additional tailored and in-kind sponsorship opportunities are available.**

**For additional information please contact:**

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Engagement & Development**  
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\*Associated costs covered by the company

*Note: Qualified Sponsorships are tax deductible to the full extent provided by law in the amount it exceeds the fair market value of any goods or services received.*