

2022-2023 Sponsorship & Advertising Opportunities



UC SANTA BARBARA
Alumni
alumni.ucsb.edu



Welcome

Dear UC Santa Barbara Supporter,

Thank you for your interest in sponsorship and advertising opportunities with UC Santa Barbara Alumni. There are numerous ways for you to connect with not only our alumni, but parents, students, staff, faculty, and community members as well. Our alumni base is 240,000+ strong and continues to grow every year. Our goal is to listen to your marketing objectives and work collaboratively with you to reach your target market on and off campus. When you work with UC Santa Barbara Alumni, your brand will have an opportunity to be associated with one of the top public research universities in the United States. Let's connect today and help each other succeed.

Sincerely,

Samantha Putnam
Interim Executive Director
UC Santa Barbara Alumni Association
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Annual Day of Service

August 20, 2022

Worldwide

The Annual Day of Service is an incredible opportunity for UCSB alumni, friends, and community members to join together in solidarity by volunteering in any service opportunity that is meaningful to them. Together, we can improve our neighborhoods, strengthen our communities, and make life better for everyone. The day will balance largely on a robust social media campaign where we will ask folks to share their participation using a designated hashtag – #GauchosGiveBack. Everyone who registers will be given a T-shirt to wear while they volunteer. We anticipate 500+ participants.

Sponsorship Opportunities:



	Presenting \$5,000	Gaucha \$500
Day of Service "Presented by _____" on all print and email communications	*	
Full page ad in UC Santa Barbara Magazine	*	
Logo and link on all emails, including save the dates, invitations, and registration confirmations	*	*
Logo on Day of Service event webpage	*	*
Shout Out on our Social Media Channels	*	



Alumni Awards Banquet

October 7, 2022

UC Santa Barbara

Since 1960, the UCSB Alumni Association has presented awards of achievement and recognition to outstanding alumni and friends of UC Santa Barbara. The awards program has evolved over the years to honor success, service, and philanthropy. Over the years, the Alumni Association has honored more than 200 individuals.

Sponsorship Opportunities

	Presenting \$7,500	Gold \$5,000	Blue \$2,500
Alumni Awards Dinner presented by _____" in all print and digital communications,	*		
Full page ad in the program	*		
Presenting sponsorship recognition in press release	*		
Logo on the front of the event program	*		
Public acknowledgement during program	*	*	*
Recognition on screens during event	*	*	*
Logo on printed invitations	*	*	
Ad in the UC Santa Barbara Magazine (winter edition)	Full Page	Half Page	
Page Logo and link in all email invitations	*	*	
Logo inside the event program	*	*	*
Table at the event: 8 tickets	Table (8)	Table (8)	Table (8)



Launch Your Network

Fall 2022 / Spring 2023

UC Santa Barbara

A partnership with the Associated Students Office of the President (ASOP), Launch your Network introduces students to Gaucho Network, UCSB’s hyper personalized online professional network, showcases career experts, and connects them with alumni for an evening of social networking that helps students build their professional networking skills.

Sponsorship Opportunities:

	Presenting \$5,000	Gold \$2,500
“Launch Your Network presented by _____” on student and alumni recruitment communications	*	
Logo and link on event page	*	*
Logo and link in all pre-event email communications	*	*
Thank you post on UCSB Alumni social media channels	*	*



Gaucha Network Mentor Program

Oct., 2022- May, 2023
Worldwide

The Gaucha Network Mentor Program is designed to establish meaningful mentorships between alumni and current UC Santa Barbara students. The connections made in this program will help students build their network, prepare them for a successful future, and demonstrate what it means to be a Gaucha. The program includes 50 alumni and 50 student mentees. This program is marketed to all UCSB alumni through Alumni social media channels, a fall email campaign, and our website.

Sponsorship Opportunities:

	Presenting \$5,000	Gold \$2,500
"Gaucha Network Mentor Program presented by _____" on recruitment communications	*	
Logo and link on recruitment email communications	*	*
Logo and link on Gaucha Network web page	*	*
Thank you post on UCSB Alumni social media channels	*	*



Parents & Family Weekend

Nov. 4 & 5, 2022
UC Santa Barbara

Parents & Family Weekend is a robust and exciting campus-wide event created for Gaucho families to immerse themselves in campus and community life.

Publicity for the annual UCSB Parents & Family Weekend reaches thousands of parents, loved ones, and students. Official weekend attendance stands at over 5,000 registrations with approximately 500 estimated additional campus visitors over the same weekend.

Sponsorship Opportunities:

	Gold \$3,000	Digital \$1,500
Popular Benefit: Logo & Link on the Parents & Family Weekend Homepage	*	
Table at Parents & Family Weekend Chancellor's Lunch & Resource Expo on Saturday (expected attendance - 1,000)	*	
Popular Benefit: Logo & Link on email invitation to Gaucho Families (~30,000 emails)	*	
Logo & link on the Parents & Family Weekend Sponsors Page	*	*
Logo & link on the Parents & Family Weekend Plan Your Visit Website (for hotels and transportation sponsors only)	*	*
Popular Benefit: Logo & Link on confirmation emails to event registrants	*	*



Gaucha Professionals Expo

Feb. 2-4, 2023

UC Santa Barbara / Virtual

The Gaucha Professionals Expo is a two day event featuring key notes speakers, industry/career/professional roundtables, networking activities, and plenty of opportunities for Gauchos to connect professionally. Approximately 300 alumni are expected to attend

Sponsorship Opportunities:

	Presenting \$5,000	Gold \$2,500	Blue \$1,000
"Gaucha Professionals Expo presented by _____" on all websites and communications about the event (includes UC Santa Barbara magazine, emails, and websites)	*		
Logo and link on event website	*	*	*
Logo and link in all email communications	*	*	*
Post on UCSB Alumni social media channels	*	*	
Post on UCSB LinkedIn group	*	*	
Table at the event	*	*	*
Shout out at affinity group receptions	*	*	*
"Gaucha Professionals Expo presented by _____" on front of event program with logo	*		
Logo inside event program	*	*	



All Gaucho Reunion

April 27 - April 31, 2023

UC Santa Barbara

All Gaucho Reunion (AGR) is the largest alumni event of the year, bringing Gauchos together to celebrate UC Santa Barbara and create new memories. Festivities include the local Kick-Off Bash, Prof Slam, Taste of UCSB, Department Open Houses, and more. Nearly 8,000 UCSB Alumni and friends participate each year. Event publicity will reach the majority of our 230,000+ alumni, over 24,000 current UCSB students, and the local community. Event sponsorship ensures media promotion including print, social media, and email.

Sponsorship Opportunities:

	Presenting \$10,000	Gaucho \$5,000	Platinum \$2,500	Gold \$1,000
Logo in all print ads (including the Santa Barbara independent	*	*		
Logo and link on All Gaucho Reunion emails	*	*		
Booth at Taste of UCSB	*			
Ad in UC Santa Barbara Magazine - Spring Edition	Full Page Preferred Location	Full Page	Full Page	Half Page
Shoutout on Social Media Channels	*	*	*	
Logo/link on the All Gaucho Reunion Web Sponsor Page	*	*	*	*
Logo/link on the All Gaucho Reunion Accommodations Page *	*	*	*	*
Banner at Taste of UCSB and Mainstage Recognition	*	*	*	
Tickets to Kick-Off Bash, Taste of UCSB, Prof Slam	Tickets (12)	Tickets (10)	Tickets (5)	Tickets (2)

* Applies only to hotel sponsors (listed according to sponsor level)



Taste of UCSB

April 30, 2023

UC Santa Barbara

Join us at the Taste of UCSB, where one event ticket gets you access to wine, beer, and food tastings for hours. This popular event attracts nearly 700 Gauchos and community members. Enjoy live music, a photo booth, games, tastes from local vintners and brewers, and tasty bites all afternoon! This event is by far our most advertised event of All Gaucho Reunion.

Sponsorship Opportunities:

	Presenting \$3,000	Gold \$1,000	Elite \$500
"Taste of UCSB presented by _____" on all event communications (magazine, SB Independent, emails, and websites)	*		
Popular Benefit Booth space during the Taste of UCSB (2pm-5pm)	*		
Shout out on UCSB Alumni Social Media Channels	*		
Logo and link in all email communications regarding the Taste of UCSB (note: Taste of UCSB is heavily marketed in emails because it's a popular event)	*	*	
Mainstage sponsorship recognition	*	*	
Opportunity to hang company banner at the event	*	*	
Logo and link on the event webpage	*	*	*
Logo and link on the All Gaucho Reunion sponsors page	*	*	*

Profs at the Pub

Profs at the Pub

Oct. '22, March '23,
May '23
Santa Barbara & Virtual

An engaging, free speaker series featuring UCSB professors at Santa Barbara's favorite watering holes and in the virtual space.

Sponsorship Opportunity:

Sponsorship Investment: \$250

Inclusion of business logo and link on the online event registration page

Inclusion of business logo and link in all email invitations regarding the Profs at the Pub event

Verbal recognition at the event to all attendees



Study Nights

Quarterly

UC Santa Barbara

Held 3 times per year during “Dead & Finals Week,” Study Nights feature giveaways and free refreshments to UCSB students studying for finals. Students are invited to Mosher Alumni House during Dead & Finals Week for a quiet and relaxing place to study or unwind.

Target Audience

First held in June of 2008, this week has quickly developed into a quarterly tradition for current UCSB Students. Approximately 500-700 students participate each quarter. Promotion includes flyers posted around campus and emails to students.

Sponsorship Opportunity:

Sponsorship Investment: \$2,500

Logo on event flyers

Logo and hyperlink on promotional emails

Logo and link on UCSB Alumni website next to the Study Break Header for the month prior to each event

UC Santa Barbara Magazine



Print Advertising

Quarterly Distribution

Circulation: 23,500

UC Santa Barbara Magazine entertains and informs an affluent, highly educated, professional audience four times a year. Most readers are UCSB alumni, including prominent business, cultural, and academic leaders. Other readers include faculty, staff, major donors to the campus, and campus visitors. Guaranteed circulation is 18,000 of which approximately 17,000 are UCSB Alumni Association members.




Circulation

Total Circulations: 23,500

Other States and abroad: 5,500

Distribution in California: 18,000

Median age range: 45-55 years

	8.4167" W 10.9167" H (Bleeds .1667" all sides)	1X Ad Rate \$2000 Inside Front \$2500 Inside Back \$2250	2X Ad Rate \$1800 Inside Front \$2300 Inside Back \$2050	3X Ad Rate \$1600 Inside Front \$2100 Inside Back \$1850
	8.4167" W 8.1383" H (Bleeds .1667" all sides)	1X Ad Rate \$2750	2X Ad Rate \$2550	3X Ad Rate \$2250
	8.4167 in W 5.458 in H (Bleeds .1667" all sides)	1X Ad Rate \$1000	2X Ad Rate \$800	3X Ad Rate \$600

Website Advertising



Benefits Page

Alumni Website

alumni.ucsb.edu/about/benefits

The Alumni Benefits page is a perfect place to promote your products, services, discounts or benefits to our Alumni audience. Since 2016, all alumni are automatically enrolled in the alumni association upon graduation. As members, they are eager to take advantage of the unique and exclusive benefits listed on our benefits page.

Advertising Rate

For businesses to maintain their listing on this webpage, UCSB Alumni requires a minimum of \$1,000 to be spent each year in advertising and/or sponsorship dollars.

UCSB Alumni Affairs Advertising Policy

All advertising shall be consistent with the business practices of the University of California as established by the Regents of the University.

Advertising of a controversial or sensitive nature will be accepted at the discretion of the editor and publisher. Political advertising will not be accepted.

Publication of all advertising (print and electronic) is subject to the UCSB Alumni Affairs approval. Agencies and advertisers will indemnify and hold the publisher harmless from and against any loss for expenses or claims on suits arising from advertising content including but not limited to claims or suits for libel, violation of rights of privacy, plagiarism, and copyright or trademark infringement.

Publisher shall not be held liable for damages for failure to publish an advertisement.

Publisher accepts no responsibility for errors in key number or other type set by publisher.

Cancellation of advertising will not be accepted after closing dates. Early cancellation voids all rate and position protection.

Publisher reserves the right to cancel or reject any advertising for any reason.

For more information:

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UC SANTA BARBARA
Alumni

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