WHO WE ARE

UC Santa Barbara Alumni promotes and cultivates the unique connection of Gauchos across the globe. Leveraging their collective power to positively impact each other, the next generation of Gauchos, and society as a whole.

Our Alumni base is 260,000+ STRONG

HOW WE ENGAGE

Professional Networking  Social Events  Vacations Travel  Advocacy  Philanthropy
WHY PARTNER WITH US

Gain access to:

- More than 260,000 ALUMNI
- Over 55,000 PARENTS
- 31,000 STUDENTS

PLUS

- Yearlong activation opportunities
- Community service-related tie-ins
- Diversity, Equity and Inclusion initiatives
- Recruiting opportunities

Partnering with UC Santa Barbara Alumni aligns your business with one of the top research universities in the United States
Audience Overview - Email
By Location

**105K+**
Emailable Gaucho Alumni

**83K+** in California
- **18K+** in Bay Area
- **15K+** in Santa Barbara & Ventura Counties
- **28K+** in LA Area & Orange County

**90K+** in the USA
- **1,300+** in Washington
- **1,100+** in New York
- **1,000+** in Texas
- **900+** in Oregon
Audience Overview - Email
By Generation

- **50+**: The Greatest Generation
  95+ yrs and older (born before 1927)

- **1K+**: Silent Generation
  77 - 94 yrs and younger (born 1928-1945)

- **10K+**: Baby Boomers
  58 - 76 yrs and younger (born 1946-1964)

- **14K+**: Gen X
  42 - 57 yrs and younger (born 1965-1980)

- **34K+**: Gen Y/Millennials
  26 - 41 yrs and younger (born 1981-1996)

- **42K+**: Gen Z
  25 yrs and younger (born 1997-2012)
Expand Your Gaucho Reach
Digital and Print Opportunities
ALUMNI.UCSB.EDU

Over 210,000 page views a year

Promotional opportunities you can tailor to your audience to meet your business objectives.

Options are available on the following pages:

- Home Page*
- Event Pages
- Alumni Travel & Tours Page
- Visiting Santa Barbara - Hotels Page
- Family vacation Center Pages
- Summer Inn Page
- Alumni Benefits Page
- Sponsor Page
100,000 subscribers

Monthly newsletter. Customize your message to each of the 4 distribution segments:

- Most recently graduated year (currently the Class of 2022)
- Young Alums - graduated within the last 10 years
- Graduate Alums - completed Grad School
- All other Alums
EVENT EMAILS

Sponsor acknowledgement

Add your logo and link to a wide selection of event emails - see the Experiential Opportunities section for event details. Events include:

- All Gaucho Reunion
- Parents & Family Weekend
- Profs at the Pub
- Gaucho Professional Expo
- Study Nights

Banner advertising opportunities are also available on select event email campaigns, including:

- Family Vacation Center
- Alumni Tours
DEDICATED EMAILS*

105,000 alumni emails

Reach our alumni base with cobranded dedicated emails promoting your product or service.

Tailor messaging by segments such as age and geographical regions.

DIRECT MAIL*

Reach alums via a printed direct mailings. The provided lists are tailored to your target audiences. The sponsor is responsible for all print and mailing costs.

*These opportunities are reserved for our most committed partners.
PRINT ADVERTISING

UC SANTA BARBARA MAGAZINE

Print circulation is 18,500.
2 issues per year

Median age range 45 - 55 yrs.

Readership is primarily UCSB alumni, plus prominent business, cultural, and academic leaders. Other readers include faculty, staff, major donors to the campus, and campus visitors.

Current digital version: https://magazine.ucsb.edu/

Advertising Opportunities:
Expand Your Gaucho Reach
Experiential Marketing Opportunities
All Gauc whims (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.

Event publicity targets:
- All alumni
- Current UCSB students
- Faculty and staff
- The local community

Nearly 8,000 participate each year.

Sponsorship Opportunities:
- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all email invites
  Total campaign reach: +387,000 emails
- Logo and link on All Gauc whims Reunion Web Pages
- Logo and link on the All Gauc whims Reunion Accommodations Page (hotel sponsors)
- Logo and link on Sponsors web page
- Booth at Taste of UCSB (2 pm - 5 pm)
- Sponsor recognition on UCSB Alumni social media channels
- Banner at Taste of UCSB and Mainstage Recognition
- Tickets to Kick-Off, Taste of UCSB, Prof Slam
TASTE OF UCSB

April 20, 2024
UC Santa Barbara

Our most advertised All Gaucho Reunion event, where one event ticket gives an afternoon's access to local wine, beer, and food tastings.

Event publicity targets:
- All alumni
- Current UCSB students (seniors & grad students)
- Faculty and staff
- The local community

This popular event attracts nearly 700 Gauchos and community members.

Sponsorship Opportunities:
- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all email invites
  Total campaign reach: +387,000 emails
- Logo and link on the All Gaucho Reunion web pages
- Logo and link on Sponsors web page
- Booth space during the Taste of UCSB (1pm-4pm)
- Sponsor recognition on UCSB Alumni social media channels
- Banner at Taste of UCSB and Mainstage Recognition
- Tickets to Taste of UCSB
ALUMNI AWARDS BANQUET

April 19, 2024
UC Santa Barbara

Each year the UCSB Alumni Association presents awards of achievement and recognition to outstanding alumni and friends of UC Santa Barbara.

The awards program honors success, service, and philanthropy.

Event attendees include:
• Alumni Board of Directors
• Chancellor and Executive Team
• Award recipients
• Campus partners
• Alumni & Students

200 individuals attend.

Sponsorship Opportunities:
• Presenting Sponsor logos in all print and digital communications
• Presenting Sponsor logo on the front of the event program
• Presenting Sponsor full-page ad opportunity in the event program
• Presenting Sponsor recognition in press release
• Sponsor recognition inside the event program
• Sponsor recognition in all email invitations
• Logo on printed invitations
• Public acknowledgment during the event
• On-screen recognition during the event
• Table at the event (8 tickets)
ANNUAL DAY OF SERVICE

August 2023
Worldwide

Gaucho pride shines with UCSB alumni, friends, and community members joining together to volunteer in service opportunities that are meaningful to them.

Volunteers share their participation via the #GauchosGiveBack social media campaign.

Sponsorship Opportunities:

- Sponsor recognition in all campaign emails: Total campaign reach: 200,000 emails
- Logo and link on the Day of Service web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Opportunity for logo on t-shirts

Event publicity targets:
- All Alumni
- Alumni Family & Friends
- Faculty, Staff & Students

T-shirts are sent to all 600+ participants.
PARENTS & FAMILY WEEKEND

Nov 3 & 4, 2023
UC Santa Barbara

An annual fall event that welcomes Gaucho families to campus and gives them a firsthand look at life and learning here at UC Santa Barbara.

Event publicity targets:
- Parents & loved ones
- Students

Attendance stands at over 5,000 registrations, plus approximately 500 additional visitors over the same weekend.

Sponsorship Opportunities:
- Logo and Link on the Parents & Family Weekend Homepage
- Table at Registration
  Expected attendance: 5,000
- Opportunity to distribute a branded giveaway
- Table at The Chancellor's Lunch & Resource Expo on Saturday
  Expected attendance: 1,500
- Sponsor recognition in all campaign emails.
  Total campaign reach: +58,000 emails
- Logo and link on the Parents & Family Weekend Sponsors Page
- Logo and link on the Parents & Family Weekend Plan Your Visit web page (for hotels and transportation sponsors only)
**PROFS AT THE PUB**

Quarterly 2023/2024
Downtown Santa Barbara and Goleta, plus one virtual event

An engaging, free, faculty speaker series that’s open to the local community. Featuring UCSB professors at favorite watering holes in Santa Barbara and Goleta. Plus at least one event in the virtual space.

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**Sponsorship Opportunities:**

- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all campaign emails: *Total campaign reach: +180,000 emails*
- Logo and link on the Profs at the Pub web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Table at in-person events
- Sponsor recognition at event (verbal)

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**In-person event publicity targets:**
- Santa Barbara & Ventura County Alums
- Faculty and staff
- The local community

**Virtual event publicity targets:**
- All alumni
- Faculty and Staff
- The local community (past registrants)
Expand Your Gaucho Reach
Alumni Life Learning Marketing Opportunities
LAUNCH YOUR NETWORK

Fall 2023 / Spring 2024
UC Santa Barbara

In partnership with the Associated Students Office of the President (ASOP) this bi-annual event connects students with career experts and alumni for an evening of social networking while building their professional networking skills.

Sponsorship Opportunities:

- Sponsor recognition in all campaign emails
  *Total campaign reach: 24,000 emails*
- Sponsor recognition in all print communications
- Logo and link on the Launch Your Network web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Opportunity to attend the events

Event publicity targets:
- Senior students

Focus is on the Social Sciences and Humanities and Fine Arts
GAUCHO NETWORK

Fall 2023 / Spring 2024
Worldwide

A professional networking platform that supports alumni and students as they seek job opportunities, gain career advice, build networking connections, and connect with college friends.

Sponsorship Opportunities:

- Sponsor recognition in annual campaign email
  Total campaign reach: +86,000 emails
- Ad on the Gaucho Network home page
- Highlighted Business in the Business Directory
- Opportunity to present an offer in the Business Directory
- Shoutouts on social feeds within the platform
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels

Membership drive:
- Senior students
- Alumni < 55yrs

Membership stands at almost 10,000
GAUCHO MENTORSHIP

Fall 2023 / Spring 2024
Worldwide

The Gauclo Mentorship Program establishes meaningful mentorships between alumni and current UC Santa Barbara third and fourth-year students.

The connections made help students build their network, prepare them for a successful future, and demonstrate what it means to be a Gauclo.

Sponsorship Opportunities:

- Sponsor recognition in campaign emails
  Total campaign reach: +234,000 emails
- Logo and link on the Gauclo Mentorship web page
- Logo and link on Sponsors web page
- Sponsor recognition in all print communications
- Sponsor recognition on UCSB Alumni social media channels

Membership drive:
- 3rd & 4th year students
- Alumni 25 - 60 yrs

200 students partnered with 200 alumni
GAUCHO ACADEMY

Quarterly 2023/24
Virtual

A quarterly virtual educational event featuring keynote speakers and industry/career/professional roundtables. Examples of the topics to be addressed include:

- Taxes
- Investing & Retirement
- UC Admissions
- Recruiting
- Home Buying

Event publicity targets:
- All Alumni

Approximately 1000 alumni expected to attend

Sponsorship Opportunities:

- Sponsor recognition in all campaign emails
  Total campaign reach: 280,000 emails
- Sponsor recognition in all print marketing communications, including UC Santa Barbara Magazine
- Logo and link on the Gaucho Academy web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
STUDY NIGHTS

Quarterly 2023 / 2024
UC Santa Barbara

Students are invited to Mosher Alumni House during Dead & Finals Week for a quiet and relaxing place to study or unwind.

Giveaways and free refreshments are available.

Sponsorship Opportunities:

- Sponsor recognition on all event flyers
- Sponsor recognition in all campaign emails:
  Total campaign reach: +174,000 emails
- Logo and link on the Study Nights web page
- Logo and link on Sponsors web page
- Opportunity to provide swag

Event publicity targets:
- All students

500-700 students participate each quarter