2018-2019 Sponsorship & Advertising Opportunities

UC SANTA BARBARA Alumni
alumni.ucsb.edu
Dear UC Santa Barbara Supporter,

Thank you for your interest in sponsorship and advertising opportunities with UCSB 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 217,000+ 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,

Kelsie Grau
Director of Business Development
UC Santa Barbara Alumni
kelsie.grau@ucsb.edu
805.893.2947

John Lofthus, ’00, ’10
Associate Director
UC Santa Barbara Alumni
john.lofthus@ucsb.edu
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IMPACT 
BY THE 
NUMBERS

$1 Billion
Overall annual economic impact of UCSB

$64 Million
Annual student spending on food and entertainment

$30 Million
Amount that campus visitors spend (including alumni) in Santa Barbara County annually

217,000+
Total number of UCSB Alumni

31,687
Total number of students enrolled at UCSB

9,500
Number of UCSB employees (6,000 full time)

4.08
Mean GPA for Freshmen attended at UCSB

11.6%
Portion of local economy between Gaviota and Ventura County line directly attributed to UCSB

7
Number of Nobel Prizes won by Faculty and Alumni

77%
Of students live on campus or in IV

UC Santa Barbara ALUMNI Demographics
- Total UCSB Alumni: 217,000+
- ~75% live in California (approx. 164,000 alumni)
- Top Counties in California by UCSB Alumni Population
  - Los Angeles: 32,477
  - Santa Barbara: 20,233
  - Orange: 11,924
  - San Diego: 10,890
  - Ventura: 9,235
  - Santa Clara: 8,247

ALUMNI By Decade of Graduation

2000's: 24.6%
2010's: 17.2%
1990's: 17.2%
1980's: 13.8%
1970's: 13.6%
1960's: 7%
1950's: 2.7%
1940-49: 2.3%
1930-40: 2.3%
1920-29: 1.7%
1910-19: 1.7%
1900-99: 1.7%

As students consider UCSB, they can be confident that the institution is committed to serving them — and the nation — well.

Paul Glastris, Washington Monthly editor-in-chief

Washington Monthly ranks UC Santa Barbara #9 among public universities and #19 in the magazine’s “Best Bang for the Buck” rankings in the Western Schools category.

UC Santa Barbara is among the institutions that are doing the best job of helping students attain marketable degrees at affordable prices,” said Paul Glastris, Washington Monthly editor-in-chief.

UCSB ranks #8 among all public universities U.S. News and World Report’s 2017 “Best Colleges” guide

UCSB has once again placed among the top 10 in the Leiden ranking of 750 major universities worldwide.

UC Santa Barbara is the largest employer in the county and a primary engine of economic activity on the South Coast. Almost 60 local companies have been established based on technology developed or discovered at UCSB, and, on average, four to six new companies based on UCSB research are formed every year.
EVENT DETAILS  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. In the last 58 years, the Alumni Association has honored more than 200 individuals. As the excellence of UC Santa Barbara and its alumni has grown, these awards have highlighted the men and women who have brought distinction to their alma mater.

SPONSORSHIP OPPORTUNITIES:

<table>
<thead>
<tr>
<th>Presenting ($5,000)</th>
<th>Gold ($2,500)</th>
<th>Blue ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table for eight</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Logo on the front of the event program</td>
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<td></td>
</tr>
<tr>
<td>Logo inside the event program</td>
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</tr>
<tr>
<td>Full page ad on the back of the event program</td>
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<tr>
<td>Recognition on screens during event</td>
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<td>•</td>
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<tr>
<td>Public acknowledgement during program</td>
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<tr>
<td>Prominent logo and link in all digital and print communications</td>
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<td></td>
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<tr>
<td>Logo and link in all digital and print communications</td>
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</tr>
<tr>
<td>One full page ad in Coastlines magazine (Winter 2018 edition)</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>One half page ad in Coastlines magazine (Winter 2018 edition)</td>
<td>•</td>
<td></td>
</tr>
<tr>
<td>Two tickets to the event program</td>
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</tbody>
</table>

Friday, October 5, 2018
SPONSORSHIP OPPORTUNITIES:

NEW: Option to include a branded giveaway item in tote bags (examples: notepads, chip clips, sunglasses, USB chargers, keychain, etc.)*

- Logo on the cover of the event program
- Booth at Parents & Family Weekend Registration (over 2,300 attendees)*
- Logo & link on the Parents & Family Weekend Homepage
- Half page ad in the event program (preferred placement)
- Booth at Parents & Family Weekend Chancellor’s Brunch (over 1,200 attendees)*
- Logo projected behind the podium during the Chancellor’s Brunch (over 1,200 attendees)
- Listing in the event program with top placement by sponsor level

POPULAR BENEFIT: Logo and link on confirmation emails to event registrants

POPULAR BENEFIT: Logo and link on email invitation to undergraduate students and parents

- Logo & link on the Parents & Family Weekend Accommodations page with top placement by sponsor level (for hotels only)

- Logo on all on-campus advertisements (starting in September): dining commons residence hall digital ads and campus-wide posters

- Flyer in family tote bag

- Logo & link on the Parents & Family Weekend Sponsors page

* Requires pre-approval

EVENT OVERVIEW
Parents & Family Weekend is a robust and exciting event created for UCSB families to immerse themselves in the campus and community. Invitations are extended to over 20,000 UCSB families and attendance continues to grow every year. Events during the weekend include tours, lectures, presentations, athletics events and games, and brunch with Chancellor Henry T. and Mrs. Dilling Yang. This fun-filled adventure is a cherished and popular event every year!
# All Gaucho Reunion

**April 25-28, 2019**

**Event Details**

All Gaucho Reunion (AGR) is the largest alumni event of the year, bringing Gauchos together near and far to celebrate UC Santa Barbara and create new memories. Festivities include the local AGR Kick Off Bash, Gaucho Gallop 5K Benefit Race, Gaucho Festival, Department Open Houses, and much more. Nearly 8,000 UCSB Alumni and friends participate each year. Event publicity will reach the majority of our 217,000+ alumni in addition to the 24,000+ current UCSB students and the local community. Event sponsorship ensures extensive media promotion including radio, print, and email!

## AGR Weekend Sponsor Receives:

<table>
<thead>
<tr>
<th>Premier ($7,500)</th>
<th>GaUCHO ($5,000)</th>
<th>Platinum ($2,500)</th>
<th>Gold ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo in all print ads (including the Santa Barbara Independent)</td>
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<tr>
<td>Logo and link on all All Gaucho Reunion emails</td>
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</tr>
<tr>
<td>Logo and link on the All Gaucho Reunion homepage</td>
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<td></td>
</tr>
<tr>
<td>Booth at the Gaucho Festival</td>
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<tr>
<td>Shoutout on Facebook</td>
<td>•</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>One (1) ad in Coastlines Magazine – Spring 2019 edition</td>
<td>Full page</td>
<td>Full page</td>
<td>Full page</td>
</tr>
</tbody>
</table>

- • Logo and link on the All Gaucho Reunion website sponsors page
- • One (1) logo and link in monthly @UCSB eNewsletter
- • NEW: Mainstage sponsorship recognition at the Gaucho Festival
- • NEW: Company banner along the Gaucho Gallop finish line
- • NEW: Logo on Gaucho Gallop t-shirt (500+ participants)
Gaucho Festival
Saturday
April 27, 2018

EVENT DETAILS Join us at the Gaucho Festival—a family-friendly event with something for everyone! Grab a beer or a glass of wine in the Taste of UCSB Garden, release your kids into the Kids Zone for some activities and crafts, and enjoy a tasty meal or snack from one of our local food vendors! Make sure to eat some ice cream prepared by the Chemistry Department and climb the Rec Cen's rock wall too. It’s like a carnival, except Gaucho-style! In 2018, approximately 1,300 people joined us throughout the day.

GAUCHO FESTIVAL SPONSOR RECEIVES:

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<thead>
<tr>
<th>Presenting</th>
<th>Gold</th>
<th>Elite</th>
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<tbody>
<tr>
<td>($3,000)</td>
<td>($1,500)</td>
<td>($500)</td>
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</table>

- “Gaucho Festival presented by ___________” on all websites and communications about the Gaucho Festival
- Logo on Gaucho Festival posters (or postcards) distributed locally
- **Popular Benefit** Logo on commemorative Gaucho Gallop t-shirts
- **Popular Benefit** Booth space in the Gaucho Festival (booth will be exposed to attendees of the Gaucho Gallop, Kids Festival, and Taste of UCSB; 1,300+ attendees)
- **Popular Benefit** Inclusion of promotional materials and/or flyers in Gaucho Gallop goodie bags
- Shoutout on UCSB Alumni Facebook page
- Listing in the event program with top placement by sponsor level
- Logo and link in all email communications regarding the Gaucho Festival
- Mainstage sponsorship recognition at the Gaucho Festivals
- Opportunity to hang company banner along Gaucho Gallop finish line
- Logo and link on the Gaucho Festival event webpage
- Logo and link on Taste of UCSB event registration webpage
- Logo and link on the All Gaucho Reunion sponsors page
EVENT DETAILS

The 12th Annual Gaucho Gallop 5K Benefit Race at the 2019 All Gaucho Reunion promises to have something for the entire family! Proceeds from the race will go towards the Alumni Scholarship Fund. The race's route features iconic landmarks on the UC Santa Barbara campus, from the Thunderdome, the University Center, Storke Tower, Davidson Library and Harder Stadium. This race is for all ages and fitness levels. Our younger runners can work off all their pent-up energy at the Kid's 1 Mile - a great way to introduce future Gauchos to our beautiful campus. All participants will receive a commemorative t-shirt and are invited to our Finishers Reception Area for free food and prizes!

GAUCHO GALLOP SPONSOR RECEIVES:

<table>
<thead>
<tr>
<th>Presenting ($3,000)</th>
<th>Gold ($1,500)</th>
<th>Elite ($500)</th>
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<tr>
<td>“Gaucho Gallop presented by ____________” on all websites and communications about the Gaucho Gallop</td>
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<tr>
<td>Logo on Gaucho Gallop posters (or postcards) distributed locally</td>
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<tr>
<td><em>Popular Benefit</em> Logo on commemorative Gaucho Gallop t-shirts</td>
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<td><em>Popular Benefit</em> Booth space in the Gaucho Festival (booth will be exposed to attendees of the Gaucho Gallop, Kids Festival, and Taste of UCSB; 1,300+ attendees)</td>
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<td><em>Popular Benefit</em> Inclusion of promotional materials and/or flyers in Gaucho Gallop goodie bags</td>
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<td>•</td>
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<tr>
<td>Shoutout on UCSB Alumni Facebook page</td>
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<td>•</td>
</tr>
<tr>
<td>Logo and link in all email communications regarding the Gaucho Gallop</td>
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<tr>
<td>Mainstage sponsorship recognition at the Gaucho Festival</td>
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<tr>
<td>Complimentary registrations for the Gaucho Gallop (20) (10) (2)</td>
<td>•</td>
<td>•</td>
</tr>
<tr>
<td>Opportunity to hang company banner along Gaucho Gallop finish line</td>
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<tr>
<td>Logo and link on the Gaucho Gallop event webpage and/or event registration page</td>
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<td>•</td>
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<tr>
<td>Logo and link on the All Gaucho Reunion sponsors page</td>
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</table>
Our UC Santa Barbara Alumni holiday reception is the perfect opportunity to celebrate the winter season with fellow Gauchos in the Santa Barbara area. Each year, hundreds of alumni join together to mingle during a winter night of fun, food, and festivities. Sponsorship packages are available each year and benefits include advertising in print and digital communications!

CELEBRATING UC SANTA BARBARA’S WOMEN OF DISTINCTION:

EVENT DETAILS: This event honors the accomplishments of UCSB’s outstanding female alumnae. In 2018, we honored Film Producer Lisa Bruce ’83 with the Distinguished Alumni Award. Sponsorship opportunities for this event include event sponsorship and table sponsorship. These opportunities serve as outreach to campus partners, the community, and local businesses. We hope our sponsors see this event as a way to provide exposure to a positive, uplifting event, celebrating women. Many of our table sponsors may wish to invite faculty or students to sit at their tables.
2019 ANNUAL DAY OF SERVICE
February 23, 2019

EVENT DETAILS
UCSB’s Second Annual Day of Service event 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 engaged in meaningful acts of service throughout the day.

SPONSORSHIP OPPORTUNITIES:

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<thead>
<tr>
<th>Presenting</th>
<th>Gold</th>
<th>Gaucho</th>
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<tbody>
<tr>
<td>($5,000)</td>
<td>($1,000)</td>
<td>($500)</td>
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</table>

Day of Service “Presented by ____________” on all print and email communications

Full page ad in Coastlines magazine

Logo on the official Day of Service t-shirts that will be worn across the globe

Logo on all flyers distributed at other events, such as regional holiday receptions

Logo and link on all emails, including save the dates, invitations and registration confirmations

Logo on Day of Service event webpage

Shout out on Facebook
STUDY BREAK/STUDY NIGHTS
(quarterly)

STUDY BREAK/STUDY NIGHTS

EVENT DETAILS  Held 3 times per year during “Dead Week,” Study Break/Study Nights features giveaways and free refreshments to UCSB students studying for finals. Students are invited to Mosher Alumni House during Dead 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.

PRESENTING SPONSORSHIP  ............................................................. ($2,500)

• Table to hand out giveaways and brochures at all three events
• Logo on event flyers
• Logo and hyperlink on promotional emails
• Logo and link on Student page on the UCSB Alumni website next to the Study Break Header for the month prior to each event
Coastlines
SUMMER 2018

READER DEMOGRAPHICS
Age:
Median Age Range 45-55yrs
Gender:
Male 50.4%        Female 49.6%

READER RATINGS
Rates Coastlines good or excellent: 77%
Reads most of/all of magazine: 83%

CIRCULATION
• Total circulations 22,500
• Distribution: California 18,000
  Other states and abroad 4,500

Coastlines Advertisement Specifications and Rates

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>SPECS (Width x Height)</th>
<th>1X RATE PER AD</th>
<th>2X RATE PER AD</th>
<th>3X RATE PER AD</th>
<th>4X RATE PER AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.375 x 9.375&quot;</td>
<td>$2,000</td>
<td>$1,800</td>
<td>$1,600</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>(8.65” x 11.25” with bleed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page - Inside Front</td>
<td>$2,500</td>
<td>$2,300</td>
<td>$2,100</td>
<td>$2,000</td>
<td></td>
</tr>
<tr>
<td>Full page - Inside Back</td>
<td>$2,250</td>
<td>$2,050</td>
<td>$1,850</td>
<td>$1,750</td>
<td></td>
</tr>
<tr>
<td>Back Cover</td>
<td>7.375 x 8.0&quot;</td>
<td>$2,750</td>
<td>$2,550</td>
<td>$2,250</td>
<td>$2,150</td>
</tr>
<tr>
<td>Half Page (Horizontal)</td>
<td>7.375&quot; x 4.5&quot;</td>
<td>$1,000</td>
<td>$800</td>
<td>$600</td>
<td>$600</td>
</tr>
</tbody>
</table>

50% off for UC Santa Barbara Organizations
25% off for Nonprofit Organizations

alumni.ucsb.edu
Sent first Wednesday of each month
Subscribers: more than 70,000 alumni, students, and friends
21% open rate
700+ unique clicks per month

Small Ad:
Small Ad Rate: $500 per email
Small Ad Specs: 3:2 aspect ratio and 600px wide
Small Ad Copy: Between 125-145 characters (including spaces)

Large Ad:
Large Ad Rate: $850 per email
Large Ad Specs: 3:2 aspect ratio and 1200px wide
Large Ad Copy: 400 characters (including spaces) or less
Have a discount or alumni benefit you want to promote? Excellent! We would love to feature your business on our Alumni Benefits Webpage (www.alumni.ucsb.edu/about/benefits). 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.

For more information, please contact Kelsie Grau, Director of Business Development, at kelsie.grau@ucsb.edu or 805-893-2947.

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.

Further Information
Kelsie Grau, Director of Business Development
Alumni Affairs Department
UC Santa Barbara
Ph: (805) 893-2947 Fax: (805) 893-4918
kelsie.grau@ucsb.edu

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