

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
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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

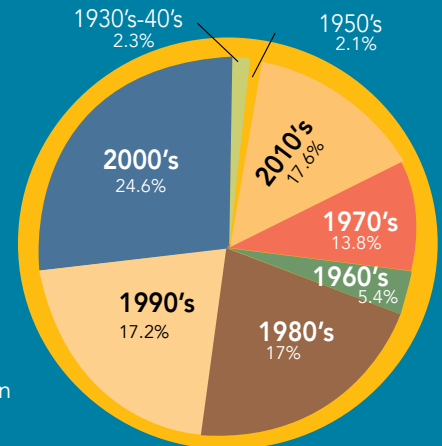
7

Number of Nobel Prizes won by Faculty and Alumni

77%

Of students live on campus or in IV

ALUMNI By Decade of Graduation



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

POINTS OF PRIDE

// 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.

U.S. News & World Report ranked UC Santa Barbara #5 in its 2019 listing of the "Top 30 Public National Universities." Also among public universities, UCSB placed #14 on the "Best Ethnic Diversity" ranking.

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.

2018
ALUMNI AWARDS
DINNER
Friday, October 5, 2018



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:

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

29th Annual
PARENTS &
FAMILY
WEEKEND
November 2-3, 2018



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!

SPONSORSHIP OPPORTUNITIES:	Presenting	Gold	Blue
	(\$5,000)	(\$2,500)	(\$1,000)
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	•		
Logo 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)	•		
Logo 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)	•	•	•
Logo in family tote bag	•	•	•
Logo & link on the Parents & Family Weekend Sponsors page	•	•	•

*Requires pre-approval



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:

	Premier (\$7,500)	Gaucha (\$5,000)	Platinum (\$2,500)	Gold (\$1,000)
Logo in all print ads (including the <i>Santa Barbara Independent</i>)	•			
Logo and link on all All Gaucha Reunion emails	•	•		
Logo and link on the All Gaucha Reunion homepage	•	•		
Booth at the Gaucha Festival	•			
Shoutout on Facebook	•	•	•	
One (1) ad in <i>Coastlines</i> Magazine – Spring 2019 edition	Full page (preferred location)	Full page	Full page	1/2 page
Logo and link on the All Gaucha Reunion website sponsors page	•	•	•	•
One (1) logo and link in monthly @UCSB eNewsletter	•	•	•	
Logo and link on the All Gaucha Reunion accommodations page*	•	•	•	•
Complimentary tickets for the Kick Off Bash, Gaucha Gallop 5K Benefit Race or Gaucha Festival	(12)	(10)	(5)	(2)
NEW: Mainstage sponsorship recognition at the Gaucha Festival	•	•	•	
NEW: Company banner along the Gaucha Gallop finish line	•	•	•	
NEW: Logo on Gaucha Gallop t-shirt (500+ participants)	•	•		

A photograph of four young adults (two men and two women) outdoors, smiling and clinking beer glasses in a toast. They are wearing casual summer clothing. In the background, other people and a building are visible under bright sunlight.

Taste of UCSB
Saturday
April 27, 2019

EVENT DETAILS Join us at the Taste of UCSB: where one ticket into the event gets you access to wine, beer, and food tastings for hours! This event is very popular and has a tendency to sell out. Over 700 people are expected to attend. Enjoy live music, photo opportunities, and Gaucho games all afternoon! This event is heavily marketed so your business will be seen!



TASTE OF UCSB SPONSOR RECEIVES:

	Presenting (\$3,000)	Gold (\$1,000)	Elite (\$500)
"Taste of UCSB presented by _____" on all websites and communications about the event (includes Coastlines magazine, Santa Barbara Independent, emails, and websites)	•		
Popular Benefit Booth space during the Taste of UCSB (2pm-5pm)	•		
Shoutout on UCSB Alumni Facebook page	•		
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 (Eventbrite and other webpages)	•	•	•
Logo and link on the All Gaucho Reunion sponsors page	•	•	•



Gauchos Kids
Festival and Gauchos
Gallop 5K
Saturday
April 27, 2019

EVENT DETAILS Join us at the Gauchos Kids Festival and the Gauchos Gallop 5K Benefit Race--two family-friendly events with something for everyone! 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! After the race, release your kids into the Kids Festival for some fun, including a bouncy house and a rock wall!



GAUCHO GALLOP AND KIDS FESTIVAL SPONSOR RECEIVES:

“GauchO Gallop and Kids Festival presented by _____” on all websites and communications about the events

Logo on event posters (or postcards) distributed locally

Shoutout on UCSB Alumni Facebook page

Popular Benefit Logo on commemorative GauchO Gallop t-shirts

Popular Benefit Booth space during the GauchO Gallop and the Kids Festival (from 8:00am-12:00pm)

Logo and link in all email communications regarding the events

Mainstage sponsorship recognition

Opportunity to hang company banner along GauchO Gallop finish line

Logo and link on the event webpages and registration

Logo and link on the All GauchO Reunion sponsors page

Presenting (\$3,000)	Gold (\$1,000)	Elite (\$500)
•		
•		
•		
Prominent Logo	Small Logo	
•	•	
•	•	
•	•	•
•	•	•
•	•	•
•	•	•

Additional sponsorship opportunity: Presenting sponsor of the Kids Mile: \$1,500

Benefits: Gold Level benefits listed above PLUS “Kids Mile Presented by _____” on all websites and communications AND a shoutout on UCSB Alumni Facebook page.



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!



A woman with blonde hair is speaking into a microphone. She is wearing a black jacket over a black and white polka-dot top. The background is a blurred outdoor setting with green foliage.

EXCEPTIONAL WOMEN Exceptional Gauchos Spring 2019

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:

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

Presenting	Gold	Gaucha
(\$5,000)	(\$1,000)	(\$500)
•		
•		
•	•	
•	•	•
•	•	•
•	•	•
•	•	



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)

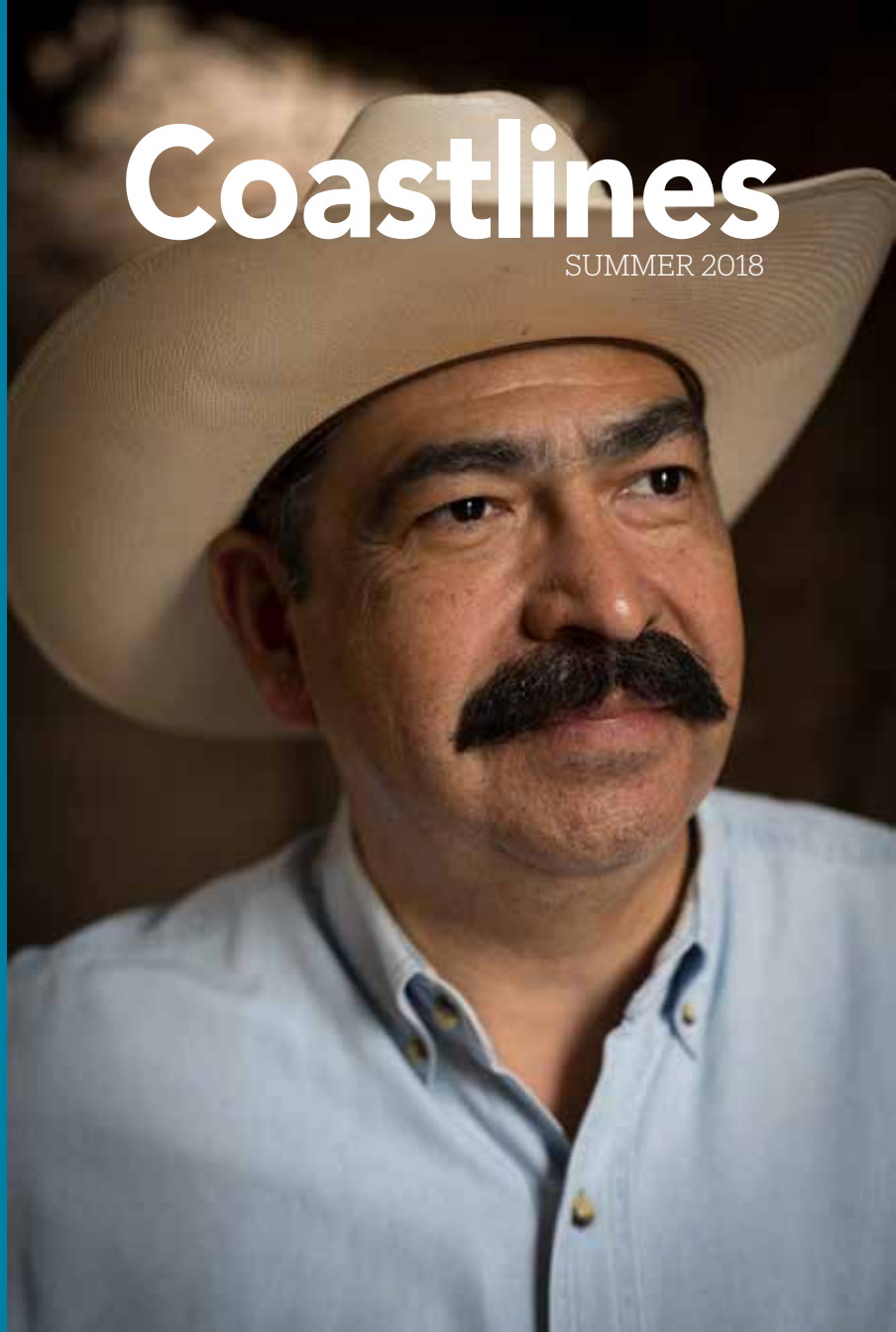
- Table to hand out giveaways and brochures at all three events
- Logo on event flyers
- Logo and hyperlink on promotional emails
- Logo and link on Student page on the UCSB Alumni website next to the Study Break Header for the month prior to each event



DETAILS *Coastlines* 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 23,500 of which approximately 21,500 are UCSB Alumni life members. Readership is estimated at 33,750.

Coastlines

SUMMER 2018






READER DEMOGRAPHICS Age: Gender:
Median Age Range 45-55yrs 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**

	AD SIZE	SPECS (Width x Height)	1 X RATE PER AD	2X RATE PER AD	3x RATE PER AD	4x RATE PER AD
	Full page	7.375 x 9.375" (8.65" x 11.25" with bleed)	\$2,000	\$1,800	\$1,600	\$1,500
	Full page - Inside Front		\$2,500	\$2,300	\$2,100	\$2,000
	Full page - Inside Back		\$2,250	\$2,050	\$1,850	\$1,750
	Back Cover	7.375 x 8.0"	\$2,750	\$2,550	\$2,250	\$2,150
	Half Page (Horizontal)	7.375" x 4.5"	\$1,000	\$800	\$600	\$600
50% off for UC Santa Barbara Organizations						
25% off for Nonprofit Organizations						

DIGITAL ADVERTISING

View in your browser

UC SANTA BARBARA
Alumni

@ UCSB July 2018



Coastlines Summer 2018
The Man Who Turns Agave into Gold

Not only is **Adolfo Murillo '79** a successful South Coast optometrist but he helped create the organic tequila industry in Mexico and his brand, Alquimia, has won numerous awards for its quality and taste.

[Read Article](#)

Coastlines magazine is packed with the latest in-depth news about UC Santa Barbara and alumni achievements and activities. Read about what your classmates and fellow Gauchos have been up to.

[Read More](#)

@UCSB
ENEWSLETTER
(MONTHLY)

Upcoming Events



Olé SD Networking Reception

7/12/2018 - 6pm - 8pm
Come meet other Gaucho Professionals living in the San Diego area at this informal networking event.

RSVP



Olé LA 2018 July Happy Hour

7/11/2018 - 6pm - 9pm
Join UCSB young alumni and meet fellow Gauchos, reconnect with friends, and welcome the Class of 2018 to our young alumni community.

Learn More

Benefits Spotlight

small ad

small ad

Your text goes here

Your text goes here

large ad

Your text goes here

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

WEBSITE ADVERTISING

Website Advertising

www.alumni.ucsb.edu/about/benefits

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 Affair's 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

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