

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 220,000+ 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,

George Thurlow Executive Director UC Santa Barbara Alumni geroge.thurlow@ucsb.edu 805.893.4799

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IMPACT BY THE NUMBERS



\$1 Billion

\$64 Million

\$30 Million

217,000+

31,687

9,500

4.08

11.6%

7

77%

Overall annual economic impact of UCSB

Annual student spending on food and entertainment

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

Total number of UCSB Alumni

Total number of students enrolled at UCSB

Number of UCSB employees (6,000 full time)

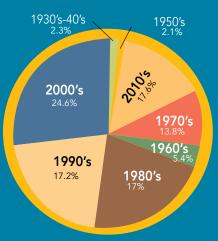
Mean GPA for Freshmen attended at UCSB

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

Number of Nobel Prizes won by Faculty and Alumni

Of students live on campus or in IV

ALUMNI By Decade of Graduation



UC Santa Barbara ALUMNI Demographics

OF

PRIDE

- Total UCSB Alumni: 220,000+
- ~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 ucsb.edu

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.



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 59 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 (\$10,000)	Platinum (\$5,000)	Gold (\$2,500)	Blue (\$1,000)
"Alumni Awards Dinner presented by" in all print and digital		, , ,	, , ,	,,,,,
communications, including invitations, programs, and webpages	•			
Full page ad in the program or on the back of the program	•			
Presenting sponsorship recognition in press release	•			
Logo on the front of the event program	•	•		
Recognition on screens during event	•	•		
Public acknowledgement during program	•	•		
Logo on printed invitations	•	•	•	
Ad in UCSB's alumni magazine, Coastlines (winter edition)	Full Page	Half Page	Half Page	
Logo and link in all email invitations	•	•	•	•
Logo inside the event program	•	•	•	•
Tickets to the event/table at the event	Table for 8	Table for 8	Table for 8	Two Tickets



EVENT DETAILS Publicity for the annual UCSB Parents & Family Weekend reaches UCSB families, including incoming parents and students. Official weekend attendance stands at over 2,500 enrolled or paid participants with approximately 1,000 estimated additional campus visitors over the same weekend. The Chancellor's Brunch provides one of the highlights with over 1,200 guests! This fun-filled adventure is a cherished and popular event every year!

SPONSORSHIP OPPORTUNITIES:	Presenting (\$5,000)	Gold (\$3,000)	Blue (\$1,500)
POPULAR BENEFIT: Option to include a branded giveaway item in family registration packet (examples: notepads, chip clips, sunglasses, USB chargers, keychain, etc.)*	•		
Logo on the cover of the event program (electronic/print)	•		
Booth at Parents & Family Weekend Registration (over 2,500 attendees)*	•		
POPULAR BENEFIT: Logo & link on the Parents & Family Weekend Homepage	•		
Booth at Parents & Family Weekend Chancellor's Brunch (over 1,200 attendees)*	•		
Logo in the event program with top placement by sponsor level (electronic/print)	•	•	
POPULAR BENEFIT: Logo and link on confirmation emails to event registrants	•	•	
POPULAR BENEFIT: Logo & link on email invitation to parents and incoming students	•	•	
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)	•	•	•
POPULAR BENEFIT: Flyer in family registration packet	•	•	•

Logo & link on the Parents & Family Weekend Sponsors page with top placement by sponsor level

^{*}Requires pre-approval



AGR WEEKEND SPONSOR RECEIVES:	Premier (\$7,500)	Gaucho	Platinum	Gold
Logo in all print ads (including the Santa Barbara Independent)	(\$7,500)	(\$5,000)	(\$2,500)	(\$1,000)
Logo and link on all All Gaucho Reunion emails	•	•		
Logo and link on the All Gaucho Reunion homepage	•	•		
Booth at Taste of UCSB	•			
Logo on Gaucho Gallop t-shirt (500+ participants)	•	•	•	
One (1) ad in Coastlines Magazine – Spring 2020 edition	Full page (preferred location)	Full page	Full page	1/2 page
Shoutout on Facebook	•	•	•	
Logo and link on the All Gaucho Reunion website sponsors page	•	•	•	•
Complimentary tickets for the Kick Off Bash, Gaucho Gallop 5K Benefit Race, or Taste of UCSB	(12)	(10)	(5)	(2)
Logo and link on the All Gaucho Reunion accommodations page*	•	•	•	•
Mainstage sponsorship recognition at the Gaucho Gallop/Kids Festival	•	•	•	
Company banner along the Gaucho Gallop finish line	•	•	•	
*Applies only to hotel sponsors; listed according to sponsorship level				



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	•	•	•



EVENT DETAILS Join us at the Gaucho Kids Festival and the Gaucho 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:	Presenting (\$3,000)	Gold (\$1,000)	Elite (\$500)
"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	Prominent Logo	Small Logo	
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	•	•	•

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!





Overview The Gaucho Wine and Beer Program was designed to create mutually beneficial relationships between select wineries and breweries and UC Santa Barbara Alumni. In exchange for contributing an agreed upon product, wineries and breweries in the program will receive sponsorship and advertising benefits as outlined below. This allows wineries and breweries an unrivaled opportunity to gain exposure to over 220,000+ alumni throughout the year! UCSB Alumni hosts numerous events where wine and beer is served, including All Gaucho Reunion, Alumni Awards Banquet, Profs at the Pub, Holiday Receptions, Regional Events, Networking Events, and much more!

Gaucho Wine and Beer Program Sponsorship Benefits

- Elevated visibility to UCSB alumni, staff, faculty, donors, students, parents, and friends.
- Opportunity to table at Taste of UCSB, a wine, beer, and food tasting event with over 500 attendees held every April. Wineries and breweries can provide samples of their products and speak to alumni who attend the event. This event typically sells out and is very popular! Note: the samples provides by wineries and breweries at Taste of UCSB does not count towards the agreed upon product contribution in the program. Participation in Taste of UCSB is optional.
- Logo and link on the Gaucho Wine and Beer Program website.https://www.alumni.ucsb.edu/gaucho-wine-and-beer-program
- Logo and link on the sponsors webpage for All Gaucho Reunion and Taste of UCSB. https://www.alumni.ucsb.edu/events/all-gaucho-reunion/sponsors
- Wine/beer will be showcased at the event where the product is poured, including the Alumni Awards Dinner, Holiday Receptions, Gaucho Grown events, All Gaucho Reunion events, Reunion Luncheons and Dinners, and much more.



GAUCHO PROFESSIONALS EXPO October 26, 2019

Event Details The first Gaucho Professionals Expo is coming to Los Angeles this fall, and the Bay Area in 2020! This half-day conference-style event will feature a keynote speaker, industry/career/professional roundtables, networking activities, and plenty of opportunities for Gauchos to connect professionally. Approximately 200 alumni from a broad range of industries and graduation years are expected to attend.





Gaucho Professionals Expo Schedule of Events

12:00-1:00: Registration and career activities

LinkedIn photo booth

Visit sponsor tables and Ole regional alumni group tables

Sign up for Gaucho Network

Resume critiques with alumni volunteer career coaches

1:00-1:45:

Opening remarks, fireside chat and Q&A with Christopher Gavigan '97 (Co-Founder: The Honest

Company & Founder/CEO: Prima)

1:45-2:00: Break/transition

2:00-4:45: Participate in roundtables and career activities

	Career Skills/Professional Development
STEM	Interviewing tips
Marketing	Salary negotiation
Education	Applying to grad school
Law	Switching career paths
Finance	Women in management
	Diversity in the workplace
	Marketing Education Law

SPONSORSHIP OPPORTUNITIES:	Presenting	Gold	Gaucho
	(\$5,000)	(\$2,500)	(\$1,000)
Event Marketing:			
"Gaucho Professionals Expo presented by" on all websites and communications about the event (includes Coastlines magazines, emails, and websites)	•		
Logo and link on event website	•	•	•
Logo and link in all pre-event email communications	•	•	•
Logo and link in all post-event email communications	•	•	•
Post on UCSB Alumni Facebook page	•	•	
Post on UCSB LinkedIn group	•	•	
Table at the event	(Preferred Location)	•	•
"Gaucho Professionals Expo presented by" on front of event program with logo	•		
Logo inside event program		(Prominent)	•



EVENT DETAILS

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

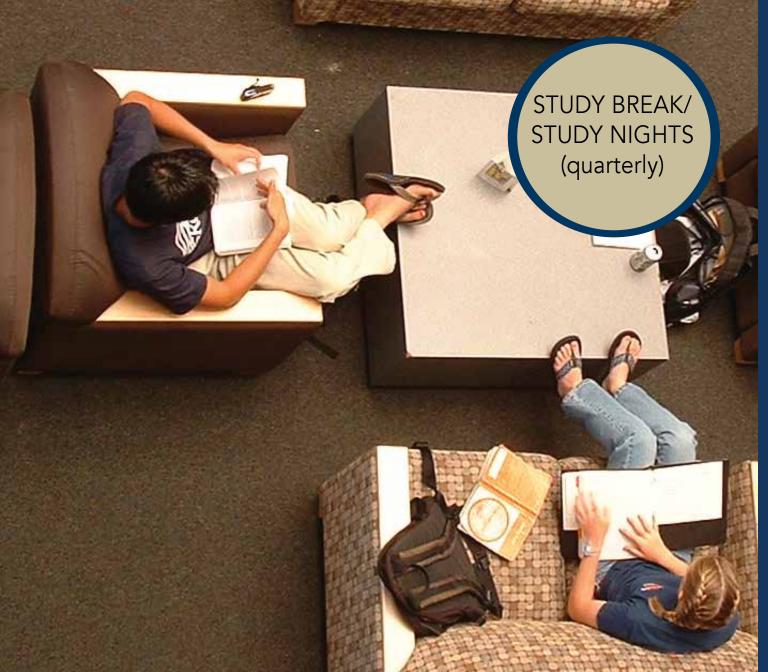


An Engaging, Free Speaker Series Featuring **UCSB Professors** at Santa Barbara's Favorite Watering Holes

Sponsorship Investment: \$250

Profs at the Pub Event Sponsor Receives:

- 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 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.

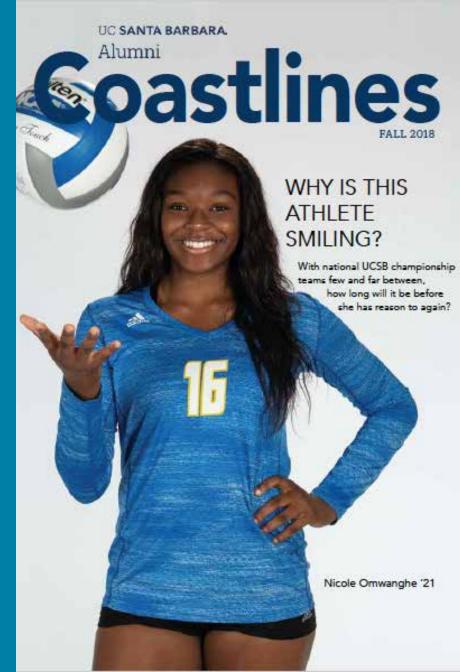
TARGET AUDIENCE First held in June of 2008, this week has quickly developed into a quarterly tradition for current UCSB Students. Approximately 500-700 students participate each quarter. Promotion includes flyers posted around campus and emails to students.

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.



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%

• 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 Fro	ont	\$2,500	\$2,300	\$2,100	\$2,000
Ful	l page - Inside Ba	ck	\$2,250	\$2,050	\$1,850	\$1,750
	Back Cover	7.375 x 8.0"	\$2,750	\$2,550	\$2,250	\$2,150
На	If Page (Horizonta	•	\$1,000	\$800	\$600	\$600
	25% off for UC	Santa Barbara Organizations a	nd Nonprofit Organiz	ations		



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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