



2017-2018  
**Sponsorship & Advertising  
Opportunities**



[alumni.ucsb.edu](http://alumni.ucsb.edu)

Dear UC Santa Barbara Supporter,

On behalf of the UC Santa Barbara Alumni Affairs Department, it is our pleasure to share with you the numerous opportunities for sponsorship and advertising with us. UC Santa Barbara has quickly grown into one of the preeminent research universities in the world with its alumni distinguishing themselves in every field of endeavor.

UC Santa Barbara Alumni has a long history of connecting with its graduates. The first alumni activities date back to 1919 while the Association was formally incorporated in 1965. Today, the Alumni Affairs Department is tasked with maintaining contact with the more than 200,000 UCSB alumni. We do this through a range of communications and events, including our award-winning *Coastlines* Magazine and signature event, the All Gaucho Reunion.

We have many attractive opportunities that range from event sponsorship to print and electronic advertising. We are able to provide discounts for businesses that are interested in advertising in multiple areas.

We look forward to speaking with you further.

Sincerely,



John Lofthus, '00, '10  
Associate Director  
UC Santa Barbara Alumni  
805.893.8416



Kelsie Grau  
Director of Business Development  
UC Santa Barbara Alumni  
805.893.2947



## **I. EVENT SPONSORSHIP**

Alumni Awards Dinner

Parents & Family Weekend

All Gaucho Reunion

Holiday Receptions

Exceptional Women, Exceptional Gauchos

Student Events

Senior Send Off

Study Break

## **II. PRINT ADVERTISING**

*Coastlines Magazine*

## **III. DIGITAL COMMUNICATIONS**

UCSBalum.com

*Coastlines eNews*

@UCSB eNewsletter

Photography: Olivia Hayden '16/UC Santa Barbara Alumni; Matt Perko/OPAC; UCSB Department of Public Events

# UCSB'S IMPACT BY THE NUMBERS

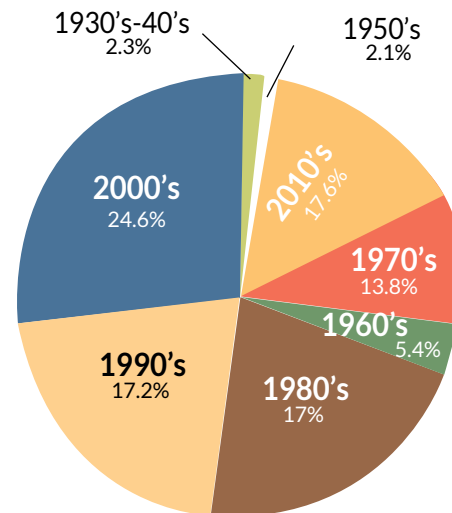
<b>\$1 Billion</b>	Overall annual economic impact of UCSB
<b>\$64 Million</b>	Annual student spending on food and entertainment
<b>\$30 Million</b>	Amount that campus visitors spend (including alumni) in Santa Barbara County annually
<b>200,000+</b>	Total number of UCSB Alumni
<b>24,346</b>	Total number of students enrolled at UCSB
<b>10,385</b>	Number of UCSB employees (6,590 full time)
<b>4.08</b>	Mean GPA for Freshmen attended at UCSB
<b>11.6%</b>	Portion of local economy between Gaviota and Ventura County line directly attributed to UCSB
<b>7</b>	Number of Nobel Prizes won by Faculty and Alumni

## UC Santa Barbara ALUMNI Demographics

- Total UCSB Alumni: 200,000+
- UCSB Alumni Association Members: 22,000+
- 76% live in California (over 151,000 alumni)
- Top Counties in California by UCSB Alumni Population

Los Angeles	34,731
Santa Barbara	19,741
Orange	12,733
San Diego	11,592
Ventura	9,341
Santa Clara	8,167
Alameda	5,422
Contra Costa	5,289
San Francisco	4,241
San Mateo	3,838
Sacramento	3,164
Riverside	2,756
Marin	2,447

## ALUMNI By Decade of Graduation



**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.

UCSB has been ranked as the **No. 1 Green School** among public universities by *Princeton Review*. Bren Hall, which houses the Bren School of Environmental Science & Management, and the Tipton Meeting House at the Sedgwick Natural Reserve, are among the “greenest” buildings in the nation, earning LEED Platinum certification — the highest sustainability rating possible — from the U.S. Green Building Council.

In addition, UCSB has the largest portfolio of LEED-certified buildings in the University of California system.

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

UCSB ranks **#8** among all public universities

*U.S. News and World Report’s* 2017 “Best Colleges” guide

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.



# 2017 ALUMNI AWARDS DINNER

Friday, October 6, 2017

Corwin Pavilion,  
UC Santa Barbara



**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 55 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 2017 edition)	•		
One half page ad in <i>Coastlines</i> magazine (Winter 2017 edition)		•	
Two tickets to the event program			•

28th Annual  
**PARENTS & FAMILY  
WEEKEND**

November 3-5, 2017  
UC Santa Barbara



**EVENT OVERVIEW** Parents & Family Weekend is a robust and exciting, three-day event created for UCSB families to immerse themselves in the campus and community. Invitations are extended to over 40,000 parents of UCSB students 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.



**EVENT DETAILS** Publicity for the annual UCSB Parents & Family Weekend reaches the majority of the more than 40,000 parents of current UCSB students. Official weekend attendance stands at over 2,300 people with an estimated additional 1,000 parents and families coming back to campus without officially registering. The Chancellor’s Brunch provides one of the highlights with over 1,200 guests! This fun-filled, three-day adventure is a cherished and popular event every year!

**SPONSORSHIP OPPORTUNITIES:**

	Presenting (\$5,000)	Gold (\$2,500)	Blue (\$1,000)
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)	•		
Prominent logo printed on family tote bag	•		
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)	•	•	
Flyer in family tote bag	•	•	
Logo and link on confirmation emails to event registrants	•	•	
Logo and link on email invitation to undergraduate students and parents	•	•	
Quarter page ad in the event program		•	
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 July): (dining commons and dormitory digital ads and campus-wide poster)	•	•	•
Listing in the event program with top placement by sponsor level	•	•	•
Logo & link on the Parents & Family Weekend Sponsors page	•	•	•

\*Requires pre-approval



**ALL  
GAUCHO  
REUNION**  
April 26- 29, 2018

**EVENT DETAILS** The All Gaucho Reunion (AGR) is designed to celebrate this incredible university and its accomplishments. The festivities include the local AGR Kick-off Bash, Gaucho Gallop Benefit Race, the Taste of UCSB, Kid's 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 200,000 alumni in addition to the 21,685 current UCSB students and the Santa Barbara community. Event sponsorship ensures extensive media promotion including radio, print, and email.

**AGR WEEKEND SPONSOR RECEIVES:**

	Premier (\$7,500)	Gaucho (\$5,000)	Platinum (\$2,500)	Gold (\$1,000)
Logo in all print ads (including the <i>Santa Barbara Independent</i> , <i>Casa Magazine</i> )	•			
Logo and link on all All Gaucho Reunion emails	•	•	•	
Logo and link on the All Gaucho Reunion homepage	•	•		
Booth at the Taste of UCSB	•			
Shoutout on Facebook/Twitter	•	•	•	
One (1) ad in <i>Coastlines Magazine</i> – Spring 2018 edition	Full page	Full page	Full page	1/2 page
Logo and link on the All Gaucho Reunion website sponsors page	•	•	•	•
One (1) Logo and link in monthly @UCSB eNewsletter	•	•		
Complimentary tickets for the Kick Off Bash or Gaucho Gallop	(12)	(10)	(5)	(2)
Logo and link on the All Gaucho Reunion accommodations page*	•	•	•	•

\*Applies only to hotel sponsors

# AGR Single Event Sponsorship



KEYNOTE  
PRESENTATION



GAUCHO  
GALLOP  
5K BENEFIT  
RACE



TASTE  
OF  
UCSB



KICK-OFF  
BASH

KID'S  
FESTIVAL





Regional alumni holiday receptions take place each year at various locations. Past locations include Santa Barbara, Los Angeles, San Francisco, and Orange County. These events are attended by hundreds of alumni and offer an excellent opportunity to showcase your brand to a larger demographic. Sponsorship opportunities are available, and include advertising in print and digital communications!

EXCEPTIONAL  
WOMEN  
EXCEPTIONAL  
GAUCHOS  
SPRING 2017



CELEBRATING UC SANTA BARBARA'S WOMEN OF DISTINCTION:

**EVENT DETAILS:** This event honors the accomplishments of UCSB's outstanding female alumnae. In 2017, we honored Rep. Lois Capps with the Lifetime Achievement Award, and Fox Newscaster Harris Faulkner with the Distinguished Alumna Award. A panel discussion and lunch will follow the awards ceremony.

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.





**STUDENT  
EVENTS**

### SENIOR SENDOFF, FRIDAY, JUNE 2018

**EVENT DETAILS** The SENIOR SEND OFF entertains hundreds of graduating seniors and their families on the Friday night of graduation weekend. Held at the Mosher Alumni House, the event features beverages and appetizers.

**TARGET AUDIENCE** Graduating seniors and their families are invited to this special event. Promotion includes a postcard to the parent’s address, email to graduating seniors, and Facebook posts.

**PRESENTING SPONSORSHIP** ..... (\$5,000)

- Inclusion of Business Name in all written mentions of the event – “Senior Send Off sponsored by (Business Name)”
- Logo on event invitation mailed out to all graduating seniors’ parents (6,000)
- Logo and link on Senior Send Off page

### STUDY BREAK

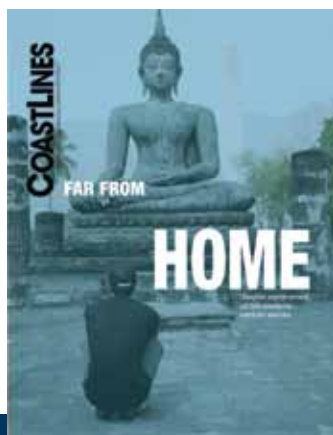
**EVENT DETAILS** Held 3 times per year on the Wednesday night of “Dead Week,” Study Break features free refreshments to UCSB students studying for finals. Entertainment includes music and giveaways.

**TARGET AUDIENCE** First held in June of 2008, Study Break 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

**PRINT  
ADVERTISING  
COASTLINES  
MAGAZINE**



**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 Association members. Readership is estimated at 33,750.

**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 23,500 • 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 Sponsors

# DIGITAL COMMUNICATIONS



**DETAILS** With over 200,000 alumni, the UCSB Alumni Association provides a strong and targeted base of captive and enthusiastic viewers. Electronic advertising with the Alumni Association exposes your ads to an active audience who believes in the UCSB brand and looks to support companies who partner with it. Whether it is a click ad on our website, a featured ad in our E-Coastlines Magazine, or a showcase in one of our E-Newsletters, we can help you reach a far scope of potential customers or hone in on your target audience to ensure your exposure counts.

**ACCEPTABLE MEDIA** All advertising materials must be submitted and approved at least one week in advance. Only non-animated ads are accepted. Artwork must be in jpg or png format.

## ALUMNI UCSB.EDU

- Nearly 13,000 (unique) monthly visitors
- Average visitor duration: 4 minutes
- Where our visitors come from:
  - 36% direct traffic
  - 35% from organic search
  - 29% social media, other referrals

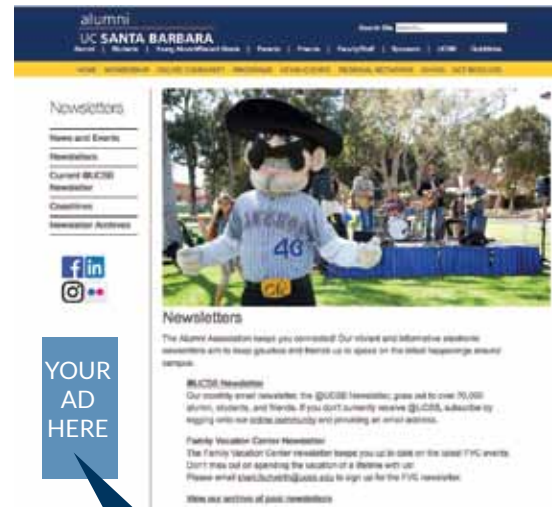
### STATISTICS

#### Top 10 Visited Pages

- |                             |                         |
|-----------------------------|-------------------------|
| 1. Home Page                | 6. Coastlines Magazine  |
| 2. Alumni Map               | 7. Alumni Groups        |
| 3. Gaucho Mail              | 8. Student Groups       |
| 4. Membership               | 9. Scholarship Programs |
| 5. @UCSB Newsletter Archive | 10. Mosher Alumni House |

### PLACEMENT

- Does not include the homepage
- All advertising materials must be submitted and approved at least one week in advance of their expected publication date(s)
- Web pages are limited to three static advertisements



### RATES & SPECIFICATION

Vertical Banner (120 X 240)	
Per Quarter.....	\$1,000
Half-Year.....	\$1,750
Annual.....	\$2,000



ALUMNI.UCSB.  
EDU/  
COASTLINES

## COASTLINESWEBSITE

### RATES & SPECIFICATION

Specs: (170px wide x 120px high)

We do not accept animated or rich media ads  
Digital ads are located at the bottom or side of the website,  
alumni.ucsb.edu/coastlines

Rates: \$500 per quarter (ad featured during the duration of each magazine's cycle)

The screenshot shows the 'COASTLINES ONLINE' website for Spring 2017. The main content area features a large article titled 'PLAYING IN THE BANDS: A Brief History of IV Rockers' with a purple and green background. Below this is a 'More in this issue' section with four article thumbnails. At the bottom of the page, there are two blue boxes labeled 'YOUR AD'.

Capitalizing on the Gacho Communities desire to push green initiatives and ensure a no waste business model, the *Coastlines* website caters to a fast moving, on the go, and green-friendly audience. As an added bonus to advertising with *Coastlines* Magazine, our partners can enjoy additional exposure with prominent advertising space on our *Coastlines* website. Connected with all the great stories and news of the print magazine, the *Coastlines* website allows targeted messaging to all our advertisers as well as mobile advertising.

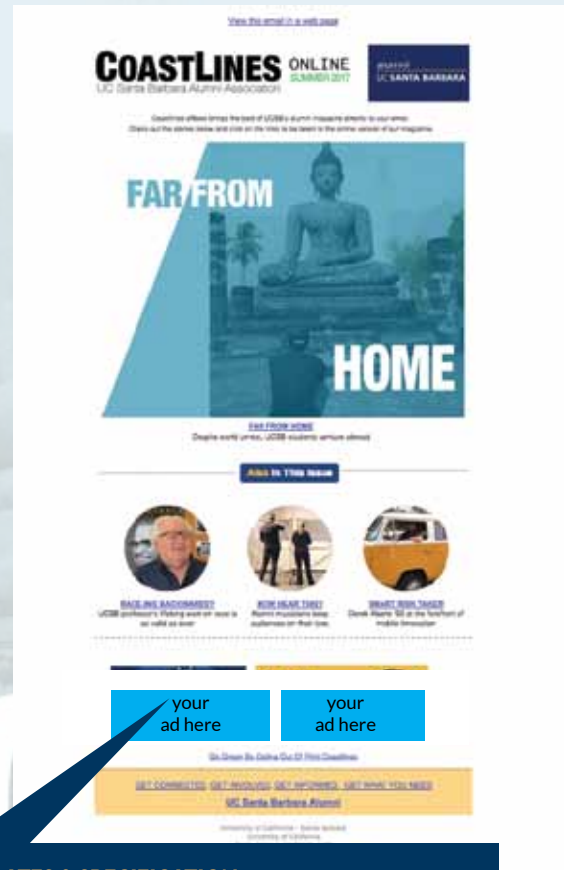
# DIGITAL COMMUNICATIONS

## COASTLINES EMAGAZINE EMAIL (QUARTERLY)

COASTLINES EMAGAZINE EMAIL—sent 4 times/year

### STATISTICS

- # of subscribers – more than 70,000 alumni, students, and friends
- Released four times per year
- 20% Open Rate
- Average of 1,643 Unique Clicks
- Limited to two advertisers per issue/email



### RATES & SPECIFICATION

Banner (240 X 120)

We do not accept animated or rich media ads

\$500 per email

UCSB students  
venture abroad

# @UCSB

UC SANTA BARBARA ALUMNI NEWSLETTER | JULY 2017

@UCSB  
ENEWSLETTER  
(MONTHLY)

@UCSB ENEWSLETTER—sent first Wednesday  
of each month

## STATISTICS

- # of subscribers - more than 70,000 alumni, students and friends
- Released the first wednesday of every month
- 19.8% Open Rate
- Average of 720 Unique Clicks

## RATES & SPECIFICATION

Banner (240 X 120)

We do not accept animated or rich media ads

\$500 per email



### Alumni Spotlight | Arturo Gonzalez Ph.D. '97

Big changes are coming in how we use money, predicts economist Arturo Gonzalez.  
Read more here.

### News



#### Allied for Innovation

UCSB joins new initiative to grow entrepreneurship in SoCal.



#### Your Board of Directors

UC Santa Barbara Alumni welcomes and congratulates its newest Board of Directors members.

### Image of the Month



At The REEF Touch Tanks. Photo: Olivia Hayden '16

your  
ad here

your  
ad here

University of California - Santa Barbara  
University of California  
Santa Barbara CA 93106-1125

If you wish to be removed from this group's mailing list, [click here](#)



## 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