
SIGNATURE EVENT & PROGRAM SPONSORSHIPS

ANNUAL CELEBRATION

ABOUT

Each spring, the Alumni Association hosts an evening to celebrate the impact that alumni, students and the University have within the community. The evening kicks off with a celebratory cocktail reception followed by a dinner and program featuring a notable alumni speaker. Attendees at the 2018 event enjoyed mingling with alumni-owned businesses and listening to Walter Bond, former Gopher basketball and NBA player and an award-winning speaker and business coach.

*Make University of Minnesota **STRONGER***

ATTENDANCE

450-500 per year

AGE

Average is 55

- ▶ Attendees tend to be loyal supporters of the University of Minnesota, are Alumni Association members and donate to the University

FREQUENCY

One event per year in April

Upcoming Event: April 26, 2019



SPONSORSHIP LEVELS

MAROON: \$15,000 (PRESENTING)

- ▶ Logo recognition as Presenting sponsor on all event communications and promotion: Social, website, invites, etc.
- ▶ Recognition at the event
- ▶ Full page, four-color ad in event program
- ▶ 10 tickets (full table) to attend event

GOLD: \$7,500

- ▶ Logo recognition as Gold level sponsor on all event communications and promotion: Social, website, invites, etc.
- ▶ 1/2 page, four-color ad in event program
- ▶ Six tickets to attend event
- ▶ Logo recognition on event signage

SKI-U-MAH - \$2,500

- ▶ Logo recognition on website
- ▶ Logo recognition on event signage
- ▶ Two tickets to attend event

TABLE SPONSOR - \$1,500

- ▶ 10 tickets (full table) to attend event
- ▶ Recognition on table
- ▶ Name listed in program and website

COCKTAIL HOUR SPONSOR - \$5,000

- ▶ Logo recognition on all information as it relates to the cocktail reception
- ▶ Logo recognition on event signage throughout the cocktail reception
- ▶ Four tickets to attend event

PARTNER - \$500

- ▶ Name listed in program and on website