



USD Alumni Association Virtual Event Sponsorship Opportunities University of San Diego

The Alumni Association of the University of San Diego has virtual event sponsorship opportunities available for its 2020-2021 programming! Sponsorships are tax-deductible and considered a gift to the University of San Diego, a 501C3.

Companies and individuals are invited to support the university with the following sponsorship opportunities:

Presenting Sponsor(s) - \$1,500

- Event naming rights (ie: Panel and Networking presented by insert company name)
- Opportunity to provide digital promotion via company showcase which will be presented by staff during virtual program (slideshow, video, company history, etc)
- Prominent name or logo placement in one USD Alumni Association e-newsletter worldwide (45,000 circulation/impressions)
- Prominent name or logo placement in one all-alumni virtual event invitation emails to alumni (45,000 circulation/impressions)
- Prominent name and logo placement in two event invitation emails to alumni and parents (4,000 circulation /8,000 impressions)
- Prominent logo and link on USD Alumni Association webpage, Facebook, LinkedIn and event registration page as well as other applicable digital and social platforms (ie: the Chicago Torero Club, the Native Alumni Network, the Student Alumni Association, etc.)
- Opportunity to be considered for future Featured Torero and/or Alumni Business Spotlight program.

Spirit Sponsor(s) - \$500

- Opportunity to provide digital promotion via brief company showcase which will be presented by staff during virtual program (slideshow, video, company history, etc)
- Name or logo placement in two event invitation emails to alumni and parents (4,000 circulation /8,000 impressions)
- Logo and link on USD Alumni Association webpage, Facebook, LinkedIn and event registration page as well as other applicable digital and social platforms (ie: the Chicago Torero Club, the Native Alumni Network, the Student Alumni Association, etc.)
- Opportunity to be considered for future Featured Torero and/or Alumni Business Spotlight program.

Torero Blue Sponsor(s) - \$250

- Recognition during virtual program as an event sponsor.
- Name placement in two event invitation emails to alumni and parents (4,000 circulation /8,000 impressions)
- Logo and link on USD Alumni Association webpage, Facebook, LinkedIn and event registration page as well as other applicable digital and social platforms (ie: the Chicago Torero Club, the Native Alumni Network, the Student Alumni Association, etc.)
- Opportunity to be considered for future Featured Torero and/or Alumni Business Spotlight program.

For additional information and to arrange the contract, please contact Kara Marsh Proffitt '04, Director, Alumni Operations and Engagement at kmarsh@sandiego.edu