



ALUMNI ASSOCIATION



2020/2021

SPONSORSHIP
OPPORTUNITIES

**INCREASE YOUR SALES
EXPAND YOUR REACH
ENGAGE OUR AUDIENCES**

The FSU Alumni Association's **MISSION** is to advance the university's greatness while enriching the lives of the Seminole family.

Our events and programs play key roles in the Association's commitment to **CONNECT AND ENGAGE** the growing network of over 367,000 **ALUMNI** around the world. These offerings are opportunities for the alumni community to share memories, create new ones and strengthen their bond to Florida State University.

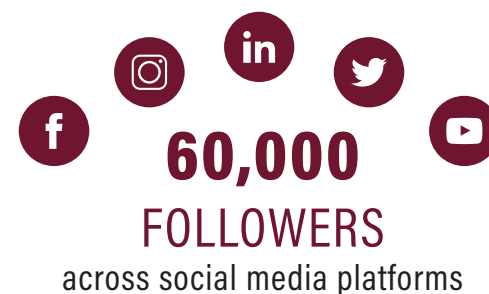
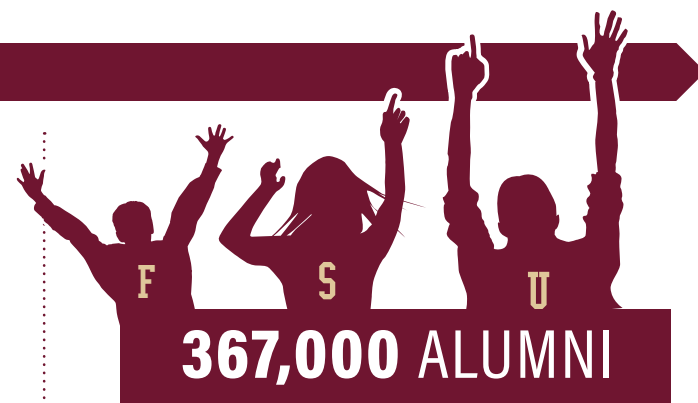
YOUR PARTNERSHIP with us will help connect Seminoles across the country and bolster alumni programming. As a sponsor, you will have the opportunity to put your business in front of our more than 60,000 **FOLLOWERS** across **SOCIAL MEDIA** platforms, 205,000 alumni and friends who receive our **MONTHLY E-NEWSLETTER** and visitors to our website which receives 9,000 **LANDING PAGE VIEWS** (in a 6-month period).

We take pride in the **ENGAGING PROGRAMMING** the Alumni Association provides and the more than 80 **SEMINOLE CLUBS AND CHAPTERS** and **SEVEN ALUMNI NETWORKS** we support. These efforts strengthen the university's traditions and the Seminole spirit that resides in every member of the Florida State University family. Whether an alumnus, friend or fan of FSU, we're **SEMINOLES FOREVER**.

Thank you for your interest in furthering the Alumni Association's mission.



ALUMNI
ASSOCIATION



205,000
alumni and friends receive our
monthly **E-NEWSLETTER**



ALUMNI AWARDS GALA

📶 presented virtually

Friday, November 13, 2020 | 7:00 p.m., EDT

The Alumni Awards Gala is a signature event that celebrates the notable accomplishments of our alumni. The Bernard F. Sliger Award for Service and the Circle of Gold, the highest level of awards that the Alumni Association awards annually, are presented to FSU's distinguished alumni.

Audience: The audience captures all FSU alumni and friends. This awards ceremony will have a national audience and will be live streamed to alumni world-wide.



Presenting Sponsor | \$5,000

Exclusive sponsorship opportunity limited to one company

- Opportunity to address attendees virtually through a pre-recorded message and promote your business during the event
- Golf cart tour of the university by FSU Alumni Association President or staff designee*
- Recognition as a sponsor in VIRES alumni magazine printed twice per year, mailed to nearly 20,000 alumni households and shared throughout the community
- Logo recognition on the following:
 - Event landing page
 - Digital program
 - One monthly e-newsletter
- Customized graphic featuring your business name/logo to be used when promoting the event
- Recognition (logo and contact information) at the beginning and end of virtual event (live and on-demand versions)
- Opportunity to redirect to company website when event concludes
- Opportunity to include messaging in post event email blast

**When logistically possible due to COVID-19 restrictions*

Partner Sponsor | \$2,500

- Verbal recognition during the event
- Recognition as a sponsor in VIRES alumni magazine printed twice per year, mailed to nearly 20,000 alumni households and shared throughout the community
- Logo recognition on the following:
 - Event landing page
 - Digital program
 - One monthly e-newsletter
- Customized graphic featuring your business name/logo to be used when promoting the event
- Recognition (logo and contact information) at the beginning and end of virtual event (live and on-demand versions)

Financial Sponsorship

Please indicate which event you are interested in sponsoring and at what level.

Event:

Sponsorship level:

In-Kind Sponsorship

Along with financial sponsorships, we also welcome in-kind sponsorship for events. If you have products or services to donate, please contact us.

In-Kind Sponsorship Description:

.....

Company:

Company Type:

Contact Name:

Email:

Phone:

Alumni Owned Business: ☐ YES ☐ NO

.....

Questions? Please contact wpowers@fsu.edu.

Please email this completed form to **Whitney Powers** at wpowers@fsu.edu. We will contact you to discuss sponsorship benefit details and to obtain further information.

Thank you for your interest in furthering the FSU Alumni Association's mission.



CONTACT INFORMATION



alumni@fsu.edu



alumni.fsu.edu



850.644.2761



1030 West Tennessee Street
Tallahassee, Florida 32304

SOCIAL MEDIA



facebook.com/fsualumniassociation



[@fsualumni](https://www.instagram.com/fsualumni)



[FSU Alumni Association](https://www.linkedin.com/company/fsu-alumni-association)



[@fsualumni](https://twitter.com/fsualumni)



[@fsualumni](https://www.youtube.com/fsualumni)