



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.

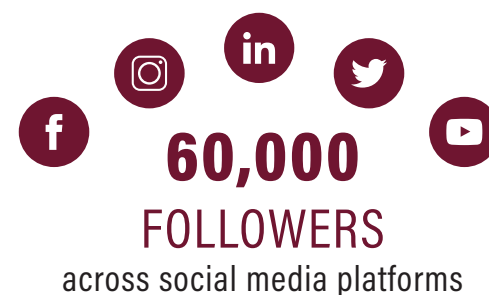
YOUR PARTNERSHIP with us will help connect Seminoles across the country and bolster alumni programming. As a sponsor, you will have the opportunity to put your business in front of our more than 60,000 **FOLLOWERS** across **SOCIAL MEDIA** platforms, 205,000 alumni and friends who receive our **MONTHLY 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**

inspire

INSPIRE AWARDS

March 2021 | FSU Alumni Center

The annual Inspire Awards are hosted in March in honor of Women's History Month. The Inspire Award recognizes alumnae who have distinguished themselves as leaders within their industry and whose hard work and determination serve as an inspiration to current students and young alumni at Florida State University.

Audience: Former Inspire Award honorees, campus administrators, university leadership and current honorees.

Expected Event Attendance: 200



Presenting Sponsor | \$7,500

Exclusive sponsorship opportunity limited to one company

- Eight (8) VIP tickets for seating with university leadership
- Up to six (6) VIP reserved parking spaces
- Brief speaking opportunity for a company representative to make welcome remarks during the event
- Verbal recognition during the event
- Golf cart tour of the University with FSU Alumni Association President and CEO or staff designee
- Inclusion in event promo video that is featured on social media channels
- Specialty email opportunity to all FSU Alumni Association members
- Logo recognition on the following:
 - Event landing page
 - One monthly e-newsletter
 - Event media screen
 - Event signage
 - Print program
 - One event recap highlight on social media
- Recognition as a sponsor in one issue of VIRES alumni magazine, mailed to over 20,000 households and shared digitally throughout the alumni community
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees

Gold Sponsor | \$5,500

\$5,000 for FSU alumni owned businesses

- Eight (8) tickets to the event
- Four (4) VIP reserved parking spaces
- Verbal recognition during the event
- Logo recognition on the following:
 - Event landing page
 - One monthly e-newsletter
 - Event media screen
 - Event signage
 - Print program
 - One event recap highlight on social media
- Recognition as a sponsor in one issue of VIRES alumni magazine, mailed to over 20,000 households and shared digitally throughout the alumni community
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees

Garnet Sponsor | \$2,500

- Four (4) tickets to the event
- Two (2) VIP reserved parking spaces
- Verbal recognition during the event
- Logo recognition on the following:
 - Event landing page
 - One monthly e-newsletter
 - Event media screen
 - Print program

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:

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Company:

Company Type:

Contact Name:

Email:

Phone:

Alumni Owned Business: ☐ YES ☐ NO

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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



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SOCIAL MEDIA



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