



# ALUMNI

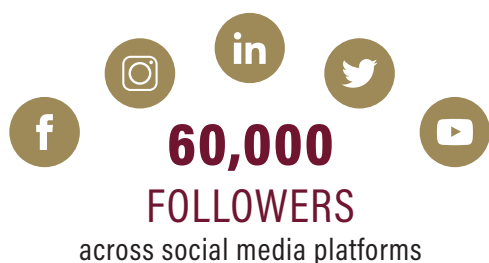
ASSOCIATION



2021/2022

SPONSORSHIP  
OPPORTUNITIES

# INCREASE YOUR SALES + EXPAND YOUR REACH + ENGAGE OUR AUDIENCES



**205,000**  
monthly **E-NEWSLETTER** subscribers

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

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Our events and programs play key roles in the Association's commitment to **CONNECT AND ENGAGE** the growing network of over **377,000+ 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 all of our **SOCIAL MEDIA** platforms as well as **205,000** alumni and friends via our **MONTHLY E-NEWSLETTER**.

We take pride in the **ENGAGING PROGRAMMING** the Alumni Association provides and the more than **67 SEMINOLE CLUBS® AND CHAPTERS** and **8 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.**

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**ALUMNI**  
ASSOCIATION



## HOMECOMING ALUMNI AWARDS GALA

### Alumni Center

Friday, October 22, 2021

Awards Presentation

5:30 - 6:30 p.m.

Alumni Center Grand Ballroom

Celebratory Cocktail Reception

6:30 - 8:00 p.m.

Alumni Center Courtyard

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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 presents annually to FSU's distinguished alumni.

**AUDIENCE:** Former and current Sliger and Circle of Gold honorees and university leadership

**EXPECTED EVENT ATTENDANCE:** 250+ in person and additional online viewers

### PRESENTING SPONSOR | \$5,000

*Exclusive sponsorship opportunity limited to one company*

- VIP seating with university leadership for eight (8)
- 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 Gala
- Two (2) tickets to attend the football game with FSU Alumni Association President and CEO
- Opportunity for up to four (4) guests to sit in the FSU Homecoming Parade VIP viewing area
- Opportunity to ride in the FSU Homecoming Parade to promote your company as the presenting sponsor of the Alumni Awards Gala
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, digital program, and one social media event recap highlight
- Mention of company in all event press materials
- Opportunity to provide promotional item(s) to event attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- Golf cart tour of the university with FSU Alumni Association President and CEO or staff designee

### GOLD SPONSOR | \$3,000

- Eight (8) event tickets
- Up to four (4) VIP reserved parking spaces
- Verbal recognition during Gala
- Opportunity for up to four (4) guests to sit in VIP Homecoming Parade viewing area
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, and digital program
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications

### PARTNER SPONSOR | \$1,500

- Four (4) tickets to Gala
- Verbal recognition during Gala
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, and digital program
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



## EMERITUS ALUMNI SOCIETY HOMECOMING INDUCTION AND AWARDS BRUNCH Honoring the Classes of 1970 and 1971

### Alumni Center

October 24, 2021

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The Emeritus Alumni Society Homecoming Induction and Awards Brunch is an annual event with a rich history at Florida State. This event honors graduates of more than 50 years and official inducts them into the prestigious Emeritus Alumni Society. Inductees will join their fellow Emeritus members to celebrate the accomplishments of prominent emeritus alumni at the awards portion of the ceremony.

**AUDIENCE:** Emeritus Alumni Society members, members of the classes of 1970 and 1971 and university leadership

**EXPECTED ATTENDANCE:** 200

### PRESENTING SPONSOR | \$3,000

*Exclusive sponsorship opportunity limited to one company*

- Four (4) VIP tickets for seating with university leadership during awards ceremony
- Four (4) VIP reserved parking spaces
- Brief speaking opportunity for a company representative to make welcome remarks during the event
- Verbal recognition during the event by FSU Alumni Association National Board Chair during the opening remarks
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, event signage, digital and printed program
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Recognition as a sponsor on the digital invitation
- Recognition as the presenting sponsor on the post-event survey sent to all attendees within 48 hours of the event
- Opportunity to include a website link in post-event survey
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



## YOUNG ALUMNI AWARDS CEREMONY

### Alumni Center

November 5, 2021

Awards Presentation | 5:30 – 6:30 p.m.  
Celebratory Cocktail Reception | 6:30 – 8 p.m.

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The Young Alumni Awards Ceremony is a signature event that celebrates the notable accomplishments of our young alumni. The FSU Alumni Association's Notable Noles program (formerly called Thirty Under 30) was created to recognize the outstanding accomplishments of Florida State's young alumni, under the age of 35 who have made exceptional achievements and significant contributions to his or her profession, community, society or the university.

**AUDIENCE:** Young alumni, former and current honorees

**EXPECTED EVENT ATTENDANCE:** 200+ in

### PRESENTING SPONSOR | \$5,000

*Exclusive sponsorship opportunity limited to one company*

- Eight (8) VIP tickets for seating with university leadership during awards ceremony
- Up to six (6) VIP reserved parking spaces
- Special invitation to post ceremony reception
- Brief speaking opportunity for a company representative to make welcome remarks during the event
- Verbal recognition during the event
- Two promotional posts that will be featured on the Young Alumni Network's Instagram account
- Inclusion in event promo video that is featured on social media channels
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, event signage, digital program, and one event recap highlight on social media
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- Golf cart tour of the University with FSU Alumni Association President and CEO or staff designee

### PARTNER SPONSOR | \$2,500

- Four (4) tickets to the event
- Two (2) VIP reserved parking spaces
- Special invitation to post ceremony reception
- Verbal recognition during the event
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, and digital program
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



## INSPIRE AWARDS

### Alumni Center

March 2022



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:** Current and former Inspire Award honorees, university leadership

**EXPECTED EVENT ATTENDANCE:** 200+ in person and additional online viewers

### PRESENTING SPONSOR | \$5,000

*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
- Inclusion in event promo video that is featured on social media channels
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, event signage, digital program, and one event recap highlight on social media
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- Golf cart tour of the University with FSU Alumni Association President and CEO or staff designee

### PARTNER SPONSOR | \$3,000

- Four (4) tickets to the event
- Two (2) VIP reserved parking spaces
- Verbal recognition during the event
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, and digital program
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



## SPRING ALUMNI AWARDS

### Alumni Center

April 2022

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The Alumni Association is dedicated to recognizing the outstanding accomplishments of FSU graduates. The Grads Made Good, Alumni Ambassador and Ross Oglesby awards are presented at this signature event.

**AUDIENCE:** All FSU alumni and friends.

**EXPECTED EVENT ATTENDANCE:** 200+ in person and additional online viewers .

### PRESENTING SPONSOR | \$5,000

*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
- Inclusion in event promo video that is featured on social media channels
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, event signage, digital program, and one event recap highlight on social media
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Mention of company in event press materials
- Opportunity to provide promotional item(s) to event attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- Golf cart tour of the University with FSU Alumni Association President and CEO or staff designee

### PARTNER SPONSOR | \$2,500

- Four (4) tickets to the event
- Two (2) VIP reserved parking spaces
- Verbal recognition during the event
- Sponsorship recognition featuring logo placement on the event landing page, one (1) monthly e-newsletter, event media screen, and digital program
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



## BEAT T-SHIRTS

*Your logo featured on one of the most popular t-shirts on campus!*

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To celebrate FSU's biggest athletic events, the Student Alumni Association (SAA) provides its 3,000+ members with the opportunity to receive a coveted "Beat T-Shirt". Students can be seen wearing their shirts across campus and around Tallahassee. The front of the shirt will feature an opponent specific "Beat" design packed with FSU spirit and sponsor logos will appear on the back.

While Beat T-Shirts are typically distributed during FSU Football season, we are open to extending this SAA tradition to additional FSU athletics matchups as well.

**For the 2021 FSU Football season, BEAT T-Shirts will be distributed for the following home games:**

September 5 - Notre Dame

September 25 - Louisville

October 2 - Syracuse

November 6 - NC State

November 13 - Miami

Act fast to claim your game! Selections will be made on a first come, first served basis.

**T-SHIRT PRINT RUN:** 250+ per game

## GOLD SPONSOR | \$3,000

*Exclusive sponsorship opportunity limited to one company.*

- Large primary logo imprint on the back of the t-shirt, below the Student Alumni Association logo
- Recognition as t-shirt sponsor on SAA social media (over 11,000 combined followers)
- Recognition in SAA e-newsletters and in Beat T-Shirt emails to 3,000+ student members
- Season-long recognition on the SAA website as a past Beat T-Shirt sponsor
- Opportunity to table alongside SAA during t-shirt distribution
- Logo featured on sponsor recognition table signage during t-shirt distribution
- Option to provide promotional item(s) to SAA members

## PARTNER SPONSOR | \$1,500

- Secondary logo imprint featured on the back of the t-shirt, below the Gold Sponsor's logo and alongside additional partner sponsor logos
- Recognition as a t-shirt sponsor on SAA social media (over 11,000 combined followers)
- Recognition in SAA e-newsletters and in Beat T-Shirt emails to 3,000+ student members
- Season-long recognition on the SAA website as a past Beat T-Shirt sponsor
- Logo featured on sponsor recognition table signage during t-shirt distribution
- Option to provide promotional item(s) to SAA members



FRONT IMPRINT EXAMPLE



BACK IMPRINT EXAMPLE  
WITH SPONSOR LEVEL LOGO PLACEMENT





## 100 DAYS UNTIL GRADUATION

### Landis Green

January 2022

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100 Days Until Graduation is an annual event that celebrates the accomplishments of upcoming FSU Spring and Summer graduates. The event takes place on Landis Green and provides an opportunity for soon-to-be alumni to meet campus partners and gather vital information about their upcoming graduation and beyond; all while enjoying complimentary snacks and taking celebratory photos with fellow seniors. Campus partners in attendance previously have included the FSU Career Center, various schools and colleges, the FSU Bookstore, and more.

**AUDIENCE:** FSU students graduating in Spring or Summer 2022

**EXPECTED EVENT ATTENDANCE:** 500+

### TABLING SPONSOR | \$1,000

- One (1) table for up to two (2) company representatives to display signage and provide marketing materials to event attendees
- Sponsorship recognition featuring logo placement on the event landing page and event invitation e-blasts to all graduating FSU students (typically over 3,000 students)
- Opportunity to provide promotional item(s) to event attendees

### PHOTO STATION SPONSOR | \$1,000

- Company will be recognized as the official Photo Station Sponsor.
- Photo and selfie stations are a popular part of graduation events and students regularly post these photos on social media in anticipation of their upcoming graduation
- Opportunity to place your company banner or step and repeat in the background of our photo station
- Sponsorship recognition featuring logo placement on the event landing page and event invitation e-blasts to all graduating FSU students (typically over 3,000 students)
- Select event photos will be posted on FSU Student Alumni Association social media accounts (over 11,000 combined followers)



ALUMNI  
ASSOCIATION

## *Three Torches*

speaker series

### THREE TORCHES SPEAKER SERIES

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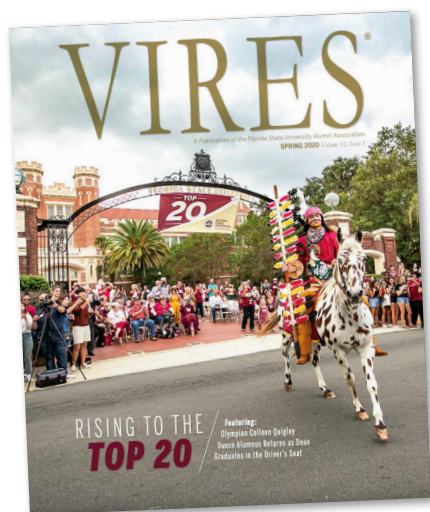
The FSU Alumni Association recently launched Three Torches, a monthly speaker series featuring alumni, faculty and staff covering topics such as research, business, education, professional development and more.

**AUDIENCE:** These events are open to all FSU alumni and friends while first access is given to FSU Alumni Association members

**EXPECTED EVENT ATTENDANCE:** 50+ in person and additional online viewers

### PRESENTING SPONSOR | \$2,500 PER MONTH OR \$7,000 FOR FULL SEMESTER OF THREE EVENTS *(savings of \$500)*

- Recognized as presenting sponsor in email blast to FSU Alumni Association members
- Opportunity to address audiences and promote company for up to two minutes
- Recognition (logo and contact information) at the beginning and end of the sponsored event
- Logo featured on Three Torches landing page, registration page, registration confirmation page and reminder email
- Sponsor recognition in digital advertising for the event
- Opportunity to include messaging in post event email blast
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications



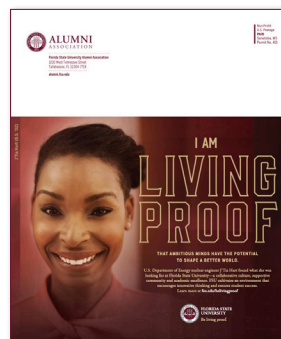
## VIREs® MAGAZINE AD SPONSORSHIP

Spring 2022 | Fall 2022

VIREs® magazine is FSU's official alumni publication. The glossy print publication is produced biannually as a benefit of association membership. A point of pride for the university, VIREs® features alumni success stories, university news, class notes updates and more to spotlight the accomplishments of the university and its alumni.

**AUDIENCE:** Mailed directly to more than 17,000 households, while the digital magazine, email and social media extend its reach to online audiences

## ADVERTISING RATES



### BACK COVER

One Issue | \$3000

Two Issues (price per issue) | \$2,850

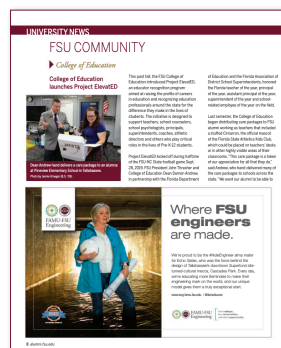


### FULL PAGE

One Issue | \$2,500

Two Issues (price per issue) | \$2,375

FSU Dept. (15% discount) | \$2,125



### 1/2 PAGE

One Issue | \$1,550

Two Issues (price per issue) | \$1,475

FSU Dept. (15% discount) | \$1,325



### 1/3 PAGE

One Issue | \$1,000

Two Issues (price per issue) | \$950

FSU Dept. (15% discount) | \$850



## ECHOES: THE FSU ALUMNI PODCAST



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Echoes is a weekly show dedicated to reconnecting alumni with the FSU campus through news, opportunities to get involved, features on alumni successes, and more. New episodes are released each Tuesday.

**AUDIENCE:** FSU alumni and friends with early access given to FSU Alumni Association members

### PRESENTING SPONSOR | \$750 PER EPISODE OR \$6,000 PER SEASON *(10 episodes)*

- Recognition as presenting sponsor featuring logo placement in episode announcement email and social media posts
- Recognition and up to 50-word message in show notes
- Logo featured on podcast landing page
- 60-second promotional audio in episode, supplied or recorded by host

### PARTNER SPONSOR | \$500 PER EPISODE OR \$4,000 PER SEASON *(10 episodes)*

- Sponsorship recognition featuring logo placement in episode announcement email
- Logo featured on podcast landing page
- 30-second promotional audio in episode, supplied or recorded by host



## SEMINOLE CLUB LEADERSHIP WEEKEND

### Alumni Center

August 18-20, 2022

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Each year, the FSU Alumni Association welcomes our Seminole Club and Chapter leaders to Tallahassee for a weekend of learning, development, relationship building and fun! The weekend offers conference style sessions alongside casual networking events.

**AUDIENCE:** Seminole Club and Chapter leaders from all over the country

**EXPECTED EVENT ATTENDANCE:** 70+

### PRESENTING SPONSOR | \$7,500

- Opportunity for a company representative to make brief welcome remarks during the conference
- Sponsorship recognition featuring logo placement on electronic event tickets, tabletop signs, podium, event landing page, social media and August e-newsletter
- Recognition as a sponsor in one (1) issue of VIREs® alumni magazine, mailed to over 17,000 households and shared digitally throughout the alumni community
- Opportunity to provide promotional item(s) to event attendees
- Opportunity to table throughout the conference and interact with attendees
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications

## SEMINOLE SERVICE DAY T-SHIRTS

*Your logo featured on t-shirts all over the country!*

March 2022

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Each year throughout the month of March, Seminole Clubs® nationwide complete various community service projects as representatives of Florida State University.

The Alumni Association provides club members with t-shirts to wear during their service day. The shirts feature university trademarks and are worn with pride well beyond Seminole Service Day. Becoming a t-shirt sponsor is a great opportunity for your company's logo to be seen by thousands of people across the country.

The front of the shirt will feature the Seminole Service Day imprint and sponsor logos will be featured prominently on the back.

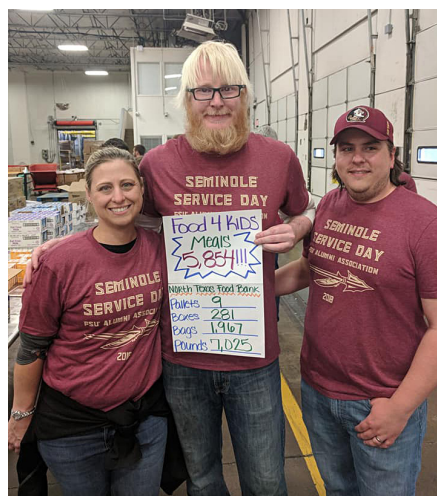
**T-SHIRT PRINT RUN: 625+**

### GOLD SPONSOR | \$3,000

- Large primary logo imprint on the back of the t-shirt, below the Alumni Association logo
- Recognition as t-shirt sponsor on Seminole Clubs® social media (over 4,000 combined followers)
- Recognition in Seminole Clubs® e-newsletters for February and March
- Recognition on Seminole Clubs® website as t-shirt sponsor until the end of the month of service
- Option to provide promotional item(s) to Seminole Club leaders

### PARTNER SPONSOR | \$1,500

- Secondary logo imprint featured on the back of the t-shirt, below the Gold Sponsor's logo and alongside additional partner sponsor logos
- Recognition as t-shirt sponsor on Seminole Clubs® social media (over 4,000 combined followers)
- Recognition in Seminole Clubs® e-newsletters for February and March
- Recognition on Seminole Clubs® website as t-shirt sponsor until the end of the month of service
- Option to provide promotional item(s) to Seminole Club leaders



PREVIOUS DESIGN



BACK IMPRINT EXAMPLE WITH SPONSOR  
LEVEL LOGO PLACEMENT



## 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](mailto:wpowers@fsu.edu).

Please email this completed form to Director of Programs and Outreach **Whitney Powers** at [wpowers@fsu.edu](mailto: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.



*Connect with Us!*

## CONTACT INFORMATION



[alumni@fsu.edu](mailto:alumni@fsu.edu)



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



850.644.2761



1030 West Tennessee Street  
Tallahassee, Florida 32304

## SOCIAL MEDIA



[facebook.com/fsualumniassociation](https://facebook.com/fsualumniassociation)



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



FSU Alumni Association



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



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