



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 **369,000 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 **80 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.



ALUMNI
ASSOCIATION



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

inspire

INSPIRE AWARDS

presented virtually

Thursday, March 11, 2021 | 7:00 p.m., EDT

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: Alumni, former Inspire Award honorees, current honorees, campus administrators and university leaders



Presenting Sponsor | \$5,000

Exclusive sponsorship opportunity limited to one company

- Opportunity to air a pre-recorded message or commercial that promotes 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, which is printed twice per year, mailed to nearly 20,000 alumni households and shared throughout the community
- Logo recognition on the following:
 - Event landing page
 - Event registration page
 - Digital program
 - One monthly e-newsletter
- Your business name/logo to be identified as the Presenting Sponsor in event advertising and promotions
- Recognition (logo and contact information) at the beginning and end of virtual event (live and on-demand versions)
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- 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, which is printed twice per year, mailed to nearly 20,000 alumni households and shared throughout the community
- Logo recognition on the following:
 - Event landing page
 - Event registration page
 - Digital program
 - One monthly e-newsletter
- Badge graphic with event name, year and sponsorship level for use on sponsor's website, digital and print communications
- 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:

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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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FSU Alumni Association



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