

SPONSORSHIP OPPORTUNITIES

Introduction



Once a Hawkeye...

ALUMNI STATISTICS

Age Ranges:

13% under age 30

42% ages 30-50

32% ages 51-69

13% ages 70 and over

48%

of UI alumni are female

52%

of UI alumni are male

54,000

dues-paying members of the
UI Alumni Association

239,500

living alumni

91,361

of our alumni have a
graduate-level degree

Why sponsor the UI Alumni Association?

At the University of Iowa Alumni Association (UIAA), we support people and initiatives that bring pride to our state, university, and organization. Of the 239,500 living alumni across the U.S. and abroad, many rank as the world's leading professionals in business, medicine, law, engineering, art, and education. We build relationships among these alumni and engage them in the university: in essence, to bring their thoughts and allegiances back to where it all began.

The University of Iowa enjoys steadfast loyalty from its alumni, friends, fans, and students. The UIAA's base includes 54,000 influential members who perform outstanding work in their communities and on behalf of their alma mater. Our 50 U.S. IOWA Clubs alone coordinate projects such as scholarship dinners, game watches, local outings, and nationally recognized philanthropic events such as one Florida group's effort to send care packages to soldiers serving overseas.

Loyalty like this drives the alumni association's success, which we also share with our partners through mutually beneficial programs—from our credit card agreement with Bank of America to auto and home insurance with Liberty Mutual and health plans with USI Affinity. Year after year, our participation in these programs reaps dividends for our partners.

You, too, can share this positive experience. By sponsoring our events, you'll have an excellent opportunity to access our alumni and student base through various on- and off-campus activities. As a UIAA sponsor, your business will receive exposure to thousands of loyal and affluent consumers.

We look forward to meeting you and reviewing the enclosed information to determine what event sponsorships would best suit the goals of your company and the UI Alumni Association. Afterward, we will prepare a custom proposal to match your business requirements.

We hope to develop a productive and rewarding partnership with you.

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SPONSORSHIP OPPORTUNITIES

Overall Alumni Association Partner



What is it?

This far-reaching sponsorship package will put your company's name in front of hundreds of thousands of alumni. Sponsors who contribute major funds to the UI Alumni Association support a wide range of UIAA events and programs. In addition to the many promotional opportunities that accompany these activities—from Homecoming Weekend to Hawkeye Huddles—major sponsors are eligible for the exclusive exposure outlined below.

Whom can you reach?

Approximately 239,500 UI alumni, including 54,000 UIAA members.

How?

As a major sponsor of our organization, you will receive one or more of the following:

- Banner ad placement on the University of Iowa's official online community
- Banner ad placement on the UIAA's homepage
- Three (3) full-page four-color ads in *Iowa Alumni Magazine*
- Recognition, link, and logo placement with text in the UIAA member e-newsletter sent in August and January to 18,350 UIAA members
- Opportunity to insert sponsor information in new member packets (approximately 6,000 per year)
- Logo and link on partners page of the UIAA website
- Endorsement as an official UIAA partner

Your investment to participate?

Major sponsorship packages start at \$25,000. We will design a custom proposal to meet your needs and will include specific pricing.

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SPONSORSHIP OPPORTUNITIES

Regular Season Hawkeye Huddles



What is it?

Prior to away football games, we invite UI fans to cheer the Hawkeyes to victory during pregame pep rallies. These free Hawkeye Huddles bring fans together and feature Herky and the Iowa cheerleaders.

Whom can you reach?

Approximately 500 to 5,000 UI football fans—primarily over the age of 25—at each Hawkeye Huddle.

How?

As a sponsor of the UIAA's Hawkeye Huddles, you will receive:

- Recognition on Huddle information included with season/single ticket and away game ticket mailings
- Logo and links on the following websites featuring Huddle information
 - o Hawkeyesports.com (no logo, text only)
 - o UI Alumni Association
 - o UI Foundation
- Friday morning I-Club Breakfast handouts and announcements
- Radio announcements on the Learfield radio network
- Recognition on Kirk Ferentz's call-in radio show by Gary Dolphin
- Recognition in press releases (seven to ten days before each Huddle) to local media and the opposing team's newspaper
- Option to provide promotions, contests, premiums, and other initiatives at the Huddle with approval from the UI Alumni Association and National I-Club
- Sponsor recognition in football programs announcing the Huddles
- Recognition, link, and logo placement in the UIAA mass e-mail communicating Huddle information sent prior to the first Huddle
- Recognition, link, and logo placement with text in the I-Club newsletter sent in August

Your investment to participate?

Packages start at \$10,000.

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SPONSORSHIP OPPORTUNITIES

UIAA Members' Tailgate



What is it?

The UIAA Members' Tailgate is the annual pregame tailgate to thank association members for their support. Held before a home football game, this popular event draws alumni and their families to enjoy food, prizes, and Hawkeye spirit.

Whom can you reach?

Approximately 10,000 UIAA members and their families. Over 500 members of all ages and their families attend our tailgate and all UIAA members living in Iowa and surrounding states receive invitations.

How?

As a sponsor of the UIAA Members' Tailgate, you will receive:

- Banner ad placement on the event website
- Opportunity to provide promotional information for distribution at the event
- Banner ad placement in e-mail promotions
- Sponsorship presence at the event
- Sponsor recognition in press release announcing event

Your investment to participate?

Prices vary. We will design a custom proposal to meet your needs and will include specific pricing for this event.

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SPONSORSHIP OPPORTUNITIES

Homecoming Weekend



What is it?

This campus-wide fall tradition welcomes back alumni for a special home football game weekend. Activities include the Friday evening Homecoming parade, featuring our Alumni Band and an alumni welcome tent.

Whom can you reach?

Approximately 250 Alumni Band members, 700 returning alumni, more than 10,000 UI students, and more than 25,000 Iowa City residents.

How?

As a sponsor of the UIAA's Homecoming Weekend, you will receive:

- Your company logo and link on the UI Homecoming website, as well as the Alumni Band and Homecoming reunion sections of the UIAA website
- Sponsor recognition in Homecoming radio advertising
- Your company logo and recognition in Homecoming newspaper advertising
- Opportunity for banner placement at all Homecoming events
- Your company logo on Homecoming posters distributed to campus departments and local businesses
- Verbal recognition during Homecoming parade
- Verbal recognition during Iowa Shout (attendance of 1,200 current UI students)
- Opportunity for tabling and distribution of promotional information at all Homecoming activities (where appropriate)
- Free Homecoming parade entry
- Sponsorship recognition in press releases sent to local media
- Sponsor recognition and logo placement in all Alumni Band promotional materials
- Sponsor recognition and logo placement in all Homecoming Reunion Weekend promotional materials (e-mail)
- Sponsor recognition during the coronation of Homecoming king and queen
- Sponsor recognition, booth space, and opportunity to distribute promotional materials at the alumni welcome tent on Friday night

Your investment to participate?

Prices vary. We will design a custom proposal.

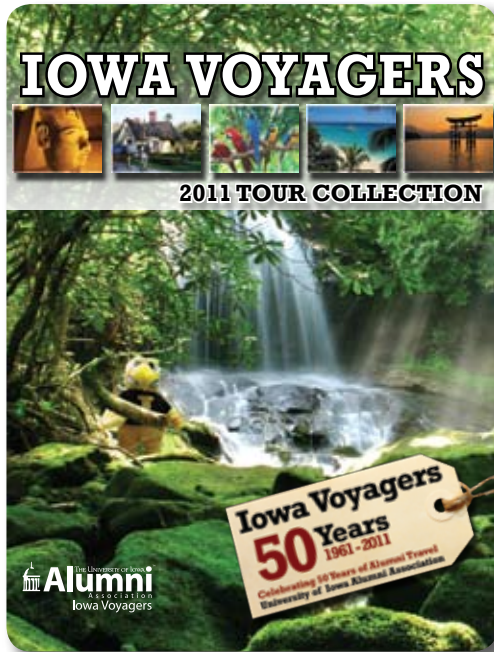
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SPONSORSHIP OPPORTUNITIES

Iowa Voyagers Tour Program



What is it?

Iowa Voyagers is the UIAA's educational travel program, which offers 45 to 50 domestic and international trips each year. Established in 1961, Iowa Voyagers is one of the oldest alumni travel programs in the Big Ten.

Whom can you reach?

Approximately 600 travelers participate each year, but up to 54,000 people receive information about this program. Travelers are typically 45 to 75 years old.

How?

As a sponsor of the UIAA's Iowa Voyagers tour program, you will receive:

- Presence at the annual Iowa Voyagers tour show in June, including a table for promotional material distribution
- A half-page ad in the Voyagers travel catalog, mailed each August along with *Iowa Alumni Magazine* to 54,000 members
- Recognition on the back cover of pre-trip albums distributed to all travelers
- Logo on gifts distributed to travelers throughout the year (when applicable)
- Flyers inserted in Voyagers pre-trip mailings
- Banner ad inclusion in Voyagers e-mails sent periodically to 5,000 alumni and friends
- Banner ad on Iowa Voyagers website for length of contract

Your investment to participate?

Prices vary. We will design a custom proposal to meet your needs and will include specific pricing for this program.



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Iowa Voyagers Tour Show



What is it?

Hosted by the Iowa Voyagers travel program, this annual event during the second weekend in June showcases the coming year's trips.

Whom can you reach?

Seventy-five to 100 prospective, affluent travelers, ages 45-75, from across the country attend this show.

How?

As a sponsor of the UIAA's Iowa Voyagers tour show, you will receive:

- Table in prominent location for sponsor display and to greet guests
- Sponsor name on printed invitations mailed to travelers living in seven-county area
- Sponsor flyers at each attendee's place setting
- Sponsor giveaway items at each setting
- Sponsor name/logo recognition on continuously showing slide at beginning of program
- Verbal recognition during program
- Sponsor banner hung in prominent location during the event

Your investment to participate?

Prices vary. We will design a custom proposal to meet your needs and will include specific pricing for this event.

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Bowl Game Hawkeye Huddle



What is it?

When the Hawkeye football team participates in a bowl game, the UIAA hosts a pregame pep rally that includes Herky, the marching band, and the Iowa cheerleaders.

Whom can you reach?

Approximately 20,000 adults ages 25 and above, depending on bowl location.

How?

As a sponsor of the UIAA's bowl game Hawkeye Huddle, you will receive:

- Promotional material distribution, contests, and/or table at the Huddle
- Verbal recognition during the Huddle program by VIP MC
- Name and logo placement on the following webpages related to the Huddle:
 - UI Alumni Association
 - UI Foundation (I-Club)
- Recognition in Huddle announcements on the Learfield radio network
- Recognition in press releases (seven to ten days prior) to local media and event-area newspapers
- Recognition on ticket stuffers announcing the Huddle location sent to bowl game ticket purchasers
- Recognition in the I-Club e-newsletter sent to National I-Club members (alumni and non-alumni, 20,000 distribution)
- Recognition, link, and logo placement in the UIAA mass e-mail communicating the Huddle
- Banner placement at the Huddle

Your investment to participate?

Packages start at \$10,000, but can be customized to meet your needs.

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SPONSORSHIP OPPORTUNITIES

UIAA Bowl Tour



What is it?

When the UI football team participates in a bowl game, the UIAA markets a trip to alumni and fans.

Whom can you reach?

Approximately 5,000 individuals who receive marketing information, as well as the 250 to 2,000 travelers who participate, depending on the bowl location.

How?

As a sponsor of the UIAA's bowl tour, you will receive:

- Banner ad or text inclusion in all e-mails promoting the UIAA bowl tour
- Right to include promotional materials (brochure, flyer, or similar) in traveler packets
- Banner ad and link on the UIAA's bowl tour website for the length of the contract
- Sponsor recognition in press releases announcing tour

Your investment to participate?

Prices vary. We will design a custom proposal to meet your needs and will include specific pricing for this event.

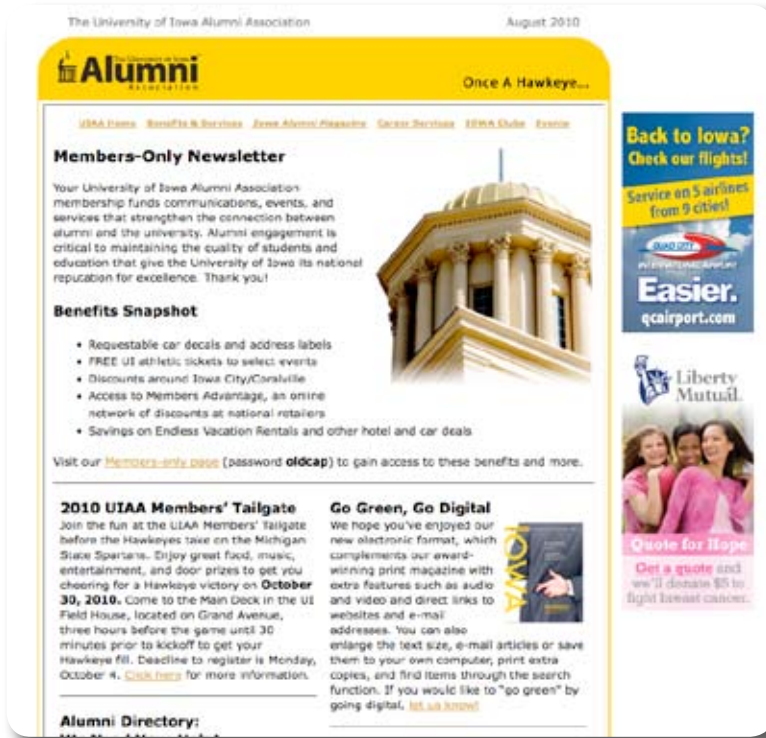
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Member E-Newsletter



What is it?

We send our member e-newsletter to all alumni members with an active e-mail address twice per year. The newsletter informs members of new benefits, upcoming events, and UIAA news.

Whom can you reach?

More than 18,000 UIAA members in January and August.

How?

As a sponsor of the UIAA's member e-newsletter, you will receive:

- Banner ad inclusion in two issues of the member e-newsletter

Your investment to participate?

This sponsorship is valued at \$500 for both issues.

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