

SPONSORSHIP OPPORTUNITIES

Student Sponsorship Opportunities



CONTACT: Emily Cornish
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www.iowalum.com/sponsor

SPONSORSHIP OPPORTUNITIES

Student Membership Programs



What is it?

The UIAA sponsors one of the largest UI student organizations, Students Today, Alumni Tomorrow (S.T.A.T.), which provides students an easy way to get involved on campus and build their affinity with the university. Through social and networking events, we give these members many ways to make the most of their campus experience.

Whom can you reach?

Some 3,000 S.T.A.T. members who receive regular news from the UIAA, as well as the 30 to 1,500 students who attend each event.

How?

As a sponsor of the UIAA's student membership program, you will receive:

- Banner ad placement in the monthly e-newsletter sent to 3,000 UI students (seven issues per year)
- Opportunity to include sponsor information in new member packets (access to 3,000 student members)
- Banner ad and link on the student membership website for the length of the contract
- Right to attend designated student events for tabling or promotional information distribution

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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T-Shirt Day



What is it?

Each fall, we invite S.T.A.T. members to wear their special member T-shirts on a designated day. If spotted by our campus “prize patrol,” these students can win one of 200 prizes—from a fountain drink to our grand prize valued at \$200. All S.T.A.T. students who stop by our high-profile information booth near the Iowa Memorial Union receive a small token for their participation.

Whom can you reach?

Some 3,000 S.T.A.T. members, plus thousands of other UI students.

How?

As a sponsor of the UIAA’s T-Shirt Day, you will receive:

- Banner placement at the S.T.A.T. tent on the day of the event
- Option to distribute promotional materials at the S.T.A.T. tent on the day of the event
- Sponsorship recognition on S.T.A.T. website
- Sponsorship recognition in e-mail communications promoting the event
- Banner ad placement in student e-newsletter sent to 3,000 current UI students (seven issues per year)

What will your participation cost?

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

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Beat Iowa State Week



What is it?

The intrastate rivalry between the University of Iowa and Iowa State creates an undeniably electric atmosphere on campus. In anticipation of the big football game between the two schools, the UIAA hosts a weeklong event to stir student excitement and inspire the entire community to cheer the Hawkeyes to victory.

Whom can you reach?

More than 500 UI students who participate in daily activities and more than 5,000 UI students who receive event promotions.

How?

As a sponsor of the UIAA's Beat Iowa State Week, you will receive:

- Sponsor logo on the Beat State T-shirt distributed to 1,000 UI students throughout the week
- Banner ad and link on the Beat State Week website for the length of the contract
- Opportunity for sponsor presence and banner at events throughout the week

What will your participation cost?

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



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S.T.A.T. Underground E-Newsletter



What is it?

Student members of the UIAA's Students Today, Alumni Tomorrow (S.T.A.T.) organization receive an award-winning electronic newsletter that highlights information about upcoming S.T.A.T. events, campus activities, discounts, and prizes. We've recently redesigned the newsletter to connect even better with our student audience.

Whom can you reach?

More than 3,000 UI students every month while school is in session.

How?

As a sponsor of the UIAA's *S.T.A.T. Underground* newsletter, you will receive:

- Banner ad placement in each issue (seven issues per year)

What will your participation cost?

This sponsorship is valued at \$50 per issue.

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UIAA Current and Past Sponsors



Live it up!

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