



University of Cincinnati

Alumni Association

2009

Corporate Partnership Program

- *Increase your organization's visibility within the large UC community, in the Cincinnati area, across the country, and even around the world!*

The Benefits of Your UCAA Corporate Partnership

- Develops a relationship with the UC Alumni Association and its reach of 240,000 alumni
- Allows your company to stand out among your competitors and gain optimum exposure to a valuable audience
- Offers a tax-deduction for your company's support of the UC Alumni Association
- Provides the opportunity to use the Myers Alumni Center for business/social functions at special rates
- Lists your company as a corporate partner on the UCAA Corporate Partner webpage
- Gives the opportunity to market your company directly to approximately 12,000 Sustaining and Life Members through a member benefit/discount
- Offers potential employee benefits, including UCAA Sustaining Memberships
- Allows additional opportunities for visibility at alumni events in the Greater Cincinnati area and nationwide through the *UCAA Sponsorship Program*

3 Levels of Corporate Partnership

■ Red Level \$5,000

- Designation/link in the UCAA E-Newsletter (*one ad per year to an audience of 6,000+*)
- Logo/link on the UCAA Corporate Partner webpage and inCircle online community
- Marketing materials displayed at the Myers Alumni Center*
- Tailored, ongoing communication from the UCAA
- Invitations and complimentary tickets to exciting UC events including:
 - 2 tickets to the Homecoming football game
 - 2 tickets to a home basketball game
 - 2 tickets to the DAAP Fashion Show
 - 2 tickets to a CCM performance
- Corporate use of the Myers Alumni Center at discounted rates (based upon availability)
- Permission to use the UCAA logo in company communications*
- Ten Annual Sustaining Memberships (\$500 Value)

■ Black Level \$2,500

- Designation/link in the UCAA E-Newsletter (*one ad per year to an audience of 6,000+*)
- Logo/link on the UCAA Corporate Partner webpage and inCircle online community
- Marketing materials displayed at the Myers Alumni Center*
- Tailored, ongoing communication from the UCAA
- Invitations and complimentary tickets to exciting UC events including:
 - 2 tickets to the Homecoming football game
 - 2 tickets to the DAAP Fashion Show
- Six Annual Sustaining Memberships (\$300 Value)

■ Member Level \$1,000

- Company name and link on the UCAA Corporate Partner webpage
- Invitations to selected UCAA events
- Two Annual Sustaining Memberships (\$100 Value)

*Approval from the UCAA staff is required