WHY BECOME A SPONSOR?

The University of Tennessee Alumni Association serves almost 422,000 graduates of the UT System by providing events, lifelong learning, networking opportunities, legislative advocacy, career services, travel programs and benefits and discounts.

The UT Alumni Association welcomes sponsorships from statewide to national corporations. The program is focused on developing mutually beneficial and enduring relationships between the UT Alumni Association and these highly regarded corporations for their support of our mission.

Your support will help advance the University of Tennessee and enrich the lives of students and alumni.

WHERE WE ARE

422,000
Alumni nationwide

+52,000
Enrolled students annually across the UT System

+13K
Degrees awarded per year by UT campuses

50 States
UT Alumni live in all 50 states and...

146 Countries
The greatest concentrations can be found:
Tennessee: 225,000
Georgia: 21,000
Florida: 11,500
North Carolina: 10,000
OUR REACH

124,000
2020 annual website visits to http://alumni.tennessee.edu

16,000+
Digital Alumni Cards installed since January 2021

42,000
Annual circulation of Our Tennessee (4 quarterly issues)

168,000+
Active system-wide alumni email addresses in our database

CONTACT

Melissa Smith
Director of Alumni Marketing and Special Events
865-974-7544  I  msmith@utfi.org
ANNUAL SPONSORSHIP LEVELS

**TIER 1: $45,000**

- Direct mail opportunity for up to 125,000 alumni each year. Records will be provided to sponsor, based on requested demographics.
- Logo recognition as a corporate sponsor on the footer of the UTAA website: alumni.tennessee.edu.
- Quarterly advertisement opportunities on our UTAA LinkedIn company page.
- One annual advertising opportunity in *Our Tennessee* magazine.*
  *Subject to limitations based on Non-profit USPS Marketing Mail restrictions and eligibility.
- Opportunity to hold up to three events in key markets with respect to topics such as financial or retirement planning, etc.; UTAA to bear all marketing, event, and promotion costs.
- Plus, all “Tier 2”, “Tier 3”, and “Discount Offer Only” benefits.

**TIER 2: $25,000**

- Sponsor recognition during UTAA in-person and virtual events.
- Event signage where appropriate and available.
- Opportunity to produce co-branded premium items (e.g., shirts, key chains, pens).
- Plus, all “Tier 3” and “Discount Offer Only” benefits.

**TIER 3: $10,000**

- Logo inclusion on all UTAA event materials and e-mails.
- Logo inclusion in quarterly UTAA marketing emails.
- Plus, all “discount offer only” benefits.

**DISCOUNT OFFER ONLY**

- Year-round logo placement on the alumni.tennessee.edu website.
- Page on the website dedicated to alumni benefits.
- Year-round logo placement on campus alumni benefits pages including:
  - Knoxville – alumni.utk.edu
  - Chattanooga – alumni.utc.edu
  - Martin – alumni.utm.edu
  - Memphis – alumni.uthsc.edu
  - Southern – alumni.southern.edu