



UT ALUMNI ASSOCIATION

CORPORATE SPONSORSHIPS

2021 - 2022

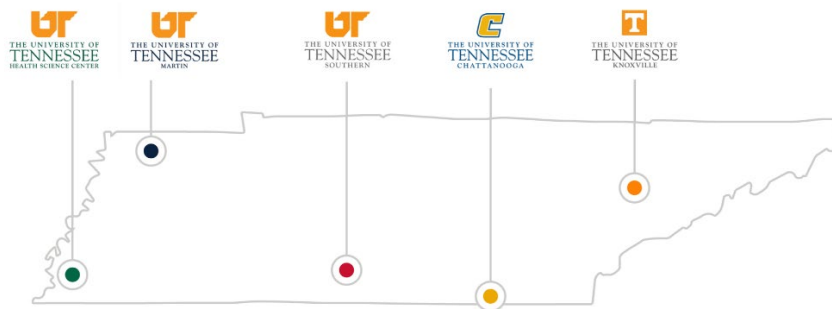
WHY BECOME A SPONSOR?

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

50 States

UT Alumni live in all 50 states
and...

+52,000

Enrolled students annually
across the UT System

146 Countries

The greatest concentrations
can be found:

Tennessee: **225,000**

Georgia: **21,000**

Florida: **11,500**

North Carolina: **10,000**

+13K

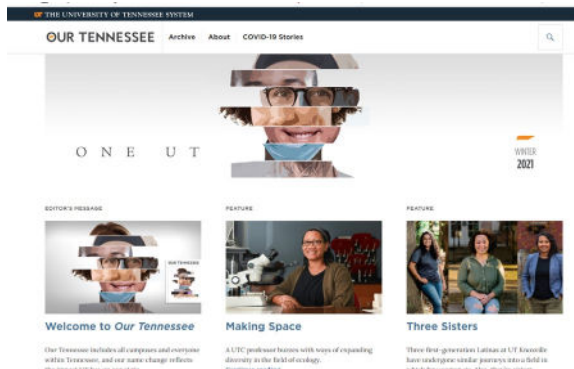
Degrees awarded
per year by UT campuses

OUR REACH



124,000

2020 annual website visits to <http://alumni.tennessee.edu>



42,000

Annual circulation of *Our Tennessee* (4 quarterly issues)

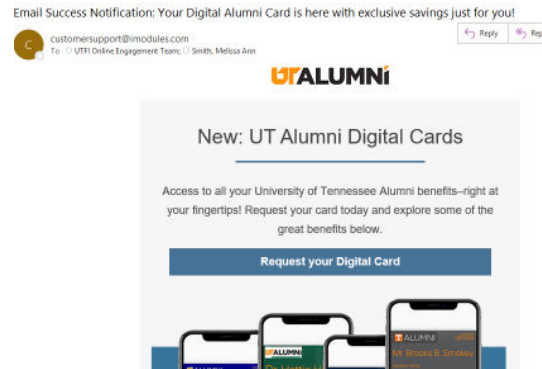
CONTACT

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16,000+

Digital Alumni Cards installed since January 2021



168,000+

Active system-wide alumni email addresses in our database

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