SPONSORSHIP OPPORTUNITIES

Want to reach Auburn University alumni and fans with your advertising messages? START HERE.

2017-2019

AUDIENCE PROFILE

276,761 annual web visitors
641,798 annual page views
3,500 paid members of the Auburn Student Alumni Association
   (the largest student organization on campus)
43,266 paid members of the Auburn Alumni Association
278,415 alumni and friends worldwide
210,573 alumni worldwide
212,209 southeastern alumni and friends
   (GA, TN, MS, FLA, AL, SC, LA, TX)
12,881 legacy undergraduate students
27,059 alumni parents of undergraduate students
4,233 faculty and staff

CONTACT: Jessica King | Director of Communications and Marketing | 334-844-2960 | jessicaking@auburn.edu
Proposal:

Thank you for reviewing the partnership opportunities that exist with the Auburn Alumni Association. The partnership has a desire to reach a 230,000 alumni audience by entering into a strategic agreement starting with the 2017 year. Each year, the Auburn Alumni Association offers programs, communications and collaborations that offer ways for graduates and friends from all generations to become engaged with Auburn University and with each other. The Auburn Alumni Association seeks partners that are in strategic alignment with the association's philanthropic mission and service to our Auburn club and alumni communities. As our organization grows globally, adding most recently Indonesian and China Auburn affiliates, the needs increase for philanthropic support to provide scholarships in these areas. Because of these needs, there is an increased importance for the Auburn Alumni Association to connect with corporate partners. All details of the association events referenced in the tier packages can be found on page 3.

Proposed Value Proposition:

**Silver Sponsorship:**

- Half page ad in *Auburn Magazine* one time a year in your choice of summer or winter issue
- Three months of digital advertising on the Auburn Alumni Association website
- Presence at your choice of three association events that align best with your company's mission and priorities

**Gold Sponsorship:**

- One full page ad in the spring issue and one half page ad in the fall issue of *Auburn Magazine*
- Six months of digital advertising on the Auburn Alumni Association website
- Connection as an official partner to Auburn Clubs
- Presence at all association events, including two home tailgates
- One email communication to all alumni members (43,000)
- Official sponsor of the Auburn Student Alumni Association (SAA)
- Branding on SAA member t-shirts

**Platinum Sponsorship:**

- One full page ad in each of the four issues of *Auburn Magazine* throughout the year
- One year of digital advertising on the Auburn Alumni Association website
- Branding within the Auburn club network with a personal introduction to club presidents at Club Leadership Conference, in addition to a booth at the event
- Presence at all association events, including all home tailgates, with an option to partner in the bowl game tailgate
- Two email communications to all alumni members (43,000)
- Official sponsor of the Auburn Student Alumni Association (SAA)
- Branding on SAA member t-shirts
- Two email communications to SAA members
Below is a listing of Auburn Alumni Association events

Auburn Hospitality Tailgate
At each home game, the association hosts a tailgate at the Auburn Alumni Center, located on College Street. Entrance is free to all alumni and friends. Food is available for purchase and a Sani-Freeze re-creation has been provided to serve ice cream as a benefit to association members. The tailgate offers food, drinks, visits from Aubie, the Raptor Center and Cheerleaders. *Average attendance:* 1,500. Sponsorship would include barricade cover and branding throughout footprint of tailgate and in front of Alumni Center, located on College Street.

Club Leadership Conference
February
Club Leadership Conference is a two day conference where leaders from over 100 Auburn Clubs and alumni affiliates are invited to learn more about the club program, the Auburn Alumni Association, and Auburn University. Leaders are provided resources and tools to effectively lead clubs in their areas. *Average Attendance:* 150. Sponsorships includes booths during registration, in-kind food and promotional material distribution to all attendees.

Lifetime Achievement Awards
March
Auburn University’s highest honor, sponsored by the Auburn Alumni Association. The Lifetime Achievement Award recognizes recipients for outstanding achievements in their professional lives, personal integrity and stature, and service to the university. A black tie dinner is held in honor of those receiving awards. *Average attendance:* 400. Sponsorship includes awards dinner.

Golden Eagles
March
The Golden Eagles ceremony inducts individuals that graduated from Auburn exactly 50 years ago, and honors those that graduated 55, 60, 65, and even 70 years ago. *Average attendance:* 150. Sponsorships include booths during registration, induction dinner and memorial service.

Black Alumni Weekend
April
The Black Alumni Weekend is full of events such as a Friday night mixer, tailgate, photo shoot, Saturday night awards dinner/dance, and Sunday worship service. *Average attendance:* 150. Sponsorships include booths during registration, in-kind food, awards dinner and worship service.

Class of 2017 Send-Off
April
The association hosts all eligible graduating students to a send-off event that includes visits from Aubie, the raptors and a list of all "last" experiences for Auburn. *Average attendance:* 400 students. Sponsorship includes promotional material distribution to all attendees, interior signage along with pre and post promotion.

Ambush
May/June
Ambush takes our head football coach on the road and within the Auburn fan community. The association will transport and accompany Coach Malzahn to several Ambush events with Auburn Clubs in different regions, in an effort to raise Auburn Club scholarship dollars. *Average attendance:* 150-1,500. Sponsorships include branding at all Ambush locations.

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317 SOUTH COLLEGE STREET | AUBURN, ALABAMA 36849 | ALUMNI.AUBURN.EDU
Print and Digital Advertising

_Auburn Magazine_

Want to reach Auburn University alumni and fans with your advertising messages? Start here. Our award-winning _Auburn Magazine_ reaches 64,000-plus readers each quarter. As part of the magazine’s team of advertisers, you, too, can share in our history of success, which includes more than two dozen national and regional awards for excellence. _Auburn Magazine_ is the only university publication that targets a cross-section of emotionally invested alumni from throughout the South and the nation, all of whom are dedicated supporters of their alma mater. As an _Auburn Magazine_ advertiser you have access to a special added-value package created for online marketing.

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**ADDED VALUE PACKAGES**

*(When placing an ad in _Auburn Magazine_ you are eligible to receive a 3-month rotational leaderboard ad at a discounted rate, per issue)*

- **FULL PAGE**: $2703 + $650
- **2/3 PAGE VERTICAL**: $2271 + $500
- **1/2 PAGE HORIZONTAL**: $2070 + $400
- **INSIDE FRONT COVER**: $3160 + $650
- **INSIDE BACK COVER**: $3160 + $650
- **BACK COVER**: $3335 + $650

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**AD SPECS**

**TOP LEADERBOARD AD**

- Size: 728 x 99
- File Format/Size: .gif, .jpg
  - 40kb max

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**RESERVE YOUR AD SPACE**

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