



CORPORATE SPONSORSHIP OPPORTUNITIES

2020 Edition

CSUN[®]

LUNCHEONS AND GALAS

DISTINGUISHED ALUMNI AWARDS GALA

The Distinguished Alumni Awards annual gala honors individuals who are prominent leaders in their fields. The business-formal dinner gala, held at an off-campus venue, is attended by nearly 500 VIP guests. This award is among the highest alumni honors bestowed upon alumni by the university.

\$20,000 - PRESENTING SPONSOR

- Three (3) tables of ten (10) guests with premier seating
- Premier verbal and visual recognition at the event
- Customizable sponsorship package with ultimate event visibility
- One (1) room, one (1) night lodging at the Four Seasons Westlake the night of the event
- Full-page color ad inside front cover of event program
- Recognition of sponsorship in CSUN Weekly eNewsletter recap story (distribution approx. 200k)
- Recognition on event website

\$10,000 - PLATINUM SPONSOR

- Two (2) tables of ten (10) guests with premier seating
- Premier verbal and visual recognition at the event
- Full-page color ad with premiere placement in event program
- Recognition on event website

\$5,000 - GOLD SPONSOR

- One (1) table of ten (10) guests with priority seating
- Visual recognition at the event
- Full-page color ad with priority placement in event program
- Recognition on event website

\$2,500 - SILVER SPONSOR

- One (1) table of ten (10) guests
- Half-page color ad in event program

TRIBUTE BOOK ADS

- Full Page \$1,000
- 1/2 Page \$500
- 1/3 Page \$300



LUNCHEONS AND GALAS

VOLUNTEER SERVICE AWARDS LUNCHEON

The Volunteer Service Awards annual luncheon recognizes the volunteers who serve the university in many capacities. The off-campus luncheon is attended by an average of 350 guests comprised of alumni, faculty and friends of the university.

\$10,000 - PLATINUM SPONSOR

- Premier placement of sponsor logo on all event print materials
- Full-page color ad with premier placement in event program
- Visual and verbal recognition at event
- Recognition of sponsorship in CSUN Weekly eNewsletter recap story (distribution approx. 200k)
- One (1) table of ten (10) guests with premier seating
- On-site tabling opportunity
- Opportunity to provide gift to attendees or honorees

\$5,000 - GOLD SPONSOR

- Priority placement of sponsor logo on all event print materials
- Full-page color ad with priority placement in event program
- Visual and verbal recognition at event
- Preferred seating for five (5) guests
- On-site tabling opportunity

\$2,500 - SILVER SPONSOR

- Sponsor logo on all event print materials
- Verbal recognition during event
- Preferred seating for two (2) guests
- Half-page color ad in event program



LUNCHEONS AND GALAS

PRESIDENT'S DONOR APPRECIATION LUNCHEON

The President's Donor Appreciation Luncheon is an annual, on-campus, event to thank leadership-level donors. Average attendance for this event is 250 guests.

\$10,000 - PLATINUM SPONSOR

- Premier placement of sponsor logo on all event print materials and online event listing
- Visual and verbal recognition during event program
- Full-page color ad with premier placement in event program
- One (1) table of ten (10) guests with premier seating
- On-site tabling opportunity
- Opportunity to provide gift to attendees or honorees

\$5,000 - GOLD SPONSOR

- Priority placement of sponsor logo on all event print materials and online event listing
- Visual and verbal recognition during event program
- Full-page color ad with priority placement in event program
- Preferred seating for up to five (5) guests
- On-site tabling opportunity

\$2,500 - SILVER SPONSOR

- Sponsor logo on all event print materials
- Verbal recognition during event
- Half-page color ad in event program
- Preferred seating for up to two (2) guests



LUNCHEONS AND GALAS

FOUNDERS' LUNCHEON

The Founders' Luncheon honors alumni who are marking the 50-year celebration of their graduation from CSUN. This special luncheon program includes a formal induction into the CSUN 50-Year Club. Approximately 200 alumni and friends attend the on-campus event.

\$10,000 - PLATINUM SPONSOR

- Premier placement of logo on all event print materials and online event listing
- Visual and verbal recognition during event
- One (1) dedicated email featuring a sponsor offer to all event invitees
- Full-page color ad with premier placement in event program
- Recognition of sponsorship in CSUN Weekly eNewsletter recap story (distribution approx. 200k)
- On-site tabling opportunity
- Opportunity to provide gift to attendees or honorees

\$5,000 - GOLD SPONSOR

- Priority placement of logo on all event print materials online event listing
- Visual and verbal recognition during event program
- Full-page color ad with priority placement in event program
- On-site tabling opportunity company benefits

\$2,500 - SILVER SPONSOR

- Sponsor logo on all event print materials and event website
- Verbal recognition during event
- Half-page color ad in event program



EVENTS

MATADORS DAY OF SERVICE

The Matadors Day of Service is the university's biggest day of volunteer service. Every September, 800 students, alumni and friends give their time to service projects at CSUN and in the community. Past service projects include assembling care packages for people experiencing homelessness and painting local nonprofit facilities. The day ends with an on-campus lunch for all volunteers.

\$10,000 - PLATINUM SPONSOR

- Premier placement of logo on all event print materials and online event listing
- Premier placement of logo on day-of, on-campus event signage
- Verbal recognition during event
- Recognition of sponsorship in CSUN Weekly eNewsletters recap story (distribution approx. 200k)
- Exposure via CSUN Alumni social media platforms; two (2) posts per contract term on any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- On-site tabling opportunity
- Opportunity to provide gift to attendees or honorees

\$5,000 - GOLD SPONSOR

- Priority placement of logo on all event print materials and online event listing
- Priority placement of logo on day-of, on-campus event signage
- Verbal recognition during event
- Exposure via CSUN Alumni social media platforms; one (1) post per contract term on choice of any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- On-site tabling opportunity

\$2,500 - SILVER SPONSOR

- Sponsor logo on all event print materials, and event website
- Sponsor logo included on day-of, on-campus event signage
- On-site tabling opportunity



EVENTS

HOLLYWOOD BOWL PICNIC

CSUN Alumni starts the summer with a group event at Hollywood Bowl Opening Night, featuring an exclusive pre-concert alumni picnic. The event is attended by approximately 200 CSUN alumni and friends.

\$5,000 - GOLD SPONSOR

- Priority placement of logo on all event print communications
- Visual recognition at the pre-picnic event
- Four (4) tickets to concert
- On-site tabling opportunity at the pre-picnic event
- Opportunity to provide gifts to attendees of the pre-picnic event

\$2,500 - SILVER SPONSOR

- Visual recognition at the pre-picnic event
- Two (2) tickets to concert
- On-site tabling opportunity at the pre-picnic event



EVENTS

GRADFEST ALUMNI WELCOME TENT

GradFest is a two-day event serving nearly 11,000 students preparing for commencement. Held at the CSUN Campus Store complex, GradFest is a one-stop-graduation shop offering vendors the opportunity to engage in-person with graduating seniors.

\$10,000 - PLATINUM SPONSOR

- Sponsor logo, copy and hyperlink placed on the CSUN Alumni Member Benefits webpage for one year (www.csun.edu/alumni/memberbenefits)
- Two (2) dedicated sponsor offer emails per contract term to segmented populations
- Exposure via CSUN Alumni social media platform; two (2) posts per contract term on choice any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- Promotional materials and/or gifts for Gradfest bags
- Sponsor logo on Gradfest pre-event postcard and post-event emails (2-3 communications)
- On-site tabling opportunity

\$5,000 - GOLD SPONSOR

- Sponsor logo, copy, and hyperlink placed on the CSUN Alumni Member Benefits webpage for one year (www.csun.edu/alumni/memberbenefits)
- Exposure via CSUN Alumni social media platforms: one (1) post per contract term on choice of any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- Promotional materials for Gradfest bags
- Sponsor logo featured on Gradfest post-event emails (2-3 communications)
- On-site tabling opportunity

\$2,500 - SILVER SPONSOR

- Sponsor logo, copy and hyperlink placed on the CSUN Alumni Member Benefits webpage for one year (www.csun.edu/alumni/memberbenefits)
- Sponsor logo featured on Gradfest post-event emails sent to graduates (1-2 communications)
- On-site tabling opportunity



EVENTS

REUNION ZERO

The Reunion Zero event is a popular social mixer that brings together more than 400 recent graduates to celebrate commencement and learn all about the resources designed to help them as new professionals. The program is designed to mobilize the new alumni community to connect and establish networks with CSUN and other young professionals.

\$10,000 - PLATINUM SPONSOR

- Inclusion of sponsor logo on all pre-and post-event materials, including emails and postcard
- Premier placement of sponsor logo on day-of event signage
- Exposure via CSUN Alumni social media platforms; two (2) posts per contract term on choice any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- Recognition of sponsorship in CSUN Weekly eNewsletter recap story (distribution approx. 200k)
- Opportunity to provide gifts to attendees or honorees

\$5,000 - GOLD SPONSOR

- Inclusion of sponsor logo on all email invitations and online listings, with web link
- Priority placement of sponsor logo on day-of event signage
- Exposure via CSUN Alumni social media platforms; one (1) post per contract term on choice of any of the following platforms: Twitter, Facebook, LinkedIn and Instagram

\$2,500 - SILVER SPONSOR

- Sponsor logo on online event listing and post-event email to all attendees
- Sponsor logo included on day-of event signage



EVENTS

SCHOLARSHIP BRUNCH

The CSUN Alumni annually awards 15 \$2,000 scholarships to deserving CSUN students. The recipients are recognized at a banquet where they have the opportunity to share their stories with more than 100 guests, including the scholarship donors, the scholarship selection committee and the Alumni Association Board of Directors.

\$2,500 - SILVER SPONSOR

- Inclusion of sponsor logo on all email invitations and online event listings
- Visual and verbal recognition during event
- On-site tabling opportunity
- Complimentary seating for five (5) guests

\$500 - MATADOR SPONSOR

- Inclusion of sponsor logo on day-of event signage
- Complimentary seating for two (2) guests



CAREER & PROFESSIONAL DEVELOPMENT ACTIVITIES

STUDENT CAREER DEVELOPMENT PROGRAMMING

CSUN Alumni offers a slate of professional development programs that make it possible for students to explore workplaces and careers, all while building their professional networks. Corporate Connect, Dinner with Matadors and Alumni Resume Review programs give students the chance to work closely with potential employers, observe real-world corporate life, connect with alumni mentors, and learn networking skills. More than 500 students, 100 alumni and 50 businesses participate in these programs annually.

\$2,500 - SILVER SPONSOR

- Inclusion of sponsor logo on all email invitations and online listings
- Inclusion of sponsor logo on at-event signage
- On-site tabling opportunity
- Opportunity to provide gifts to attendees

\$1,000 - BRONZE SPONSOR

- Inclusion of sponsor logo on all email invitations and online listings
- Inclusion of sponsor logo on at-event signage



CAREER & PROFESSIONAL DEVELOPMENT ACTIVITIES

ALUMNI CAREER EVENTS AND PROGRAMS

CSUN Alumni offers professional development workshops, career networking nights, skills webinars, and mentoring opportunities to the nearly 370,000 university alumni. These programs help alumni develop new talents, keep skills current and create new relationships to help boost their professional mobility.

\$10,000 - PLATINUM SPONSOR

- Premier placement of sponsor logo on all pre-event materials and online event listing
- Premier visual and verbal recognition during the event
- Premier placement of sponsor logo on post-event email communications
- Five minute promotional marketing pitch and giveaway during event
- On-site tabling opportunity
- Opportunity to provide gifts to attendees or honorees

\$5,000 - GOLD SPONSOR

- Priority placement of sponsor logo on all pre-event materials, including online event listing
- Visual and verbal recognition during the event
- Priority placement of sponsor logo on post-event email communications
- On-site tabling opportunity

\$2,500 - SILVER SPONSOR

- Inclusion of sponsor logo on all pre-event materials, including online event listing
- Verbal recognition during the event
- Inclusion of sponsor logo on post-event email communications



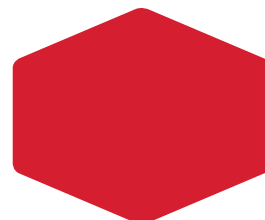
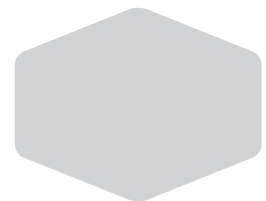
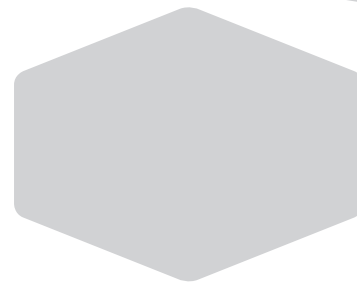
MEMBER DISCOUNTS & SERVICES

CSUN ALUMNI ASSOCIATION AFFINITY SPONSORSHIP

CSUN Affinity Partners provide quality promotional offers or discounts on products or services to enhance the value of CSUN Alumni Association membership and to foster connections among CSUN alumni. Promotions have the potential to reach more than 250,000 alumni.

\$10,000 - PLATINUM SPONSOR

- Sponsor logo, copy and hyperlink on the CSUN Alumni Member Benefits webpage for one-year (www.csun.edu/alumni/memberbenefits)
- Two (2) dedicated emails per contract term to segmented populations featuring sponsor offer
- Exposure via social media platforms; two (2) posts per contract term on choice any of the following platforms: Twitter, Facebook, LinkedIn and Instagram
- Potential involvement in special events, tabling, and other opportunities for an on-campus presence



SPONSORSHIP AT-A-GLANCE

	\$20,000 Presenting Sponsor	\$10,000 Platinum Sponsor	\$5,000 Gold Sponsor	\$2,500 Silver Sponsor	\$1,000 Bronze Sponsor	\$500 Matador Sponsor	TRIBUTE BOOK ADS
LUNCHEONS AND GALAS							
Distinguished Alumni Awards	•	•	•	•			•
Volunteer Service Awards		•	•	•			
President's Donor Appreciation Luncheon		•	•	•			
Founders' Luncheon		•	•	•			
EVENTS							
Matadors Day of Service		•	•	•			
Hollywood Bowl Picnic			•	•			
Gradfest		•	•	•			
Reunion Zero		•	•	•			
Scholarship Brunch				•		•	
CAREER & PROFESSIONAL DEVELOPMENT ACTIVITIES							
Student Career Development Programming				•	•		
Alumni Career Events and Programs		•	•	•			
MEMBER DISCOUNTS & SERVICES							
CSUN Alumni Association Affinity Sponsorship Agreement		•					

*Custom packages available

For more information, please contact:
alumni.sponsorships@csun.edu
 818-677-4198

