

CONNECTION. ENGAGEMENT. ADVOCACY.



BUILDING
RELATIONSHIPS
FOR LIFE

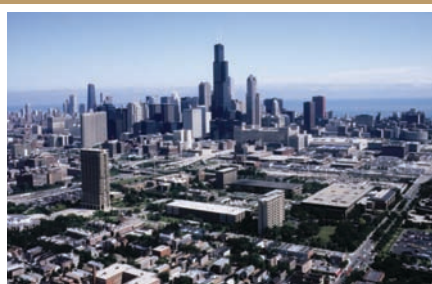
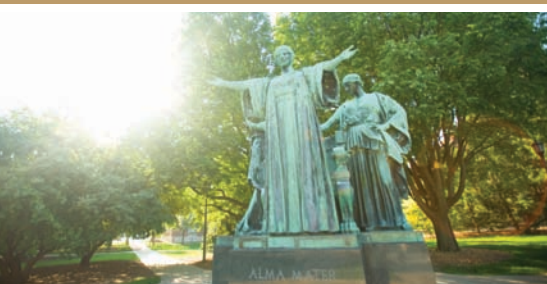


UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

PARTNERSHIP PROGRAM

WELCOME TO YOUR GATEWAY

TO THE WORLD'S LARGEST ALUMNI COMMUNITY



UNIVERSITY OF ILLINOIS ALUMNI ASSOCIATION

The University of Illinois Alumni Association, established in 1873, is an independent, nonprofit organization that welcomes all graduates, former students, faculty, staff and friends of the University of Illinois, as well as current students, as UIAA members. With a membership of more than 650,000 alumni—the world's largest alumni community—we are extremely proud of the highly diverse global family that serves as a powerful force in advancing the world-class stature of the University of Illinois.



UNIVERSITY OF ILLINOIS

The University of Illinois is the state's flagship and ranks among the top public universities. The three distinct campuses in Urbana-Champaign, Chicago and Springfield each contribute significantly to the pride and well-being of the people of Illinois. Their shared commitment to the mission of delivering excellence in teaching, research, public service and economic development has guided each campus to accomplish exceptional achievements and high rankings relative to their peer institutions across the country.

UIC



UIAA CORPORATE PARTNERS



UIAA Corporate Partnership Program is All About Connections

The University of Illinois Alumni Association is one of the country's oldest and largest alumni associations. We have developed many unique programs, events, tours, communications and services designed to connect U of I alumni from across several generations and to strengthen the ties among them and to the University.

UIAA offices on each of the three U of I campuses—Urbana-Champaign, Chicago and Springfield—serve the students, alumni and friends who most identify with that campus. Each campus office has a variety of unique qualities, activities and communication vehicles aimed at engaging alumni with their alma mater.

Through the **UIAA Corporate Partnership Program**, UIAA reaches out to select corporations for financial support of our programs. In return, our partners receive meaningful acknowledgement, visibility and access to our valued alumni network—tailored to strengthening the connection between our membership and your brand.

This special sponsorship program is focused on developing mutually beneficial and enduring relationships between UIAA and up to ten highly regarded corporations that support our mission and that believe they benefit from positive visibility with our impressive membership.



WE WILL HELP YOU MAKE THE RIGHT CONNECTIONS



UIAA offers corporate partners significant recognition and visibility that keeps your name in front of our membership. In addition to advertisements and acknowledgement in UIAA communications and publications, the following programs offer additional opportunities for partners to be recognized and connected to Illinois alumni from across all three campuses.

ALUMNI CAREER CENTER – Serving members of the UI Alumni Association since 1987, the Alumni Career Center is one of the most comprehensive employment and career management services in the country. Serving over 25,000 alumni annually, it offers unique opportunities for partner acknowledgement and promotion:

- Virtual Career Center (with over 2,420 unique online visitors)
- Alumni Career Webinars
- Hire UI Alumni Electronic Bulletin Board
- Personalized Advising Packages

ILLINOIS CONNECTION ADVOCACY PROGRAM – This is the grassroots advocacy network for the University of Illinois and through this initiative influential alumni, students, faculty and friends serve as advocates for the University to ensure adequate financial support from the state and federal government.

- Illinois Connection Annual Meeting
- University of Illinois Day at the Capital

EXPLORERS® TRAVEL PROGRAM – Traveling with alumni and friends who share a thirst for knowledge and hunger for new experiences, EXPLORERS® offers a new perspective on the surrounding world.



Illinois Connection informs, connects and unites alumni, students, faculty and friends to effectively engage elected officials and leaders to build collaborative support of the University of Illinois.



UIAA CORPORATE PARTNERSHIP BENEFITS PACKAGE

When you make the decision to partner with us, we will work with you to implement a benefits package that helps to give you year-round visibility and recognition for your support, including:

RECOGNITION AS ONE OF THE SPONSORING PARTNERS OF THE FOLLOWING UIAA PROGRAMS:

- Illinois Connection
- EXPLORERS®: The University of Illinois Alumni Association Travel Program
- University of Illinois Alumni Career Center
- Award and Recognition Programs

CORPORATE PARTNERS WILL BE RECOGNIZED THROUGH:

- University of Illinois Alumni Association Website
- University of Illinois Alumni Network
- Campus E-Newsletters
- Alumni Magazines
- UIAA Sponsored Event Invitations
- Any additional communication pieces as appropriate

UIAA MEMBERSHIP

AN IMPRESSIVE PROFILE



UNIVERSITY OF ILLINOIS STUDENT POPULATION (Undergraduate & Graduate-Fall 2010)

- Urbana-Champaign campus=42,000
- Chicago campus=24,000
- Springfield campus=4,900
- University-wide student population= 70,900

UNIVERSITY OF ILLINOIS ALUMNI PROFILE:

- 653,717 living alumni worldwide
- Urbana living alumni = 422,125
- Chicago living alumni = 200,202
- Springfield living alumni = 31,390
- 70% live in Illinois
- Nearly 57% have household incomes over \$75,000
- Affluent Suburbia and Upscale America two most frequent MOSAIC group descriptions

UI ALUMNI ASSOCIATION COMMUNICATION OPPORTUNITIES FOR SPONSOR PARTNER RECOGNITION:

- 48,000 unique website visitors per month
- Print magazine circulation of 82,000
- Alumni E-Newsletter circulation of 180,923
- Student E-Newsletter circulation of 59,476

MAKE THE CONNECTION

Partnering with the University of Illinois Alumni Association offers you many opportunities to build positive brand awareness among our alumni and member populations, along with gaining their sincere admiration and appreciation for your generous support of UIAA.

CORPORATE PARTNERSHIP REQUIREMENTS:

1. \$50,000 annual sponsor fee
2. Three-year suggested commitment

Corporate partnerships will be limited to ten.
Exclusivity rights are available.

When you're ready to explore how partnering with UIAA fits with your corporate and marketing goals, let's schedule a time to talk.

Danielle Wilberg

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University of Illinois Alumni Association

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