

SPONSORSHIP PROGRAM OVERVIEW

Sponsorship 101

- ▣ Sponsors are businesses or companies who chapters partner with to help underwrite the expense of events or chapter costs.
 - This can be in the form of cash or in-kind merchandise.
 - Anything that directly effects the chapter's bottom line.
 - Sponsors can be on an annual or per event basis.
- ▣ In return, sponsors receive recognition through various ways within the chapter.
- ▣ This is a mutually beneficial relationship.

Sponsors vs Donors

- Sponsors give money or merchandise as part of a partnership with the chapter and they receive something in return.
 - Ex: their logo on the chapter website
- Donors make a one-time gift of merchandise or money and do not expect anything in return.
 - No partnership has been formed.
 - Ex: Gift certificate to a local restaurant to be used in a silent auction.

Sponsors vs Donors

- Up to each chapter to determine their definition of sponsor vs donor and how each is treated.
- The key is to be consistent and clear.

In-Kind vs Cash

▣ In-kind sponsorship

- Sponsor gives merchandise or product to the chapter
- Examples:
 - ▣ Beer sponsors often donate product
 - ▣ Restaurants may provide food for an event
 - ▣ Printing company may provide all of the printing needs of the chapter for a year

▣ Cash sponsorship

- Sponsor gives \$\$\$

In-Kind vs Cash

- ▣ Are all in-kind sponsorships worth it?
 - Chapter has to evaluate the value of the in-kind product
 - Up to each chapter to determine their position on in-kind sponsorships
 - General rule of thumb: If the in-kind is positively impacting the bottom line, saving the chapter money, then yes

Recognizing Your Sponsors

- ▣ The sponsor has to feel appreciated in order to renew their relationship with the chapter.
- ▣ The sponsor expects recognition in exchange for their money or product.
- ▣ Be clear and up front with your sponsors about what recognition they will receive and then deliver.

Recognizing Your Sponsors

- ▣ What we can offer to sponsors
 - Their company name listed on all of the chapter's email broadcasts with a link to their website.
 - Their name and logo printed on any paper mailings or flyers.
 - Their name and logo can be printed on any signage.
 - Their name and logo on the chapter website with a link to their website
 - They can receive recognition at the event(s).
 - They can receive complimentary ticket(s) to events.
 - Anything else the chapter can offer that follows the rules/law.

Recognizing Your Sponsors

- ▣ What we cannot offer to sponsors
 - Sponsors will not receive access to the Texas Exes database. We will not share emails or addresses with sponsors.
 - Sponsor logos included by themselves on the chapter email blasts. They can be used as part of a flyer or event promotion on an email.
 - Anything that could jeopardize the Texas Exes non-profit status.

Sponsorship Levels

- ▣ Many chapters have a sponsorship matrix or tiered system for sponsors.
- ▣ Allows a variety of sponsors to get involved with the chapter at a level they are comfortable.

Sponsorship Levels - Examples

San Francisco Chapter

Annual Sponsorship Levels: 2009-2010

Burnt Orange: \$2,000+

- 3.75" x 5" (quarter-page) ad in all issues of the "Lone Star Update" e-newsletter
- Name (no logo) listed on all chapter emails with link to sponsor website
- Name and/or logo on all chapter paper mailings
- Large logo on chapter website with link to sponsor website
- Large logo on chapter t-shirt
- Featured as a sponsor-of-the-week at football game-watching parties
- Name on chapter website with link to sponsor website
- Listing as a "Burnt Orange" sponsor on any other items where sponsorship levels are listed
- If applicable, promotion of your company/product for the event your donation was given for

Platinum: \$1,500 to \$1,999

- 3.75" x 2.5" ad in all issues of the "Lone Star Update" e-newsletter
- Medium logo on chapter website with link to sponsor website
- Medium logo on chapter t-shirt
- Featured as a sponsor-of-the-week at football game-watching parties
- Name on chapter website with link to sponsor website
- Listing as a "Platinum" sponsor on any other items where sponsorship levels are listed
- If applicable, promotion of your company/product for the event your donation was given for

Gold: \$1,000 to \$1,499

- 3.75" x 2.5" ad in three issues of the "Lone Star Update" e-newsletter
- Small logo in all issues of the "Lone Star Update" e-newsletter
- Small logo on chapter website with link to sponsor website
- Small logo on chapter t-shirt
- Featured as a sponsor-of-the-week at football game-watching parties
- Name on chapter website with link to sponsor website
- Listing as a "Gold" sponsor on any other items where sponsorship levels are listed
- If applicable, promotion of your company/product for the event your donation was given for

Silver: \$500 to \$999

- 3.75" x 2.5" ad in one issue of the "Lone Star Update" e-newsletter
- Name on chapter website with link to sponsor website
- Name (no logo) on chapter t-shirt
- Listing as a "Silver" sponsor on any other items where sponsorship levels are listed
- If applicable, promotion of your company/product for the event your donation was given for

Bronze: \$100 to \$499

- Name on chapter website with link to sponsor website
- Listing as a "Bronze" sponsor on any other items where sponsorship levels are listed, including the monthly newsletter
- If applicable, promotion of your company/product for the event your donation was given for

Contributor: <\$100

- Listing as a contributor on any items where sponsorship levels are listed, including the monthly newsletter
- If applicable, promotion of your company/product for the event your donation was given for

Sponsorship Levels - Examples



CORPORATE SPONSORSHIP INFORMATION 2008 SCHOLARSHIP DINNER AND SILENT AUCTION

JULY 24, 2008

LIGHT THE TOWER LEVEL – \$750

- Premier sponsorship designation
- Company name/logo on all advertising, press releases, signage and communications
- 8 event tickets
- Special recognition during event
- Commemorative plaque

SANTA RITA LEVEL – \$500

- Company name/logo on all advertising, press releases, signage and communications
- 6 event tickets
- Special recognition during event
- Commemorative plaque

FORTY ACRES LEVEL – \$250

- Company name/logo on all advertising, press releases, signage and communications
- 4 event tickets
- Special recognition during event
- Commemorative plaque

*To ensure proper recognition, donations should be marked "Sponsor – scholarship event."
You may either deliver the donation to me, or mail it to:
Tulsa Texas Exes, c/o Steve Hoppes, Treasurer, 4136 S. Columbia Ave., Tulsa, OK 74105-4354
A receipt acknowledging your sponsorship donation will be sent to you shortly.*

Sponsorship Levels - Examples

2006 Underwriting Opportunities - Dallas Texas Exes

Underwriting Level	Burnt Orange \$500	Longhorn \$2,500	Tower \$5,000	President \$15,000	Presenting \$25,000
Availability	<i>Per Event</i>	<i>Per Event</i>	<i>Per Event</i>	<i>Annual</i>	<i>Limited *</i>
Onsite Promotion					
Event Tickets (excludes golf tournament)	1	2	2	2 per event	2 per event
Meal & Drink Tickets (if applicable)	2	4	4	4 per event	4 per event
Promotional Sign	1	2	4	4 per event	4 per event
Sponsor-Provided Banner	-	Y	Y	Y	Y
Product Promotion Table	-	Y	Y	Y	Y
Additional Recognition**					
Golf Tournament Program	text	1/4 page	1/2 page	full page	back cover
DTE Web Site Home Page	-	text only	logo & link	logo & link	logo & link
DTE Event Banner(s)	-	text only	logo	logo	logo
Alcalde Ad(s) (circulation approx. 75k)	-	-	text only (1 issue)	text only (6 issues)	logo (6 issues)
Event Specific Emails (approx. 9k addresses)	-	-	event only	all	event only
Event Specific Mail / Invitations	-	-	event only	all	event only
Event Billboard(s) (if any)	-	-	-	all	event only
Volunteer Shirts (if any)	-	-	-	all	all
Chapter Misc. Emails (approx. 9k addresses)	-	-	-	all	event only
Print Mailings	-	-	-	all	event only
Radio Spots for Texas-OU Weekend (if any)	-	-	-	-	all
Additional Benefits					
Golf Tournament Spots	-	2	6	6	12
Product / Industry Exclusivity	-	-	Y	Y	Y
Sponsor Funded Direct Mail **	-	-	-	Y	Y

Dallas Texas Exes Events

Texas Independence Day Celebration, Student Send Off Celebration, Fall Football Kickoff, Outstanding Dallas Texas Ex Banquet
 Texas-OU Weekend: Burnt Orange Blast Off (Thur), Get Teed Off at OU Golf Tournament (Fri), Bash Before the Clash (Fri), Texas Tailgate (Sat)
 Texas Exes Business Network: Various speakers including Dallas Federal Reserve Bank Economist

* Limited to Texas-OU Weekend and Texas Exes Business Network
 ** All promotional materials subject to the approval of The Texas Exes

PLEASE CONTACT: JAKE EDWARDS (972) 246-1842
CASEY H. SMITH (972) 239-5326

Sample Sponsorship Agreement

TEXAS EXES[®] SAMPLE CHAPTER

SPONSORSHIP AGREEMENT

*Between
Texas Exes NAME Chapter
&
NAME OF COMPANY*

This Sponsorship Agreement is entered into effective DATE by and between CHAPTER NAME, a chapter of the Texas Exes, a 501(c)3 non-profit organization, and SPONSOR NAME. The purpose of this Agreement is to memorialize the terms of SPONSOR NAME's involvement with CHAPTER NAME.

1. **Donation:** OUTLINE THE DONATION THE CHAPTER IS RECEIVING FROM THE SPONSOR.
2. **Term:** The term of this Agreement shall commence on the Effective Date and will terminate within 1 year of its creation, DATE. Upon termination of this agreement, another, pre-negotiated agreement should take its place.
3. **Recognition:** As a sponsor of the CHAPTER NAME, there are several ways that the SPONSOR NAME will be recognized throughout the term of the agreement. LIST HOW THE SPONSOR WILL BE RECOGNIZED.
4. **Event Promotions (if applicable)**
LIST THE EVENTS, IF APPLICABLE, WHERE THE SPONSOR WILL RECEIVE RECOGNITION

The CHAPTER NAME, a 501(c)3 organization, is an officially chartered chapter of the University of Texas Ex-Students' Association. CHAPTER NAME's activities and proceeds benefit the CHAPTER NAME scholarship fund, which annually provides college scholarships to CHAPTER-area high school graduates attending The University of Texas at Austin.

Sponsor:	SPONSOR NAME		CHAPTER NAME
By:	_____	By:	_____
Name:	_____	Name:	_____
Title:	_____	Title:	_____
Date:	_____	Date:	_____
