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 affects 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.
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.
San Francisco Chapter

Sponsorship Levels - Examples

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 on local list 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
- 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 two issues 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 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
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 EXES, P.O. Box 18060, Treasurer, 4150 S. Columbia Ave., Tulsa, OK 74105
A receipt acknowledging your sponsorship donation will be sent to you shortly.
## Sponsorship Levels - Examples

### 2006 Underwriting Opportunities - Dallas Texas Exes

<table>
<thead>
<tr>
<th>Underwriting Level</th>
<th>Burnt Orange</th>
<th>Longhorn</th>
<th>Tower</th>
<th>President</th>
<th>Presenting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Event</td>
<td>$600</td>
<td>$2,500</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$20,000</td>
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<tr>
<td>Annual</td>
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<tr>
<td>Limited *</td>
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</tbody>
</table>

### Onsite Promotion

- **Event Tickets** (excludes golf tournament):
  - Burnt Orange: 1
  - Longhorn: 2
  - Tower: 2
  - President: 2 per event
  - Presenting: 2 per event

- **Meal & Drink Tickets** (if applicable):
  - Burnt Orange: 2
  - Longhorn: 4
  - Tower: 4
  - President: 4 per event
  - Presenting: 4 per event

- **Promotional Sign**:
  - Burnt Orange: 1
  - Longhorn: 2
  - Tower: 4
  - President: 4 per event
  - Presenting: 4 per event

- **Sponsor-Provided Banner**:
  - Burnt Orange: -
  - Longhorn: Y
  - Tower: Y
  - President: Y
  - Presenting: Y

- **Promotion Table**:
  - Burnt Orange: -
  - Longhorn: Y
  - Tower: Y
  - President: Y
  - Presenting: Y

### Additional Recognition

- **Golf Tournament Program**:
  - Text: text
  - 1/4 page: 1/4 page
  - 1/2 page: 1/2 page
  - Full page: full page
  - Back cover: back cover

- **DTX Web Site Home Page**:
  - Text only: text only
  - Logo & Link: logo & link
  - Logo: logo & link

- **DTX Event Banner(s)**:
  - Text only: text only
  - Logo: logo

- **Alcalde Ad(s)** (circulation approx. 75k):
  - Text only: text only
  - Text only (1 issue): text only (1 issue)
  - Text only (9 issues): text only (9 issues)
  - Logo: logo (9 issues)

- **Event Specific Emails** (approx. 9k addresses):
  - Event only: event only
  - All: all

- **Event Specific Mail / Invitations**:
  - Event only: event only
  - All: all

- **Event Billboard(s)** (if any):
  - All: all

- **Volunteer Shifts** (if any):
  - All: all

- **Chapter Miss. Emails** (approx. 9k addresses):
  - Event only: event only
  - All: all

- **Print Materials**:
  - All: all

- **Radio Spots for Texas-OU Weekend** (if any):
  - All: all

### Additional Benefits

- **Golf Tournament Spots**:
  - Burnt Orange: 2
  - Longhorn: 6
  - Tower: 6
  - President: 12

- **Product / Industry Exclusivity**:
  - Burnt Orange: -
  - Longhorn: -
  - Tower: -
  - President: -
  - Presenting: -

- **Sponsor Focused Direct Mail** **
  - Burnt Orange: -
  - Longhorn: -
  - Tower: -
  - President: -
  - Presenting: -

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**Dallas Texas Exes Events**

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

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* 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 Smith** (972) 239-0326
Sample Sponsorship Agreement

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, pro-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.

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

By: ____________________________
Name: ___________________________
Title: ____________________________
Date: ____________________________

CHAPTER NAME

By: ____________________________
Name: ___________________________
Title: ____________________________
Date: ____________________________