



## SPONSORSHIPS

While the Texas Exes offer a comprehensive list of benefits to members, many Chapters have started soliciting local businesses to offer additional benefits to members in their area, for example, working out a deal with a local restaurant to offer 10% off to all Texas Exes members. This helps to increase the benefit of membership at a local level while also helping the Chapter to establish a relationship with a local business that can lead to a sponsorship opportunity. More and more Chapters are looking to sponsors to help underwrite the cost of events. This is a great way to keep the costs down at events while involving local businesses.

### Sponsorships

#### *Tips:*

- Identify local alumni in your area who are either businesses owners or can help you gain a sponsorship.
  - If they have an existing relationship with UT, then they are more likely to say yes.
- When you approach them, come armed with all the benefits their company will receive by sponsoring your event.
  - The Association can give you a demographic breakdown for your Chapter.
    - For example: We can tell you how many email addresses we have in your area, how many alumni we have in a certain age range, etc.  
(\*Please note that the Association or Chapter **will not** share email or USPS addresses with sponsors)
  - The more pertinent data you present them with, the more impressive.
- If appropriate, have several donation levels.
- Make sure to have a written contract once a sponsorship has been created.

#### *What we can offer to sponsors:*

- Their company name can be listed on all of the Chapter's email broadcasts with a link to their website.
  - Include the number of people/emails this will touch
  - Include how many emails will be sent
- Their name and logo can be printed on any paper mailings to local alumni, if appropriate.
  - Include the number of addresses
- Their name and logo can be printed on any signage.
  - Indicate where the signage will be located and how many people will have access to the signage

- Let them know at how many events will the sign(s) will be displayed
- Sponsorship credit can be published on the Chapter website with a link to their website.
- Recognition with name and/or logo can be printed in *The Alcalde*, if the chapter is buying an ad for their event.
  - Sent to approximately 90,000 Texas Exes members
- Recognition can be displayed on tables at the event and the event program, if appropriate.
- Sponsors can receive complimentary tickets to event(s), if appropriate.

*What to avoid:*

- Sponsor logos will not be on the email broadcasts (name listing only).
- Anything that could jeopardize the Texas Exes non-profit status. If you have a question, contact Courtney Ratliff at [Ratliff@alumni.utexas.edu](mailto:Ratliff@alumni.utexas.edu) and she will get an answer for you.