

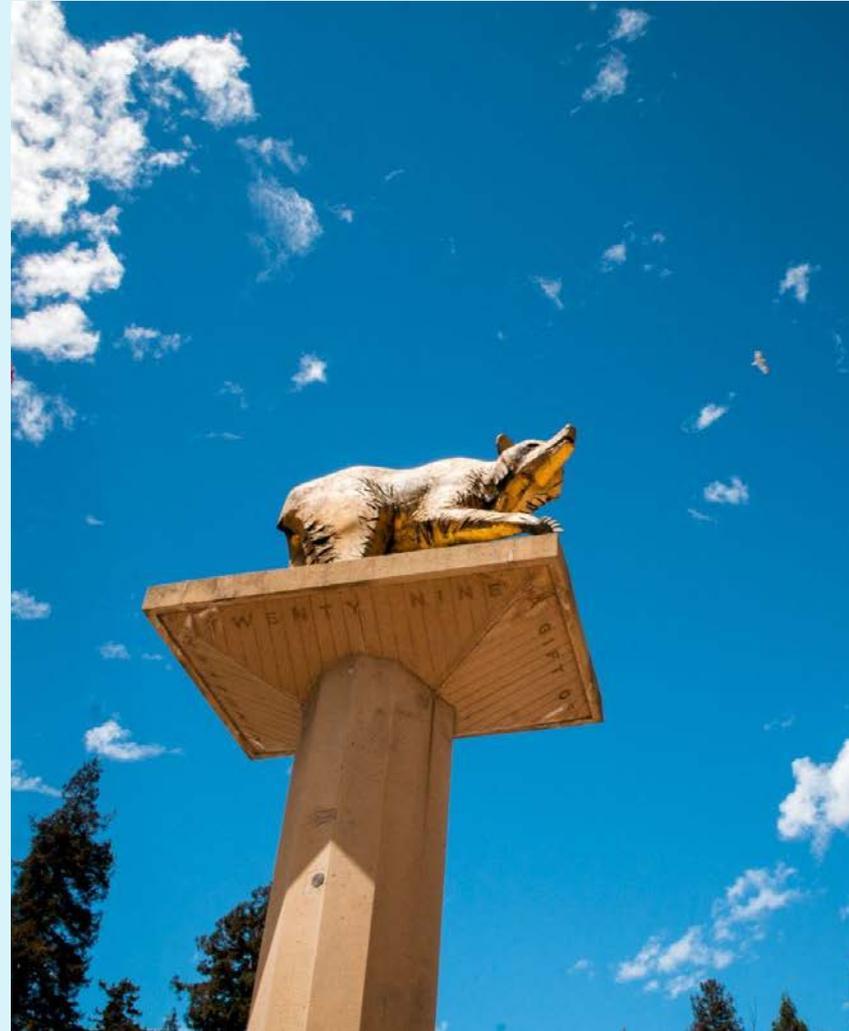
The background of the slide features a low-angle shot of a tall, white stone clock tower with a pointed roof, set against a clear blue sky. The tower is partially framed by the branches and white blossoms of a tree in the foreground, which are slightly out of focus. A dark blue rectangular box is overlaid on the left side of the image, containing the text 'PARTNERSHIP OPPORTUNITIES' in a bold, yellow, sans-serif font.

PARTNERSHIP OPPORTUNITIES

THE CAL ALUMNI ASSOCIATION MISSION

Our mission is to advance and promote the interests of the University of California, Berkeley by connecting alumni with each other and our alma mater. We inform, engage, and inspire alumni to support the university by:

- Participating and volunteering in university and alumni activities
- Acting as ambassadors and advocates on behalf of the university
- Giving to the university



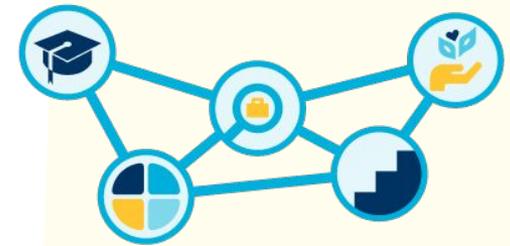
The Cal Alumni Association (CAA) provides benefits and services to all Cal alumni.



California magazine is an editorially independent general-interest magazine sent to more than 200,000 readers, a website featuring online exclusives, and monthly email newsletter.



Through the **Alumni Scholars Program**, the Cal Alumni Association awards more than 800 Cal students with \$2.2 million in undergraduate scholarships each year.

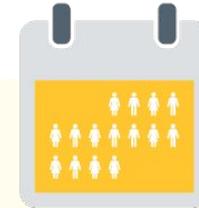


The Berkeley Network supports the professional development interests of a diverse and ambitious alumni community through webinars, industry events, and a partnership with the UC Berkeley Career Center.

INTRODUCTION TO THE CAL ALUMNI ASSOCIATION



Cal Discoveries Travel provides the Cal community with an exciting combination of discovery, learning, and adventure in educationally oriented travel.



Alumni events offer opportunities to network and stay informed about the excellence of Berkeley.

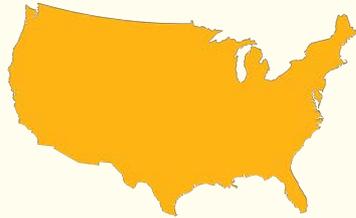


Since 1949, the Cal Alumni Association's **Lair of the Golden Bear** has provided unforgettable vacations for generations of Cal families and friends.



Alumni Chapters around the United States offer alumni an opportunity to stay connected to students, fellow alumni, and UC Berkeley.

AUDIENCE OVERVIEW



178,000+

Total emailable Cal alumni in the United States*



163,100+

Emailable Cal alumni in
California*



105,200+

Emailable Cal alumni in the
9 Bay Area counties*



4,900+

New York*



4,200+

Washington*



3,100+

Texas*

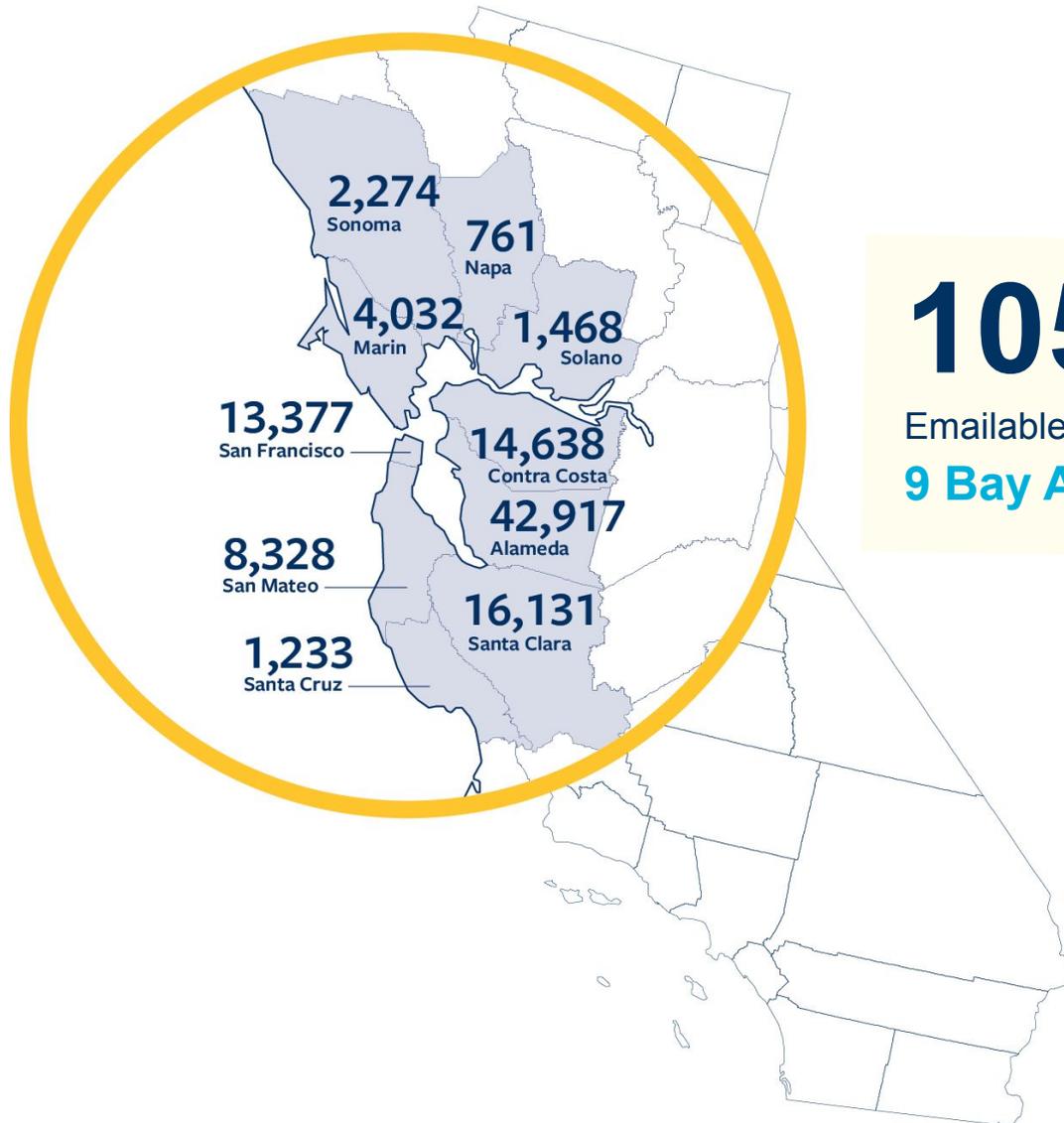


2,400+

Oregon*

* Numbers reflect contactable alumni who are able to receive affinity communications.

AUDIENCE OVERVIEW



105,200+

Emailable Cal alumni in the
9 Bay Area counties*

* Numbers reflect contactable alumni who are able to receive affinity communications.

AUDIENCE OVERVIEW

Alumni Demographics

89%

alumni feel positively toward Cal

60%

have spouses or partners

50%

have 1 – 3 children

44%

earn \$100 – 250k in annual household income

64%

own a home

The most popular job industries for Cal alumni include **technology**, **healthcare**, and **education**.



45%

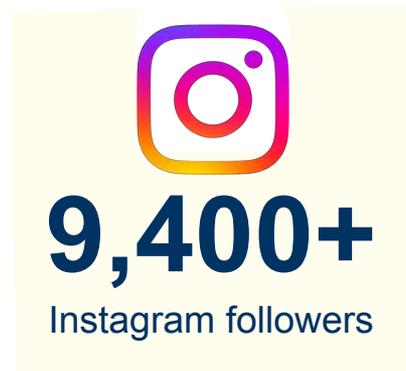
women



55%

men

WEB AND SOCIAL TRAFFIC



CURRENT PARTNERS



BANK OF THE WEST

A trade name used by BMO Harris Bank N.A.



BANK OF AMERICA



Residence INN
BY MARRIOTT



HERFF **H** JONES



WEB ADVERTISING OPPORTUNITIES

The screenshot displays the Cal Alumni Association website. The navigation bar includes links for Membership, Cal Spirit, Get Involved, Give Back, Cal Alumni Association UC Berkeley, Travel, Camp at the Lair, and California Magazine. There are 'JOIN' and 'GIVE' buttons. A large banner features a photograph of giraffes in a savanna. A dark blue overlay on the left contains the text: 'See the World with Cal Discoveries Travel', 'Cal Discoveries Travel creates memorable learning opportunities for thoughtful travelers. Experience the journey of a lifetime.', and a 'UPCOMING TOURS' button. Below the banner is a placeholder for an advertisement with the text 'Your Ad' and 'Become a Sponsor'.

Banner Ads

CAA's website receives **103K+** pageviews monthly and yields a high number of clicks for partner advertisements. Partner web ads run in 30-day increments.

Member Benefit Listings

The Member Benefits section features promotions from campus and corporate partners and receives **85,000+** pageviews annually. Partners that offer an alumni benefit receive a year-round landing page.



Game On Foods

Cal alumni get an exclusive 10% off when using promo code at check out



Cal Athletics

Cal alumni receive special offers from Cal Athletics.



Palisades Tahoe Ski Resort

Exclusive Discounts on Palisades Tahoe Ski Passes



The Graduate Wine Collective

Wines Crafted by UC Berkeley Alumni

SOCIAL MEDIA ADVERTISING OPPORTUNITIES



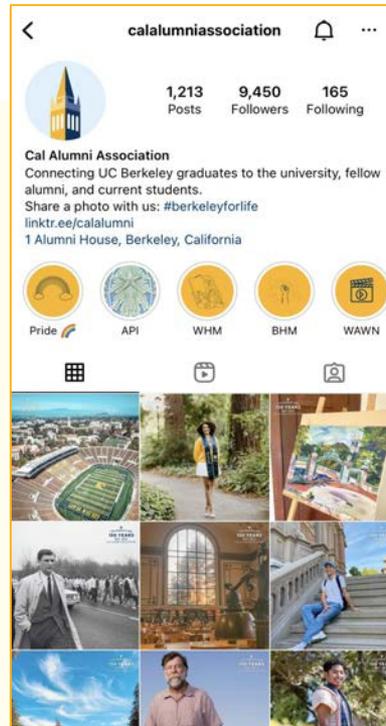
Cal Alumni Association - UC Berkeley
2d · 🌐

The people have voted! Study Hall Rooftop Lounge located on the 12th floor of the Residence Inn Berkeley, has been named the Best New Bar of 2022 by the Readers of *Berkeleyside Nosh*. The rooftop lounge is best known for its spectacular views of the bay, delicious bites, and hand-crafted cocktails. Stop by for your favorite “nosh” 7 days a week.

This post has been sponsored by our partner, Residence Inn by Marriott Berkeley.

<https://www.studyhallrooftoplounge.com/>

CAA's Facebook page has 29,000+ followers. Partners have opportunities to promote alumni offerings, upcoming events, or relevant native content.



calalumniassociation

1,213 Posts 9,450 Followers 165 Following

Cal Alumni Association
Connecting UC Berkeley graduates to the university, fellow alumni, and current students.
Share a photo with us: #berkeleyforlife
linktr.ee/calalumni
1 Alumni House, Berkeley, California

Pride API WHM BHM WAWN

CAA's Instagram page has 9,400+ followers. Partners can host social media contests promoted via Instagram and/or Instagram Stories.



Courtney Cheng · 1st
Project Manager | Digital Marketing
6d

Last year, people across the globe were tweeting #MeToo. This year, we're organizing for solutions. Join fellow attorneys, academics, and business leaders at UC Berkeley School of Law on May 14, 2019, to explore ways to combat the global problem of sexual harassment at the Worldwide #MeToo Movement: A Conference on #SexualHarassment and Violence. Learn more: <https://lnkd.in/eEAVzCQ>

CAA's LinkedIn page is exclusive to UC Berkeley alumni and has more than 8,900 members. CAA staff members can post in this group on behalf of partners to promote product and service offerings that are relevant to this community.

EMAIL NEWSLETTER ADVERTISING OPPORTUNITIES

The Cal Connection is a monthly email newsletter that keeps more than 160,000 alumni and friends up to date on the latest innovations, achievements, and events on campus.

Ad sizes

600 x 90 pixels

275 x 135 pixels

Featured Benefit logo

300 pixels wide x up to 300 pixels high

Additional email newsletter ad placement opportunities include:

- Cal Discoveries Travel (biweekly)
- Events (monthly)
- *California* magazine's *The Telegraph* (monthly)
- Lair of the Golden Bear (quarterly)



The Cal Connection

February 2023



How do you keep up with Cal?

Giving Back to Her Alma Mater

As a student, Lili Iglesias '12 always wanted to return to the university that had given so much to her—and she has, as the program director for UC Berkeley's Undocumented Students Program.

A MESSAGE FROM OUR PARTNER

A dark blue banner for Nationwide. On the left is the Nationwide logo. The text reads "Bundle and save for your love of rewards side." with "Your Ad" overlaid. A "Learn more" button is on the right.

MESSAGES FROM OUR PARTNERS

Two dark blue banners. The left one says "Maximize your cash back by choosing how you earn rewards." with "Your Ad" overlaid and an "Apply now" button. The right one says "Berkeley Urgent Care Schedule online and spend less time waiting." with "Your Ad" overlaid and a "Schedule now" button.

Featured Benefits



UC Berkeley Extension

CAA members save 10% (up to \$50) on one UC Berkeley Extension course per term and receive discounts at **most UC Extension campuses**. Register by phone at 510.642.4111 and have your membership card available.

DEDICATED EMAILS

Dedicated emails are the most direct form of communication to Cal alumni. The audience can be demographically targeted based on our clients' needs. We can segment by:

- Location
- Age
- Major
- Gender
- Giving history
- Engagement with the Cal Alumni Association and/or the university

After your campaign is sent, we are able to provide detailed performance metrics to help inform your future marketing strategy.



A Message from Our Partner **Bank of America**

*Partners like Bank of America directly support our programs and services for alumni.
Learn more about our partnerships.*



Reward yourself with the Customized Cash Rewards credit card for Cal alumni. Plus, get a \$200 online cash rewards bonus after you make at least \$1,000 in purchases within the first 90 days of opening your account.



PRINT ADVERTISING OPPORTUNITIES



California magazine is an editorially independent general-interest publication that covers the news, issues, discoveries, and people of UC Berkeley. It's mailed bi-annually to **200,000+** CAA members, donors, parents, and faculty.

63%

of our readers report that they would consider purchasing a product and/or service advertised in *California* magazine.

CALIFORNIA MAGAZINE ADVERTISING

Ad space ranges from one-half to full-page advertisements.

Advertising Calendar 2023
Spring / Summer – May
Fall / Winter – November



HALF PAGE HORIZONTAL

Trim Area 8.25" x 5.125"
Bleed Area 8.5" x 5.375"
Non-bleed 7.25" x 4.5"

TWO-THIRDS VERTICAL

Trim Area 5.25" x 10.5"
Bleed Area 5.5" x 10.75"
Non-bleed: 4.75" x 9.25"

FULL PAGE

Trim Area 8.25" x 10.5"
Bleed Area 8.5" x 10.75"
Non-bleed 7.25" x 9.25"

ALUMNI EVENT SPONSORSHIP OPPORTUNITIES

On-Campus Events

CAA hosts events at Alumni House, located at the heart of the UC Berkeley campus. Attendance ranges from 100 – 250 alumni, students, and friends.

Event sponsors are featured in **event marketing and receive prominent signage and tabling**, and may engage alumni through giveaways, raffles, or branded activities.



Scholarship Receptions

CAA hosts **two annual recognition events** that connect scholarship recipients with donors.

Presenting sponsors receive:

- On-site signage
- Mention in all marketing materials
- Logo placement in donor and student invitations
- Logo in event program
- Tickets to the event



ALUMNI EVENT SPONSORSHIP OPPORTUNITIES

Spirit Events

Meet alumni, parents, and friends on campus during two campus-wide events. Prospective students and their families visit campus in April for **Cal Day**, UC Berkeley's open house, and alumni return in October for **Alumni and Parents Weekend at Homecoming**.

During both events, the Cal Alumni Association offers a Welcome Center in front of Alumni House, where partners are invited to table and promote their brands.



FOR MORE INFORMATION

Contact Us

Cal Alumni Association partnership packages are highly customizable to your company's needs. We can help you reach your desired audience within the Cal community.

For more information, visit

[*alumni.berkeley.edu/advertise*](https://alumni.berkeley.edu/advertise)

or contact:

Stephanie Tomasco

Director of Business Development

415.518.4128

[*stephanie.tomasco@alumni.berkeley.edu*](mailto:stephanie.tomasco@alumni.berkeley.edu)





We look forward to partnering with you!

GO BEARS!



Cal Alumni

ASSOCIATION

UC Berkeley