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:

1. Participating and volunteering in university and alumni activities
2. Acting as ambassadors and advocates on behalf of the university
3. Giving to the university
The Cal Alumni Association (CAA) hosts hundreds of events and programs each year and provides benefits and services to all Cal alumni.

*California magazine* is an editorially independent general-interest magazine sent to Cal Alumni Association members each quarter, with an online version featuring daily news.

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

The **Cal Discoveries Travel** program 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 brilliance of Berkeley.

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

More than 90 **Alumni Chapters** around the United States offer alums an opportunity to stay connected to students, fellow alumni, and UC Berkeley.
Audience Overview

177,400+
Total emailable Cal alumni in the United States*

144,000+
Emailable Cal alumni in California*

90,000+
Emailable Cal alumni in the 9 Bay Area counties*

4,500+
New York*

3,500+
Washington*

2,600+
Texas*

2,200+
Oregon*

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

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

90,000+
Emailable Cal alumni in the 9 Bay Area counties*

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

2017 Cal Alumni Survey
Web and Social Traffic

alumni.berkeley.edu

118,100+ pageviews per month
74,400+ unique visitors per month

28,000+ Facebook likes
7,000+ Instagram followers
51,000+ LinkedIn group members
Web Advertising Opportunities

Banner Ads

CAA’s website receives 118,100+ pageviews monthly and yields a high number of clicks for partner advertisements. Partner web ads run in 30-day increments.
Web Advertising Opportunities

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.

Shopping Benefits

AXR Napa Valley
Cal alumni save 10% on wine purchases and 20% on holiday gift packs.
Learn more »

Cal Alumni Store – ShopCAA.com
Get Cal gear at the official Cal Alumni Store.
Learn more »

Cal Student Store
Get official Cal clothing and gifts.
Learn more »

Framing Success
Cal alumni save 10% on any Framing Success diploma frame order.
Learn more »

Jostens
Get official Cal alumni rings and jewelry.
CAA’s Facebook page has 28,000+ likes. Partners have opportunities to promote alumni offerings, upcoming events, or relevant native content.

CAA’s LinkedIn group is exclusive to UC Berkeley alumni and has more than 51,000 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.

CAA’s Instagram page has 7,000+ followers. Partners can host social media contests promoted via Instagram and/or Instagram Stories.
Email Newsletter Advertising Opportunities

The Cal Connection

The Cal Connection is a monthly e-newsletter that keeps more than 172,000 readers up to date on the latest innovations, achievements, and events on campus.

Ad sizes:
600 px x 90 px
275 px x 135 px

Featured Benefit logo:
145 px x 75 px

Additional e-newsletter ad placement opportunities include Cal Discoveries Travel (sent biweekly), Events (monthly), Athletics and Lair of the Golden Bear (quarterly) newsletters.
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, and 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.
California magazine is an editorially independent general-interest magazine that covers the news, issues, discoveries, and people of UC Berkeley. It is sent quarterly to 100,000+ CAA members and distributed to various campus departments. 63% of our readers report that they would consider purchasing a product and/or service advertised in California magazine.
Ad space ranges from one-sixth to full-page advertisements.

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

**ONE-THIRD VERTICAL**
Trim Area 2.75" x 10.5"
Bleed Area 3" x 10.75"
Non-bleed 2.25" x 9.25"

**TWO-THIRDS VERTICAL**
Trim Area 5.25" x 10.5"
Bleed Area 5.5" x 10.75"
Non-bleed: 4.75" x 9.25"

**HALF PAGE HORIZONTAL**
Trim Area 8.25" x 5.125"
Bleed Area 8.5" x 5.375"
Non-bleed 7.25" x 4.5"

**ONE-THIRD SQUARE**
Non-bleed: 4.75" x 4.5"

**ONE-SIXTH VERTICAL**
Non-bleed Area 2.25" x 4.5"

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**Advertising Calendar**

**Winter**
Dec. 2020/Jan./Feb. 2021
Winter Ad Material Needed 10/22
Winter Send Date 12/3

**Spring**
Mar./Apr./May 2021
Spring Ad Material Needed 2/5
Spring Send Date 3/15

**Summer**
Jun./Jul./Aug. 2021
Summer Ad Material Needed 4/23
Summer Send Date 6/4

**Fall**
Sept./Oct./Nov. 2021
Fall Ad Material Needed 7/23
Fall Send Date 9/2
Tailgates & Hoops Parties

CAA hosts tailgates and hoops parties at Alumni House before select football and basketball games. Attendance ranges from 100–250 alumni.

The Lair Day Tailgate takes place on Memorial Glade on the UC Berkeley campus and has 1,000+ Lair of the Bear camper attendees.

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
Women’s Leadership Events

The Striving to Thrive Career Series showcases prominent Cal alumnae who offer perspective on their own success and challenges and inspire attendees. Presenting sponsors promote their company as an organization dedicated to the values of diversity and gender equity that have made UC Berkeley the #1 public university in the world.

Estimated attendance is 200 alumnae per event. Marketing reach exceeds 165,000.
Golden Bear Orientation

The Alumni-Student Mixer during Golden Bear Orientation connects approximately 2,000 transfer students with alumni from various industries. Partners may use this tabling opportunity to sample products and gain brand awareness within the Cal community.
Spirit Events

Meet alumni, parents, and friends on campus during two campus-wide events. More than 30,000 alumni and families visit campus in April for Cal Day, UC Berkeley’s open house, and in October for Reunion and Parents Weekend at Homecoming.

During both events, the Cal Alumni Association hosts the “Cal Café” in front of Alumni House, where partners are invited to table and promote their brand.
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 or contact:

Stephanie Tomasco
Director of Business Development
510.900.8192
stephanie.tomasco@alumni.berkeley.edu
We look forward to partnering with you!
Go Bears!