

The background of the slide features a low-angle shot of a tall, white clock tower with a pointed roof, set against a clear blue sky. In the foreground, there are branches with white, bell-shaped flowers, likely dogwoods, which are slightly out of focus, creating a sense of depth. A dark blue rectangular box is positioned on the left side of the image, containing the text 'PARTNERSHIP OPPORTUNITIES' in a gold, serif font.

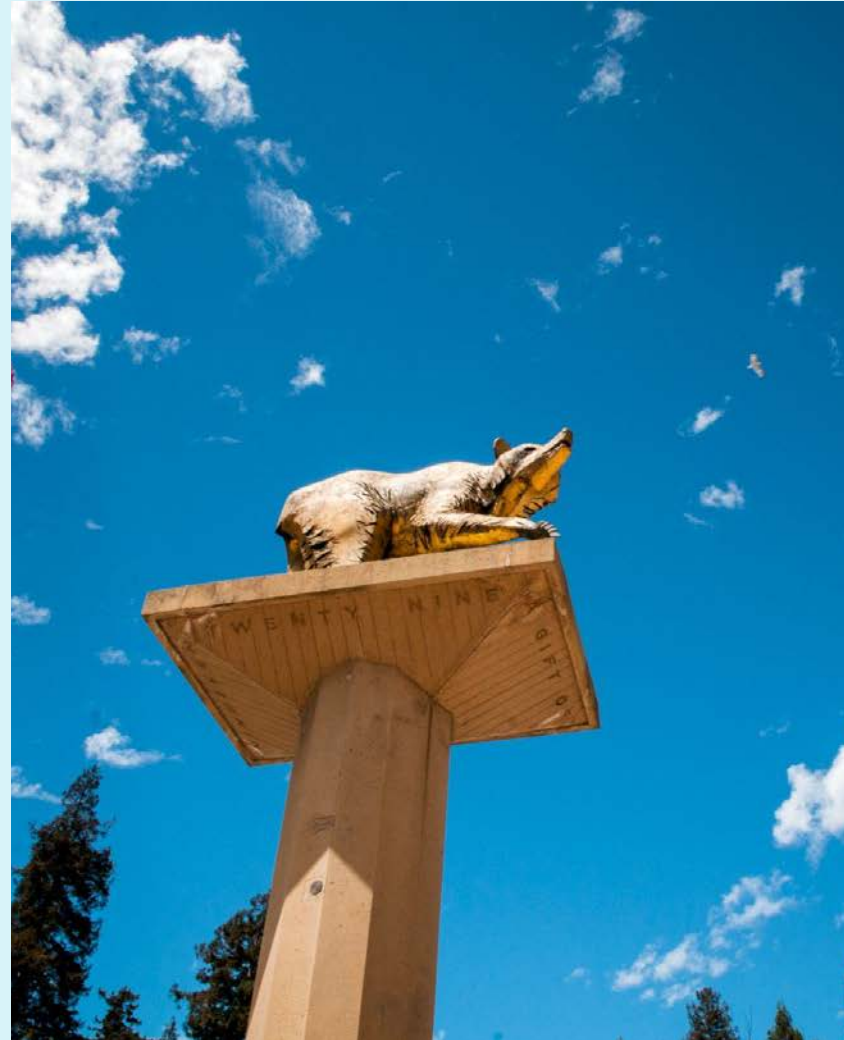
# PARTNERSHIP OPPORTUNITIES

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## 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



## INTRODUCTION TO THE CAL ALUMNI ASSOCIATION

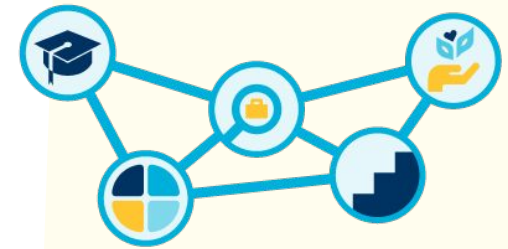
**The Cal Alumni Association (CAA) provides benefits and services to all Cal alumni.**



**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.



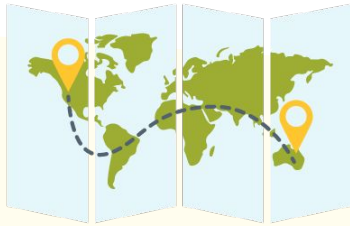
Through the **Alumni Scholars Program**, the Cal Alumni Association awards more than 800 Cal students with \$2.2 million in undergraduate scholarships each year.



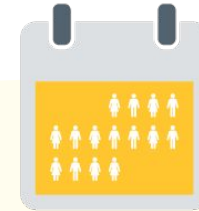
**The Berkeley Network** supports the professional development interests of a diverse and ambitious alumni community through webinars, industry events, and a partnership with the UC Berkeley Career Center.

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## 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.



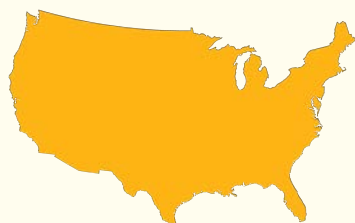
Since 1949, the Cal Alumni Association's **Lair of the Golden Bear** has provided unforgettable vacations for generations of Cal families and friends.



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

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## 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\*



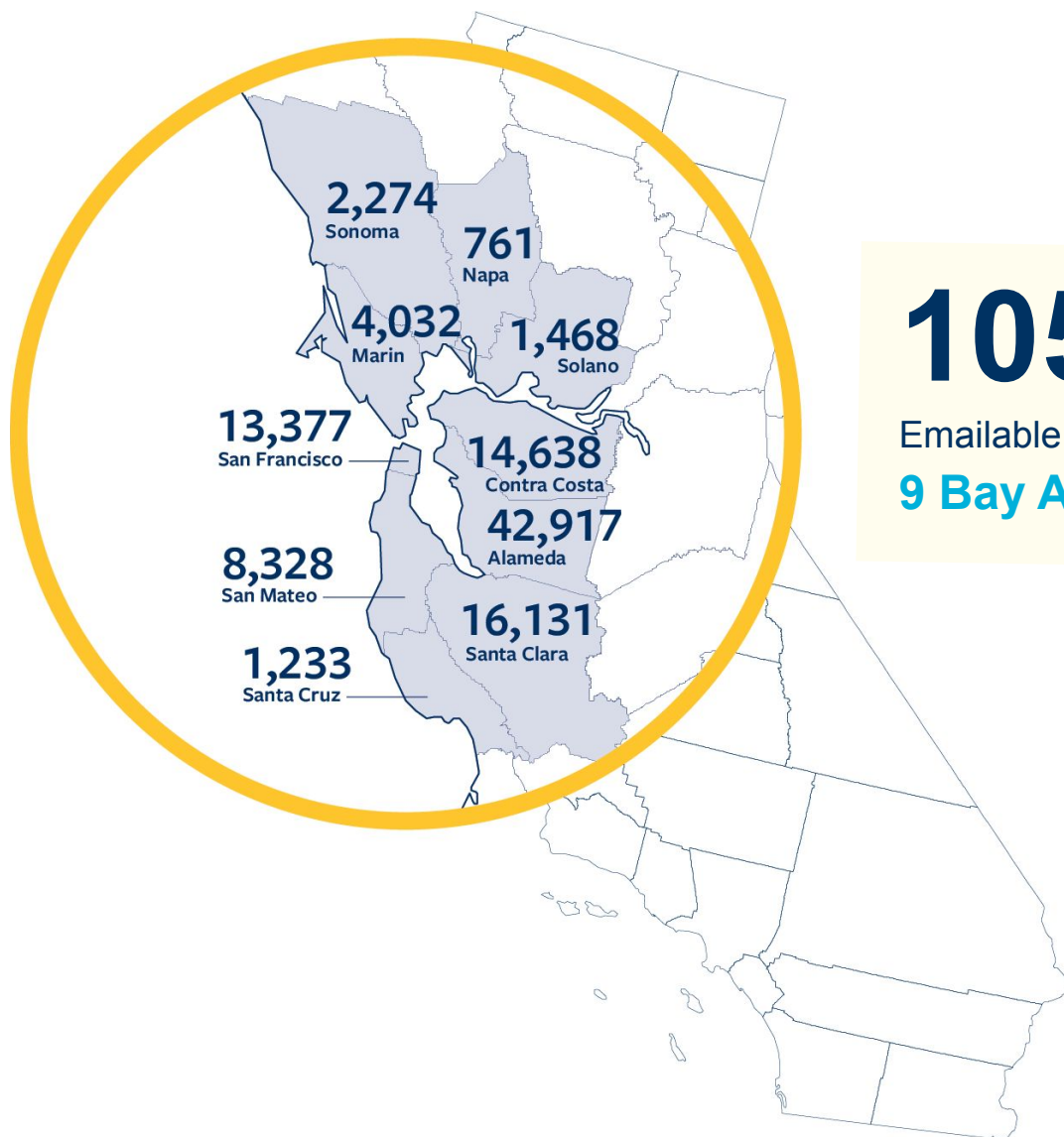
**2,400+**

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

**103,000+**  
pageviews per month



**44,500+**  
unique visitors per month

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



**29,000+**  
Facebook followers



**9,400+**  
Instagram followers



**8,900+**  
LinkedIn page members



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## CURRENT PARTNERS



**BANK OF THE WEST**

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



**BANK OF AMERICA**



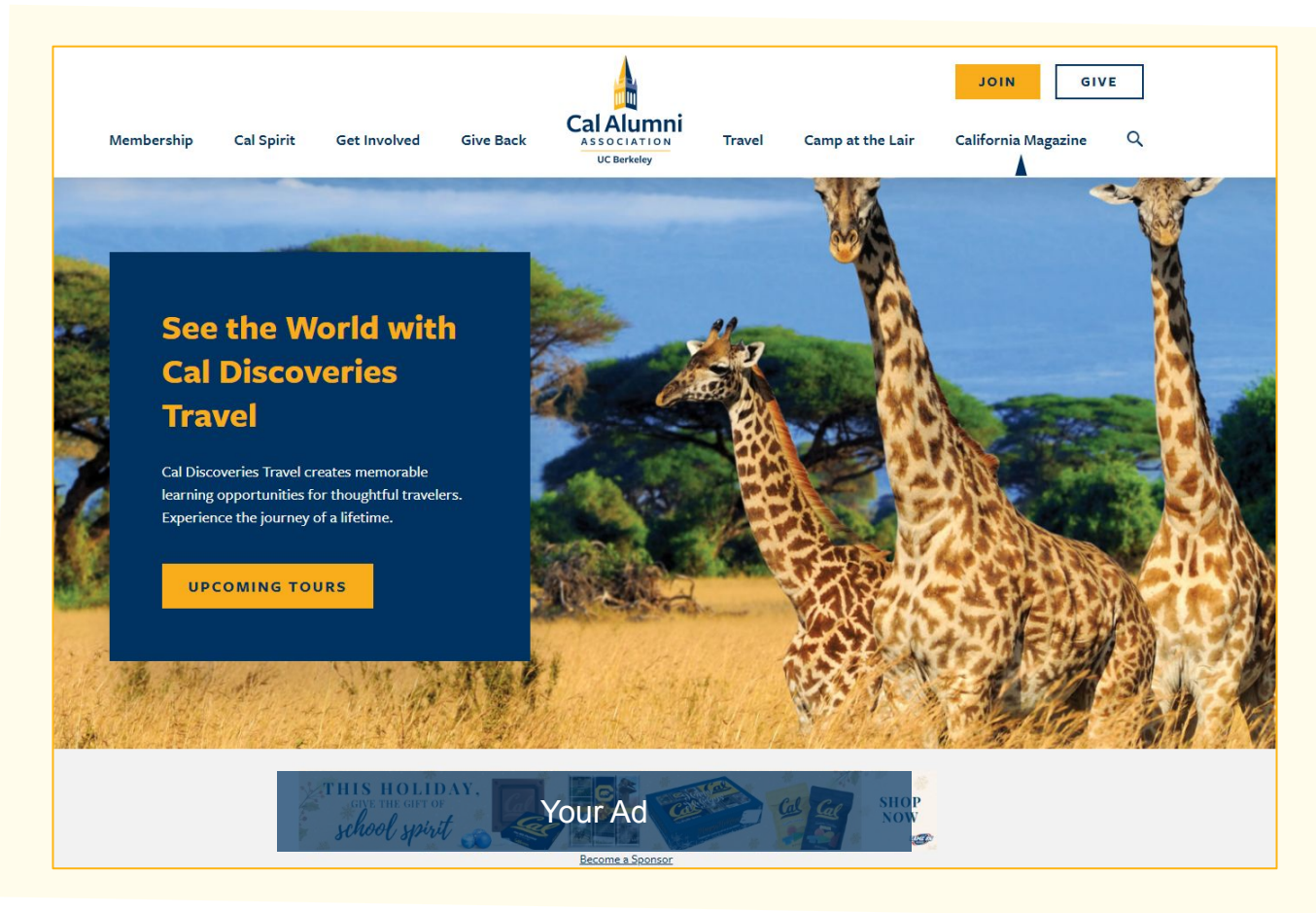
**Residence INN**  
BY MARRIOTT



HERFF **H** JONES



## WEB ADVERTISING OPPORTUNITIES



### 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.

## 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.



#### 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

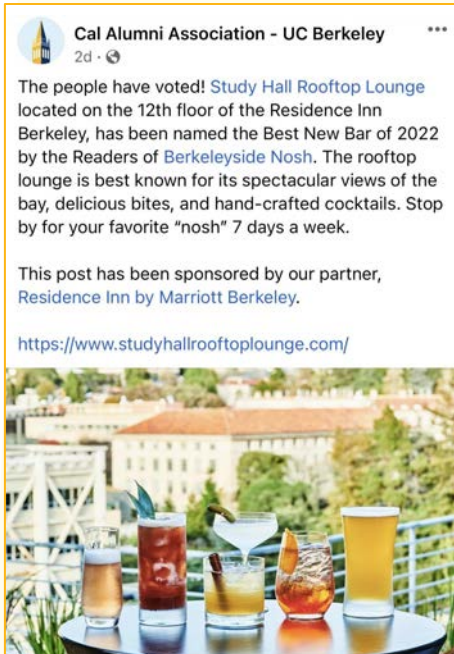
Exclusive Discounts on Palisades Tahoe Ski Passes



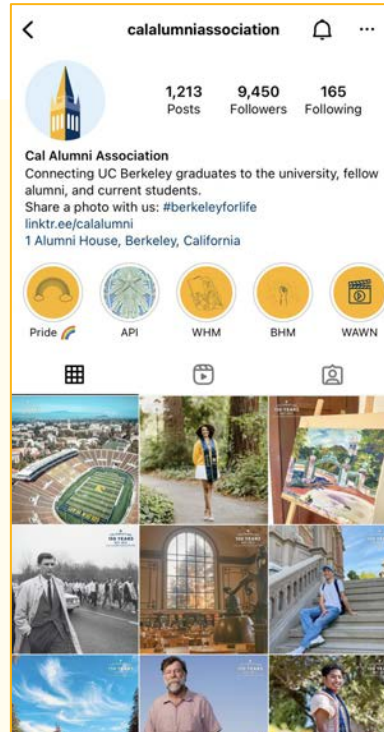
#### The Graduate Wine Collective

Wines Crafted by UC Berkeley Alumni

## SOCIAL MEDIA ADVERTISING OPPORTUNITIES



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



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



**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?

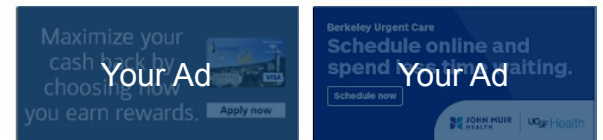
#### Giving Back to Her Alma Mater

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.

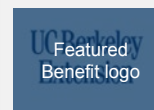
A MESSAGE FROM OUR PARTNER



MESSAGES FROM OUR PARTNERS



## 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

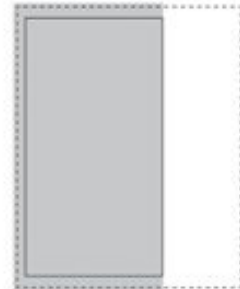


Trim Area 8.25" x 5.125"

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"

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## 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



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## 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.





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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

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UC Berkeley