

2021 Sponsorship Opportunities

When you work with *alumni UBC*, you are **creating change** - in your community and in the lives of students and alumni. You are supporting more than a brand campaign. You are helping to foster dialogue that advances society. Events that connect people and places. Knowledge exchange that is based on research and facts.

From September 2021 to August 2022, we look forward to sharing a range of programs and educational opportunities with our alumni.

We welcome the chance to partner with your business in presenting the content outlined over the next few pages.



alumniUBC

The University of British Columbia opens doors to opportunity. A world-leading centre of teaching, learning and research excellence, UBC transforms personal initiative into innovation, and new ideas into impact. UBC supports inspired students, staff and faculty on their journey of discovery, and challenges them to realize their greatest potential.

alumni UBC harnesses the knowledge that UBC produces and shares it with our alumni after graduation and with the community at large. We do this through various engagement channels, both virtual and in-person, in digital and print, locally and abroad.

Businesses that partner with us in sharing fact-based information benefit from a brand alignment. Together we can impart practical, thoughtful and researched information and engage in discourse that rises above the fray.



WHAT YOU WILL RECEIVE AS A PRESENTING SPONSOR OF THE KNOWLEDGE EXCHANGE PROGRAM

- Recognition in a minimum 10 events and/or articles run by *alumni UBC*
- Opportunity to act as a host or speaker at select events
- 12 months advertising placements on trekmagazine.alumni.ubc.ca
- Product placement or brand activations

Investment: Presenting Sponsor \$15,000

**other investment levels are available*

alumni UBC provides career education for every stage of our members' professional lives. Our innovative collection of programs and resources connect alumni to a vast network of fellow UBC graduates and empowers them to design a meaningful and fulfilling work life.

We also work closely with the UBC Centre for Student Involvement & Careers to connect students with prospective employers, as they consider next steps after graduation.

Career development resources include webinars, networking events, employer information sessions and career fairs.

WHAT YOU WILL RECEIVE AS A SPONSOR OF THE CAREER DEVELOPMENT PROGRAM

- Recognition in a minimum 6 events (virtual or in-person)
- Opportunity to act as a host or speaker at select events, as available
- 12 months advertising placements on *trekmagazine.alumni.ubc.ca*
- Product placement or brand activations

Investment: \$10,000

**other investment levels are available, including option to add in student outreach*



alumni UBC Alumni Achievement Awards

UBC alumni want to create a better world. Each November, we honour inspiring members of the UBC community who, through their extraordinary endeavours, have demonstrated this vision. In 2021, we will be holding both an in-person dinner and gala, and a virtual broadcast to reach a larger audience than ever before. A silent auction will also be run, which supports the UBC Blue & Gold Campaign for Students, a fundraising drive to provide scholarship support to students in need.

Anticipated attendance is 200 in person at the Robert H. Lee Alumni Centre in Vancouver.

Alumni Builder Awards

Created in 2017 as part of the 100th year of *alumni UBC*, the Alumni Builder Awards recognize a cross-section of alumni representing all faculties who have significantly contributed to the University and enriched the lives of others, and in doing so, have supported *alumni UBC's* mission of realizing the promise of a global community with shared ambition for a better world.

The awards are presented in various ceremonies and events managed by the faculties from which the recipient graduated. Approximately 20 awards are handed out each year.



WHAT YOU WILL RECEIVE AS A SPONSOR OF THE AWARDS PROGRAM

- Recognition during the Alumni Achievement Awards gala and in all digital collateral before and after the event
- Product placement at the Alumni Achievement Awards gala
- Recognition in Alumni Builder Award digital collateral
- 3 months advertising placements on trekmagazine.alumni.ubc.ca

Investment: \$5,000

**other investment levels are available*

Celebrations are an important part of the campus culture.

Recognizing all that has been achieved and looking ahead to what we can collaborate on for the future, *alumni UBC* coordinates three annual, large-scale events that cheer on our students and alumni. These events are Graduation, Homecoming and Lunar New Year.

Graduation receptions take place in May and November each year. Whether virtual or in-person, we toast the new graduates as they cross the stage and join our alumni family. Years of hard work are met with applause as we provide cake and champagne during in-person receptions, or musical performances and videos from high-profile alumni during virtual receptions.

Homecoming is a time of gathering at UBC. Taking place in September each year, we welcome students back to campus and encourage alumni to join us for a nostalgic walk down memory lane as we open the doors to campus attractions, invite guests to attend free lectures, and celebrate with food and drink.

Finally, during **Lunar New Year** we turn up the dial and throw a beautiful party at the Robert H. Lee Alumni Centre. Red and gold abound, a dragon dances through the crowd and guests enjoy music and culinary delights in the company of friends and colleagues.



WHAT YOU WILL RECEIVE AS A SPONSOR OF THE HEADLINE EVENTS

- Recognition during the event and in all digital collateral before and after the event
- Product placement or brand activation during in-person events
- 3 months advertising placements on trekmagazine.alumni.ubc.ca

Investment: \$5,000 per event

The *alumni UBC* volunteer program connects graduates back to the university and to the local Vancouver-area, in support of student and community initiatives. In 2020, **more than 5,000 alumni** volunteered in some capacity at UBC. We're thrilled with this support and are here to continue acting as a conduit for all alumni who are looking to give back.

The volunteer program offers two streams: student support and community support.

Student support

In our years of engaging with UBC students, we've heard that what they are most keen to gain from UBC graduates and members of the business community are **mentorship and career development insights**. In turn, we have created a number of volunteer opportunities for our alumni to connect with students in support of their needs. These include:

- Online career mentorship
- Resume reviews and interview preparation
- Faculty-specific mentorship

Community support

The A Project is a micro-volunteer program that partners with local organizations in need. We recruit alumni to volunteer on projects within our chosen areas of focus. For 2021/22 these are **food security, environmental stewardship and support for youth**.

The A Project runs two sessions each year from September to November and February to May. In each session, *alumni UBC* coordinates 3 in-person events (dependent on public health directives) and a virtual mentorship program. Examples of community projects we plan to support in 2021 include *The Great Shoreline Cleanup*, the *Edible Gardens Project*, the *Greater Vancouver Food Bank* and the *Vancouver Fruit Tree Project*. The virtual program for 2021 is *Mentoring the Stars*, a student initiative offering free online tutoring by UBC students and alumni for K-12 students in need.



WHAT YOU WILL RECEIVE AS A PRESENTING SPONSOR OF THE VOLUNTEER PROGRAM

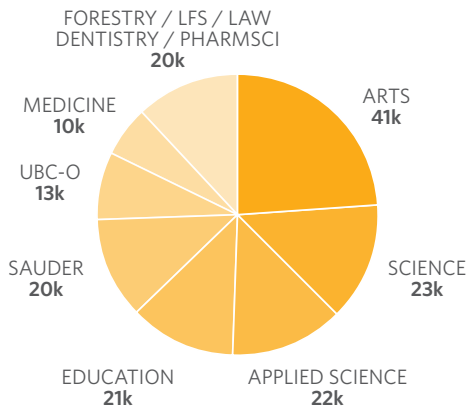
- Recognition at a minimum 5 volunteer events run by *alumni UBC*
- Opportunity to attend select volunteer events
- Recognition in all digital assets related to the program
- 12 months advertising placements on *trekmagazine.alumni.ubc.ca*
- Product placement, branded volunteer apparel or gifts or brand activations at events

Investment: Presenting Sponsor \$10,000

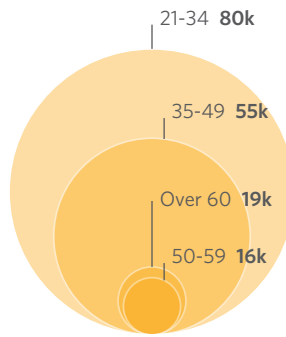
**other investment levels are available*

There are more than 380,000 UBC graduates living and working around the world. We connect with close to 200,000 of them mostly in BC.

BY FACULTY



BY AGE



BY REGION



Our programs and events are communicated multiple times a year to our large alumni population. Our channels include:

EMAIL NEWSLETTERS

170,000 subscribers. Monthly and bi-weekly publications.

TARGETED EMAILS

Dependent upon program, we will send targeted emails to select groups.

SOCIAL MEDIA CHANNELS

Facebook 20,000 | Twitter 12,000 | Instagram 8,000 | LinkedIn 4,000
Posts are made multiple times per week.

TREK MAGAZINE

190,000 subscribers. Distributed two times per year.

Sponsor branding and messaging will be woven into each of these elements. We will work with you to determine the best way to activate against each opportunity.

Your alignment with *alumni UBC* ensures that together we can provide engaging and timely programming and events, and share knowledge with the broader community. To discuss partnership next steps, please contact:

Jenna McCann

jenna.mccann@ubc.ca

Karen Kanigan

karen.kanigan@ubc.ca

Dianna DeBlaere

dianna.deblaere@ubc.ca

