

UC SANTA BARBARA
Alumni

PARTNERSHIP OPPORTUNITIES



WHO WE ARE

UC Santa Barbara Alumni promotes and cultivates the unique connection of Gauchos across the globe. Leveraging their collective power to positively impact each other, the next generation of Gauchos, and society as a whole.

Our Alumni base is 260,000+ **STRONG**

HOW WE ENGAGE



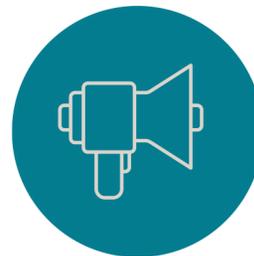
Professional
Networking



Social Events



Vacations
Travel



Advocacy



Philanthropy

WHY PARTNER WITH US



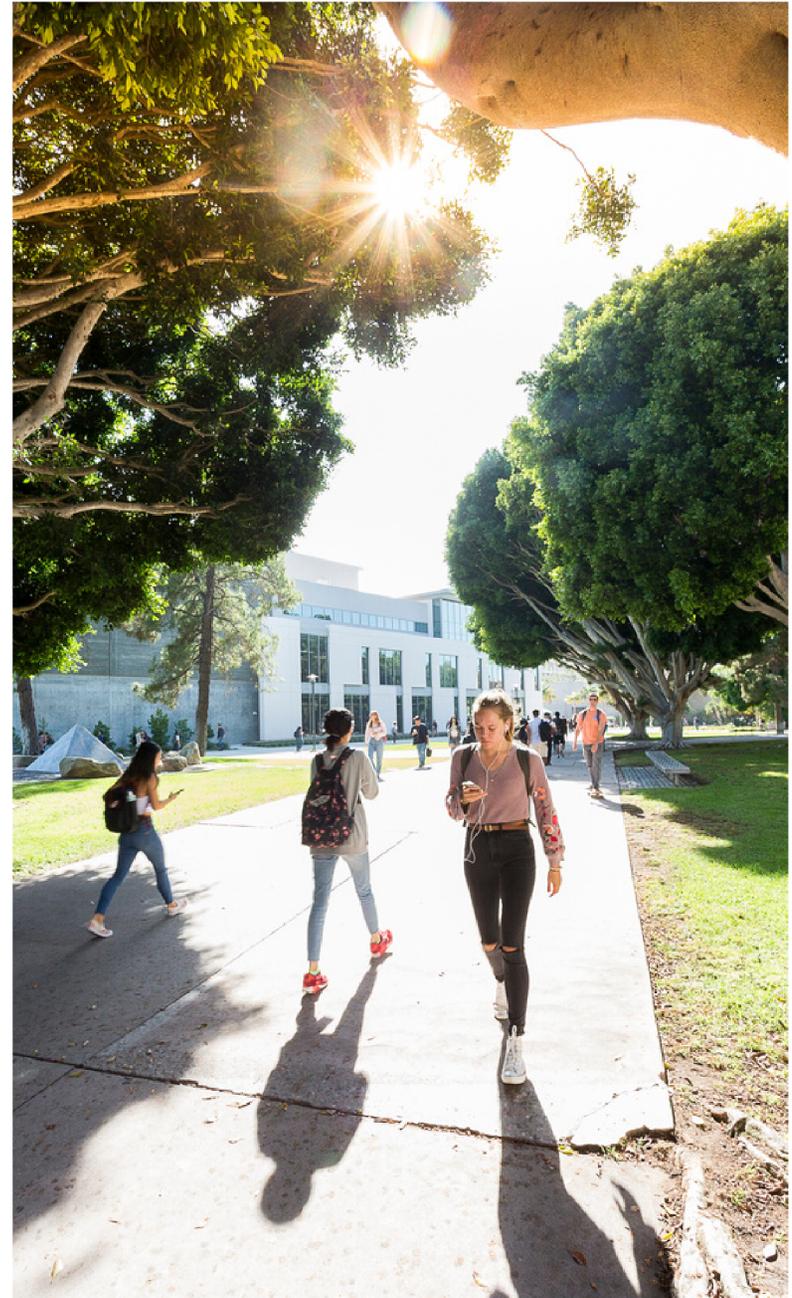
Gain access to:

- More than 260,000 ALUMNI
- Over 55,000 PARENTS
- 31,000 STUDENTS

PLUS

- Yearlong activation opportunities
- Community service-related tie-ins
- Diversity, Equity and Inclusion initiatives
- Recruiting opportunities

Partnering with UC Santa Barbara Alumni aligns your business with one of the top research universities in the United States



Audience Overview - Email

By Location



105K+

Emailable Gaucho Alumni



83K+ in California

18K+

in Bay Area

15K+

in Santa Barbara &
Ventura Counties

28K+

in LA Area & Orange
County



1,300+

Washington



1,100+

New York



1,000+

Texas



900+

Oregon



Audience Overview - Email

By Generation

	50+	The Greatest Generation 95+ yrs and older (born before 1927)
	1K+	Silent Generation 77 - 94 yrs and younger (born 1928-1945)
	10K+	Baby Boomers 58 - 76 yrs and younger (born 1946-1964)
	14K+	Gen X 42 - 57 yrs and younger (born 1965-1980)
	34K+	Gen Y/Millennials 26 - 41 yrs and younger (born 1981-1996)
	42K+	Gen Z 25 yrs and younger (born 1997-2012)

Expand Your Gaucho Reach

Digital and Print Opportunities



ALUMNI.UCSB.EDU

Over 210,000 page views a year

Promotional opportunities you can tailor to your audience to meet your business objectives.

Options are available on the following pages:

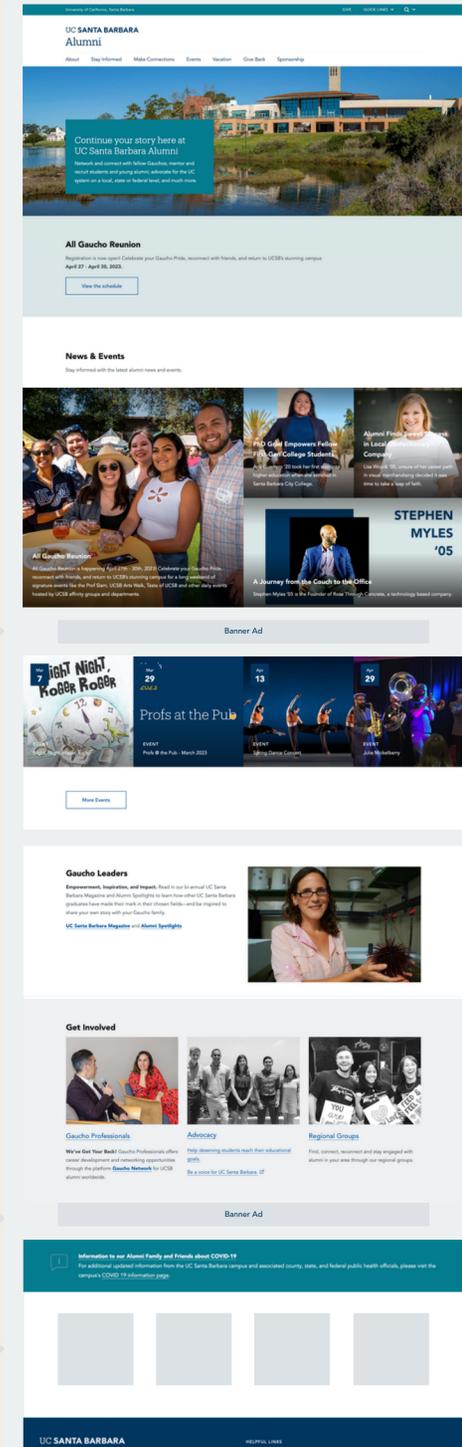
- Home Page*
- Event Pages
- Alumni Travel & Tours Page
- Visiting Santa Barbara - Hotels Page
- Family Vacation Center Pages
- Summer Inn Page
- Alumni Benefits Page
- Sponsor Page

*Home Page Opportunities

Reserved for Official Sponsors & Affinity Partners

Banner Ads

Sponsor Acknowledgement



@UCSB E-NEWSLETTER

100,000 subscribers

Monthly newsletter. Customize your message to each of the 4 distribution segments:

- Most recently graduated year (currently the Class of 2022)
- Young Alums - graduated within the last 10 years
- Graduate Alums - completed Grad School
- All other Alums

The screenshot shows the layout of the UCSB Alumni e-newsletter. It includes a header with the UCSB logo and date, followed by a featured article about the Gaucho Reunion. Below this is a profile for Stephen Myles '05 with a photo and a link to an interview. The next section is a travel article about Gaucha Alums. A 'Banner Ad' is placed below the travel article. This is followed by a 'Join Us' section for the All Gaucho Reunion and a 'UC ALUMNI CAREER NETWORK' announcement. A 'Square Ads' section contains a 'Gaucho Trivia' quiz, 'Trending Gaucho News' with a link to a 'Marvel of An Experience' article, and 'Local Films Highlight the Press Room, Carpinteria, and UCSB Alums'. The footer includes a 'Fight for a better future' call to action, a 'Stay Connected' section with a 'Subscribe to The Current' button, and social media icons for Facebook, Instagram, and LinkedIn.

Banner Ad →

Event Highlight →

Square Ads ←

EVENT EMAILS

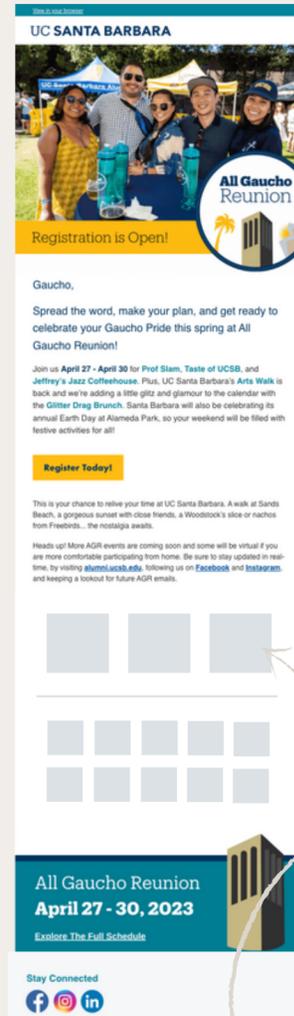
Sponsor acknowledgement

Add your logo and link to a wide selection of event emails - see the Experiential Opportunities section for event details. Events include:

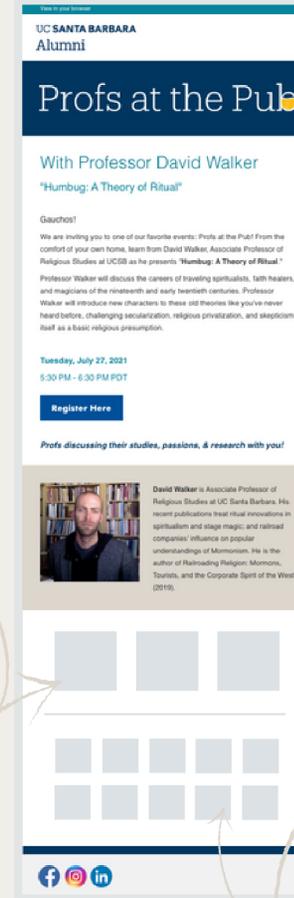
- All Gaucho Reunion
- Parents & Family Weekend
- Profs at the Pub
- Gaucho Professional Expo
- Study Nights

Banner advertising opportunities are also available on select event email campaigns, including:

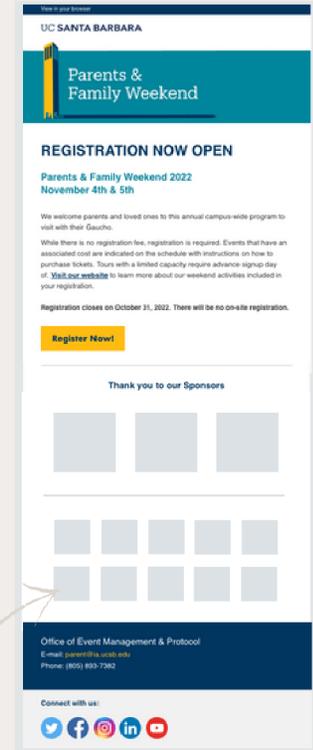
- Family Vacation Center
- Alumni Tours



Presenting Sponsor Logos & Links



Secondary Sponsor Logos & Links



DEDICATED EMAILS*

105,000 alumni emails

Reach our alumni base with cobranded dedicated emails promoting your product or service.

Tailor messaging by segments such as age and geographical regions.

DIRECT MAIL*

Reach alums via a printed direct mailings. The provided lists are tailored to your target audiences. The sponsor is responsible for all print and mailing costs.

*These opportunities are reserved for our most committed partners.

A Message from a UC Santa Barbara Alumni partner:



Save up to \$1,000 per couple!*

Dear UCSB Alumni,

It's time to dust off your suitcase and embark on a new adventure!

Reserve your spot on one of our educational and awe-inspiring journeys with a relaxed cancellation policy that offers added peace of mind.

Act now and you will enjoy significant savings. By booking before the trip brochure is in the mail, you'll benefit from our Paperless Savings offer. With this limited-time offer, you'll save **\$250 per person on select trips!**

Plus, many of our programs feature a Special Savings offer that saves you an **extra \$250 per person**. Combine both these offers and you could enjoy a total savings of up to **\$500 per person per trip!**

All you have to do is decide where you'll be traveling next! The options are many. The choice is yours.

[Explore All Trips](#)

Use Paperless Savings Code: **SAVE228**. Offer expires **2.28.2023**
Special Savings Offer displays under the price details of eligible trips.

Destination Highlights

	Romance of The Douro River Eligible for: Paperless Savings Offer, plus Special Savings Offer Save up to \$1,000 per couple!* View Trip and Book
	Journey to Southern Africa Eligible for: Paperless Savings Offer, plus Special Savings Offer Save up to \$1,000 per couple!* View Trip and Book
	Greece - Athens & Gythio Eligible for: Special Savings Offer Save up to \$500 per couple View Trip and Book
	Cruise the Rhine & Mosel Rivers Eligible for: Special Savings Offer Save up to \$500 per couple View Trip and Book

[View All Trips](#)

Use Paperless Savings Code: **SAVE228**. Offer expires **2.28.2023**.
Special Savings Offer displays under the price details of eligible trips.

This special pricing is time-sensitive, so make your reservation today!
Let's get ready to explore the world together!
*Between two and SAVE up to \$1,000 per couple!
Call us at 800-323-7373 or click here to view all trips.

A Message from a UC Santa Barbara Alumni partner:



Dental and Vision Insurance You Can Smile About from MetLife
Don't Miss This Enrollment Opportunity!



[Find Your Rate and Apply!](#)

UC Santa Barbara graduates now have access to savings¹, plan choices and convenience through one of the largest dental & vision benefits providers in the country, MetLife. Plan highlights include:

- Three Dental and two Vision plan choices² at competitive group rates designed to suit your needs and budget, including a Dental plan with orthodontia coverage³
- Comprehensive, nationwide network of dentists, ophthalmologists, optometrists, and opticians that gives you the freedom to choose your own provider⁴
- Access to MetLife's mobile app that allows you to log in, review claim status, and manage your account⁵
- No ID cards are required, meaning you don't need to worry about where you put a card or who had it last!
- Dental & Vision plans can be purchased together or as standalone products

[Click Here to Find Your MetLife Dental and/or Vision Rate and Apply Online!](#)
Or call 1-800-922-1265 to speak with a representative.



The Alumni Insurance Program | USI Affinity
14 Cliffwood Avenue, Suite 310, Matawan, NJ 07747.

PRINT ADVERTISING

UC SANTA BARBARA MAGAZINE

Print circulation is 18,500.
2 issues per year

Median age range 45 - 55 yrs.

Readership is primarily UCSB alumni, plus prominent business, cultural, and academic leaders. Other readers include faculty, staff, major donors to the campus, and campus visitors.

Current digital version:
<https://magazine.ucsb.edu/>



Advertising Opportunities:

FULL
PAGE:
INSIDE
COVER

FULL
PAGE:
PAGE
ONE

BACK
COVER

INSIDE
1/2 PAGE

Expand Your Gaucho Reach

Experiential Marketing Opportunities



ALL GAUCHO REUNION

April 18 - April 21, 2024

UC Santa Barbara

All Gaucho Reunion (AGR) is the largest alumni event of the year, bringing Gauchos together to celebrate UC Santa Barbara and create new memories.

Festivities include the local Kick-Off Bash, Prof Slam, Taste of UCSB, Department Open Houses, and more.

Event publicity targets:

- All alumni
- Current UCSB students
- Faculty and staff
- The local community

Nearly 8,000 participate each year.



Sponsorship Opportunities:

- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all email invites
Total campaign reach: +387,000 emails
- Logo and link on All Gaucho Reunion Web Pages
- Logo and link on the All Gaucho Reunion Accommodations Page (hotel sponsors)
- Logo and link on Sponsors web page
- Booth at Taste of UCSB (2 pm - 5 pm)
- Sponsor recognition on UCSB Alumni social media channels
- Banner at Taste of UCSB and Mainstage Recognition
- Tickets to Kick-Off, Taste of UCSB, Prof Slam

TASTE OF UCSB

April 20, 2024

UC Santa Barbara

Our most advertised All Gaucho Reunion event, where one event ticket gives an afternoon's access to local wine, beer, and food tastings.

Event publicity targets:

- All alumni
- Current UCSB students (seniors & grad students)
- Faculty and staff
- The local community

This popular event attracts nearly 700 Gauchos and community members.



Sponsorship Opportunities:

- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all email invites
Total campaign reach: +387,000 emails
- Logo and link on the All Gaucho Reunion web pages
- Logo and link on Sponsors web page
- Booth space during the Taste of UCSB (1pm-4pm)
- Sponsor recognition on UCSB Alumni social media channels
- Banner at Taste of UCSB and Mainstage Recognition
- Tickets to Taste of UCSB

ALUMNI AWARDS BANQUET

April 19, 2024

UC Santa Barbara

Each year the UCSB Alumni Association presents awards of achievement and recognition to outstanding alumni and friends of UC Santa Barbara.

The awards program honors success, service, and philanthropy.

Event attendees include:

- Alumni Board of Directors
- Chancellor and Executive Team
- Award recipients
- Campus partners
- Alumni & Students

200 individuals attend.



Sponsorship Opportunities:

- Presenting Sponsor logos in all print and digital communications
- Presenting Sponsor logo on the front of the event program
- Presenting Sponsor full-page ad opportunity in the event program
- Presenting Sponsor recognition in press release
- Sponsor recognition inside the event program
- Sponsor recognition in all email invitations
- Logo on printed invitations
- Public acknowledgment during the event
- On-screen recognition during the event
- Table at the event (8 tickets)

ANNUAL DAY OF SERVICE

August 2023

Worldwide

GaUCHO pride shines with UCSB alumni, friends, and community members joining together to volunteer in service opportunities that are meaningful to them.

Volunteers share their participation via the #GauchosGiveBack social media campaign.

▶▶ Event publicity targets:

- All Alumni
- Alumni Family & Friends
- Faculty, Staff & Students

T-shirts are sent to all 600+ participants.



Sponsorship Opportunities:

- Sponsor recognition in all campaign emails:
Total campaign reach: 200,000 emails
- Logo and link on the Day of Service web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Opportunity for logo on t-shirts

PARENTS & FAMILY WEEKEND

Nov 3 & 4, 2023

UC Santa Barbara

An annual fall event that welcomes Gaucho families to campus and gives them a firsthand look at life and learning here at UC Santa Barbara

Event publicity targets:

- Parents & loved ones
- Students

Attendance stands at over 5,000 registrations, plus approximately 500 additional visitors over the same weekend.



Sponsorship Opportunities:

- Logo and Link on the Parents & Family Weekend Homepage
- Table at Registration
Expected attendance: 5,000
- Opportunity to distribute a branded giveaway
- Table at The Chancellor's Lunch & Resource Expo on Saturday
Expected attendance: 1,500
- Sponsor recognition in all campaign emails.
Total campaign reach: +58,000 emails
- Logo and link on the Parents & Family Weekend Sponsors Page
- Logo and link on the Parents & Family Weekend Plan Your Visit web page (for hotels and transportation sponsors only)

PROFS AT THE PUB

Quarterly 2023/2024

Downtown Santa Barbara and Goleta,
plus one virtual event

An engaging, free, faculty speaker series that's open to the local community. Featuring UCSB professors at favorite watering holes in Santa Barbara and Goleta. Plus at least one event in the virtual space.

In-person event publicity targets:

- Santa Barbara & Ventura County Alums
- Faculty and staff
- The local community

Virtual event publicity targets:

- All alumni
- Faculty and Staff
- The local community (past registrants)



Sponsorship Opportunities:

- Sponsor recognition in all print ads (including the Santa Barbara Independent)
- Sponsor recognition in all campaign emails:
Total campaign reach: +180,000 emails
- Logo and link on the Profs at the Pub web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Table at in-person events
- Sponsor recognition at event (verbal)

A photograph of a diverse group of students in a lecture hall. The students are seated and looking towards the left side of the frame. In the foreground, a student with short blonde hair and glasses is seen from the side. Next to them, a student with dark hair and glasses is looking forward with his hands raised in a gesture. To the right, another student with glasses is looking towards the right. The background shows other students, some out of focus. A large teal rectangular box is overlaid on the top half of the image, containing white text.

Expand Your Gaucho Reach

Alumni Life Learning Marketing Opportunities

LAUNCH YOUR NETWORK

Fall 2023 / Spring 2024

UC Santa Barbara

In partnership with the Associated Students Office of the President (ASOP) this bi-annual event connects students with career experts and alumni for an evening of social networking while building their professional networking skills.

Event publicity targets:

- Senior students

Focus is on the Social Sciences and Humanities and Fine Arts



Sponsorship Opportunities:

- Sponsor recognition in all campaign emails
Total campaign reach: 24,000 emails
- Sponsor recognition in all print communications
- Logo and link on the Launch Your Network web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels
- Opportunity to attend the events

GAUCHO NETWORK

Fall 2023 / Spring 2024

Worldwide

A professional networking platform that supports alumni and students as they seek job opportunities, gain career advice, build networking connections, and connect with college friends.



Membership drive:

- Senior students
- Alumni < 55yrs

Membership stands at almost 10,000



Sponsorship Opportunities:

- Sponsor recognition in annual campaign email
Total campaign reach: +86,000 emails
- Ad on the Gaucho Network home page
- Highlighted Business in the Business Directory
- Opportunity to present an offer in the Business Directory
- Shoutouts on social feeds within the platform
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels

GAUCHO MENTORSHIP

Fall 2023 / Spring 2024

Worldwide

The Gaucho Mentorship Program establishes meaningful mentorships between alumni and current UC Santa Barbara third and fourth-year students.

The connections made help students build their network, prepare them for a successful future, and demonstrate what it means to be a Gaucho.



Membership drive:

- 3rd & 4th year students
- Alumni 25 - 60 yrs

200 students partnered with 200 alumni



Sponsorship Opportunities:

- Sponsor recognition in campaign emails
Total campaign reach: +234,000 emails
- Logo and link on the Gaucho Mentorship web page
- Logo and link on Sponsors web page
- Sponsor recognition in all print communications
- Sponsor recognition on UCSB Alumni social media channels

GAUCHO ACADEMY

Quarterly 2023/24

Virtual

A quarterly virtual educational event featuring keynote speakers and industry/career/professional roundtables. Examples of the topics to be addressed include:

- Taxes
- Investing & Retirement
- UC Admissions
- Recruiting
- Home Buying

Event publicity targets:

- All Alumni

Approximately 1000 alumni expected to attend



Sponsorship Opportunities:

- Sponsor recognition in all campaign emails
Total campaign reach: 280,000 emails
- Sponsor recognition in all print marketing communications, including UC Santa Barbara Magazine
- Logo and link on the Gaucho Academy web page
- Logo and link on Sponsors web page
- Sponsor recognition on UCSB Alumni social media channels

STUDY NIGHTS

Quarterly 2023 / 2024

UC Santa Barbara

Students are invited to Mosher Alumni House during Dead & Finals Week for a quiet and relaxing place to study or unwind.

Giveaways and free refreshments are available.



Event publicity targets:

- All students

500-700 students participate each quarter



Sponsorship Opportunities:

- Sponsor recognition on all event flyers
- Sponsor recognition in all campaign emails:
Total campaign reach: +174,000 emails
- Logo and link on the Study Nights web page
- Logo and link on Sponsors web page
- Opportunity to provide swag