ANNUAL SPONSORSHIP OPPORTUNITIES

	Partner $7,500/yr	Friend $5,000/yr	Affiliate $2,500/yr
Signage at all alumni events	✓	✓	✓
Recognition on alumni website	✓	✓	✓
Printed promotional material placed at each alumni event	✓	✓	✓
Printed promotional material provided to new graduates at Commencement	✓	✓	✓
Recognition in *Forever A Laker*, the alumni e-newsletter	✓ 4x year	✓ 2x year	✓ 1x year
Social media posts	✓ 12x year	✓ 6x year	✓ 4x year
Attendance at Alumni Weekend and/or Homecoming	✓ Both	✓ Both	✓ Either
Printed promotional material inserted in Alumni Association membership packets	✓	✓	✓
Invitation to the President's Dinner	✓	✓	✓
Two-minute speaking opportunity at alumni social events	✓ 2x year	✓ 1x year	
Alumni Association Dream Makers Scholarship donation	✓ $1,000	✓ $500	
Invitation to scholarship recognition event	✓		
Primary sponsorship of one alumni social event	✓		
Recognition on annual 5K t-shirt	✓		

*Membership level must be attained prior to benefit distribution.
**Accepting benefits from the Alumni Association may impact the tax deduction of your gift. Please consult your tax advisor.

EVENT & OTHER SPONSOR OPPORTUNITIES

- **Alumni Socials**
- **Current Student Programs**
- **T-Shirt Advertising**
- **Alumni Weekend Programs**
- **Community Service Programs**
- **Homecoming Programs**
- **5K Race**
- **Senior Crossing & Toast**
- **Graduate Recognition**
- **Professional Sports Outings**
- **The Laker Lounge Podcast**

With more than 25,000 alumni, over 80% of them living in the Atlanta metro area, Clayton State Alumni Association corporate partners and event sponsors gain visibility among an affluent, demographically diverse audience of alumni with loyalty to the University.

AT A GLANCE

25,000+
Total Clayton State University alumni

20,000+
Inboxes *Forever A Laker*, the Alumni Association's e-newsletter, reaches monthly

18,000+
Clayton State alumni living in the Atlanta metro area

7,000+
Number of current Clayton State students the student alumni group seeks to actively engage

2,500+
Social media followers (Facebook, LinkedIn, and Instagram)