UCLA BLACK ALUMNI ASSOCIATION SPONSORSHIP OPPORTUNITIES







WHO WE ARE

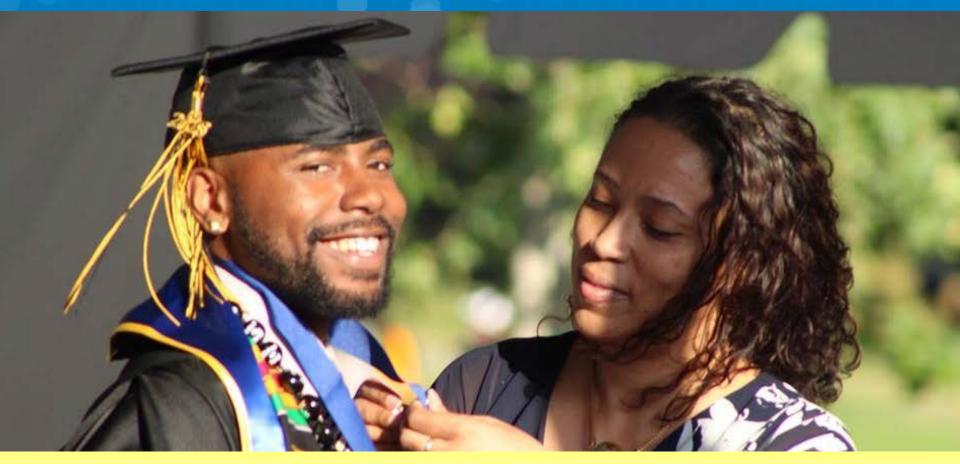


The purpose of the UCLA Black Alumni Association (UBAA) is to empower UCLA African American alumni, students, faculty and the community at large to form powerful associations through advocacy and mobilization that will create greater educational opportunities and resources for the African American community collectively.





WHO WE ARE



Providing scholarships, advocacy, support and networking opportunities have been just a few of the ways this organization has and continues to support the University and its mission of having the best and brightest students walk the halls of UCLA.





UCLA BLACK ALUMNI ACTIVITY

Exclusive membership e-mail list 4000+

All Contactable Black Alumni

12,363

Avg.
Attendance
150+

Events a Year

10+

Avg.
Open Rate
22-59%

E-mailable Black Alumni **9,300**



UCLA BLACK ALUMNI DEMOGRAPHICS

Gender	Total	Percentage
Female	7,659	61.95%
Male	4,701	38.02%
Unknown	3	0.02%
Grand Total	12,363	

Age	Total	Percentage
0	71	0.57%
20-21	34	0.28%
22-35	3,112	25.17%
36-50	4,532	36.66%
51-65	3,489	28.22%
66-80	1,019	8.24%
81-98	106	0.86%
Total	12,363	

Class Year	Total	Percentage
2003-2017	4,485	36.28%
2002-1988	4,841	39.16%
1973-1987	2,824	22.84%
1946-1972	213	1.72%
Total	12,363	•



WHERE UCLA BLACK ALUMNI



- Inglewood
- **Oakland**
- Long Beach
- Pasadena
- Carson
- San Diego
- **Culver City**
- Altadena

- Los Angeles San Francisco
 - Santa Monica
 - New York
 - Gardena
 - Corona
 - Sacramento

*where more than 100 contactable UCLA Black alumni reside.





SIGNATURE PROGRAM SPONSORSHIP OPPORTUNITIES

Black Family Day/Send Off

Admission/Yield Events

Afrikan Graduation

Tailgates

Holiday Parties

Ski Trip

Movie Screenings

Benefit/Fundraising Dinners

Special Events

General Membership Meetings







SIGNATURE PROGRAM SPONSORSHIP OPPORTUNITIES

Digital/Social Media

Website Integration

Signage

Product Sample/Display

Inclusion in Promotional Advertising

Experiential Marketing

Hospitality

Access to UCLA Campus

Sponsored Giveaways



UBAA signature events offers a multi- dimensional sponsorship platform that has been strategically designed to maximize brand exposure, provide meaningful consumer touch points and ultimately drive business.





WE RUN LA: UCLA V. USC TAILGATE



November 17, 2018:

An annual event for a cross town rivalry.

This is a unique bridging events where we invite alumni from both schools to collaborate and connect.

Expected attendance: 400+





CHAMPAGNE & SUGAR HOLIDAY PARTY



December 15, 2018

An annual holiday party for members only. Held in Marina Del Rey, CA.

The event also includes a toy drive for underprivileged children.

Expected attendance: 200+



2ND ANNUAL SOCIAL JUSTICE CONVERSATION



January 12, 2019:

Conversation will feature Angela Davis and Common. High profile individuals, activists and community members discuss issues affecting the African American community and actions steps to create change. Event is livestreamed and has a national media presence (print and online).

Expected attendance: 1000+ in person, 10,000 online





ANNUAL SKI TRIP



March 22-24, 2019:

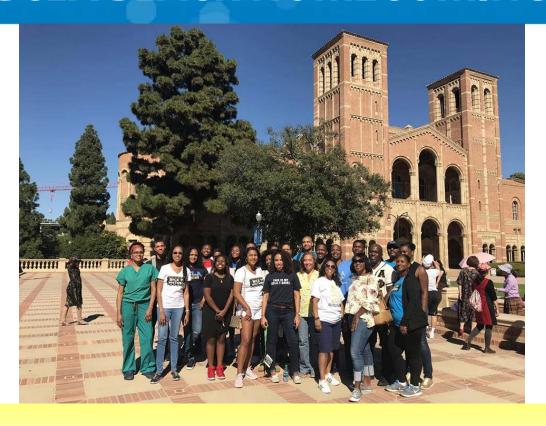
UBAA friends and family come together once a year in Mammoth Mountains for a weekend of skiing, snowboarding, relaxing and community building.

Expected attendance: 150+





UCLA BLACK HOMECOMING



October 2019:

National gathering of Black Bruins at the UCLA campus, featuring 5-6 events ranging from financial and educational workshops, socials, student meet and greets, campus tours, and football tailgates.

Expected attendance: 500-1000





GENERAL MEMBERSHIP MEETING



March 2019:

Biannual meeting where UBAA leaders shares updates on organization goals and objectives, as well as upcoming events. Includes a membership drive and networking mixer.

Expected attendance: 100+





MARKETING RATES

Dedicated Email Blast to Membership ONLY	\$700 per blast
Dedicated Email Blast to Entire Database via PeopleVine ONLY	\$1500 per blast
Social Media Push (Facebook, Twitter, LinkedIn, Instagram included)	\$400 per blast
Sponsorship of a General Body Meeting (includes 5-minutes to address audience)	\$700 per session
Customized Event Series	\$1500 per session

