

# 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 ••

# UCLA BLACK ALUMNI ACTIVITY

Exclusive  
membership  
e-mail list  
**4000+**

All  
Contactable  
Black Alumni  
**12,363**

Avg.  
Attendance  
**150+**

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

Events a  
Year  
**10+**

Avg.  
Open Rate  
**22-59%**

# UCLA BLACK ALUMNI DEMOGRAPHICS

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

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%
<b>Total</b>	<b>12,363</b>	

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%
<b>Total</b>	<b>12,363</b>	

# WHERE UCLA BLACK ALUMNI



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

# 2<sup>ND</sup> 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

**UCLA BLACK ALUMNI ASSOCIATION**

**27<sup>th</sup> Annual SKI WEEKEND @ MAMMOTH LAKES 2018**

**FRIDAY MARCH 23-25TH SUNDAY**

**ITS A BLACK Ski Reunion!**

FOR MORE INFO VISIT OUR WEBSITE  
[WWW.UCLABLACKALUMNI.ORG](http://WWW.UCLABLACKALUMNI.ORG)  
OR CALL: 310-631-8222

**EARLY BIRD SPECIAL**  
UNTIL DECEMBER 17TH

**CURRENT UBAA MEMBERS**  
**\$275**

Non Members \$300  
UCLA Student/Child \$250  
Drive Up Option \$290  
Full Condo (sleeps 8) \$2,200  
Catered Meals (4 meals) \$70

**Invited Guests**  
**The Divine Nine/NPHC**  
**Stanford Black Alumni Association**  
**Bruin Fan Alliance**  
**Black Male Institute**

**\$100 RESERVES YOUR SEAT ENTERS YOU TO WIN 2 FREE LIFT TICKETS! (\$320 VALUE)**

**Weekend Includes:**

- Deluxe Tour Bus +
- Comfortable Lodging +
- Walking distance to Slopes +
- Saturday Morning Yoga +
- Spa and Jacuzzis +
- Outlet Store Shopping +
- Ski, Snow Mobile, Tubing & Lift +
- Saturday Day & Nite Parties & Bowling +

**ALL AGES ARE WELCOME!**



**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