



## SPONSORSHIPS

While the Texas Exes offer a comprehensive list of benefits to members, more and more Networks are looking to sponsors to help underwrite the cost of events. This is a great way to keep the costs down at events while involving local businesses. **Networks must report any sponsors and the terms of the sponsorship to Texas Exes Staff.**

### *Guidelines:*

- Association sponsorship packages are built WITHOUT Network assets to allow for Networks to seek their own \$\$
- However, we need to drive consistency among partners when possible
- When seeking sponsorship, please abide by the following guidelines:
  - In Categories that are currently sold by Association:
    1. Seek sponsorship from the Association partner first
    2. If you need assistance being connected with someone, please reach out to Courtney/Wendy
    3. If Assoc. partner is not initially interested or the partner is offering less lucrative sponsorship than a competitor, offer the Association partner the right to match
  - In categories that are unsold by Association:
    - All prospects are fair game

### *Sponsorship Do's:*

- Seek sponsorships on behalf of your Network of the Texas Exes (not the Texas Exes as a whole)
- Mention Texas Exes' **nonprofit** status. This can open up different pools of dollars (i.e. community outreach vs sponsorship)
- Seek **in-kind** sponsorships in categories where it makes sense
  - Partner company offers product in exchange for sponsor recognition
  - Common with consumer products like beer/chips/soda/water.
  - Make sure they align with the Texas Exes brand
- Seek trade sponsorship opportunities with media outlets
  - Magazine, radio, newspaper outlets might have interest in getting mention on t-shirts or event programs in exchange for event coverage
- Consider how well a brand might fit with the Texas Exes brand. Is it a brand we would want to associate with?

### *Sponsorship Don'ts:*

- Take in-kind donations or sponsorships from companies that could reflect negatively upon Texas Exes and the University (ex. political parties, firearms companies or tobacco companies)

### *Tips:*

- Identify local alumni in your area who are either businesses owners or can help you gain a sponsorship.
  - If they have an existing relationship with UT, then they are more likely to say yes.
- When you approach them, come armed with all the benefits their company will receive by sponsoring your event.
  - The more pertinent data you present them with, the more impressive.
- If appropriate, have several donation levels.
- Make sure to have a written contract once a sponsorship has been created.

### *What we can offer to sponsors:*

- Their company name can be listed on all of the Network's email broadcasts with a link to their website.
  - Include the number of people/emails this will touch
  - Include how many emails will be sent
- Their name and logo can be printed on paper mailings to alumni, if appropriate.
- Their name and logo can be printed on any signage.
  - Indicate where the signage will be located and how many people will have access to the signage
  - Let them know at how many events will the sign(s) will be displayed
- Sponsorship credit can be published on the Network website with a link to their website.
- Recognition with name and/or logo can be printed in *The Alcalde*, if the network is buying an ad for their event.
  - Sent to approximately 93,000 Texas Exes members
- Recognition can be displayed on tables at the event and the event program, if appropriate.
- Sponsors can receive complimentary tickets to event(s), if appropriate.

### *What to avoid:*

- Sponsor logos will not be on the email broadcasts (name listing only).
- Anything that could jeopardize the Texas Exes non-profit status. If you have a question, contact the Texas Exes staff to help you find an answer.
- Sponsors of food/beverage, auto and energy- let the Texas Exes Staff know if you are interested in securing one of these areas of sponsorships. We may be able to assist you or suggest contacts.