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**SPONSORSHIP** AND

**ADVERTISING KIT**



WISCONSIN  
ALUMNI  
ASSOCIATION

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Cover Photo: Jeff Miller,  
University Communications



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University Communications



## ABOUT WAA AND THE UW

### **WAA**

The Wisconsin Alumni Association® (WAA) is your connection to UW–Madison and all alumni, students, and friends of the university. Our successful programs, events, tours, and other services enrich lives, expand horizons, and strengthen university ties. They can strengthen ties to your brand, too.

In 2014, WAA merged with the University of Wisconsin Foundation. What that means for you and your business is an even greater reach to a desired alumni audience and additional promotional opportunities.

### **UW–Madison**

In achievement and prestige, the University of Wisconsin–Madison has long been recognized as one of America’s great universities. It offers a complete spectrum of liberal-arts studies, professional programs, and student activities. Spanning 933 acres along the southern shore of Lake Mendota, UW–Madison is a vibrant community for living and learning.



# BADGER ALUMNI PROFILE

When you partner with WAA, you're opening your business's doors to more than 441,000 alumni and more than 43,000 current students. It's a group that includes leaders in technology, medicine, law, engineering, the arts, and education whose passion for the UW will naturally extend to you as a sponsor.

Affluent and influential, UW alumni and friends form a powerful consumer group with substantial buying power in both numbers and dollars.

## UW-MADISON ALUMNI

- **Living alumni:** 446,810
- **Educated:** 95% hold a Bachelor's degree; 26% hold a graduate degree
- **Affluent:** 64% earn more than \$50,000 annually; 26% earn \$100,000-plus
- **Mobile:** 37% live in Wisconsin; 18% live in other Midwest states; 45% live elsewhere. 88% take one to five domestic trips annually; 45% take one or more international trips annually (non-business-related).
- **Accessible:** more than 250,000 alumni email addresses

## UW-MADISON STUDENTS

- **Enrolled students:** 44,411

**Want to reach specific WAA members and friends? Consider some of our zone-marketing options.**



### GEOGRAPHIC

Tap into 24 highly active Bascom Chapters located throughout the country, more than 100 chapters worldwide, and thousands of Badgers in the greater Madison area.



### AREA OF INTEREST

Connect with consumers who are interested in athletics, learning, travel, and more.



### DEMOGRAPHIC

Target students, young alumni, midlifers, and seniors — virtually any demographic you seek — by sponsoring one of WAA's many popular and diverse programs or events.

No matter whom you're trying to reach, or where, let WAA help you tap into this intensely loyal, powerful audience.

*Photo: Jeff Miller, University Communications*



Photo: Bryce Richter,  
University Communications

## PARTNER WITH WAA TO EXTEND YOUR BRAND REACH

From alumni-learning programs and athletics tours to student events and award-winning publications, WAA offers the perfect sponsorship vehicles to help you achieve your business goals. Only the Wisconsin Alumni Association can deliver your brand message to such desired audiences as current UW students, local/national/international alumni, faculty, and friends of the UW.

### By partnering with WAA, you'll be able to ...

#### Improve your sales

WAA events and programs allow your message to break through the clutter and drive interest in your business.

#### Expand your reach

Trying to connect with the millennial generation? Or the affluent and well educated? WAA reaches a wide range of demographic segments, and so can you.

#### Work with a winner

As the official tour operator for athletics travel events, we can help our loyal fan base to become your loyal customers.

#### Interact with your audience

We'll work with you to match your goals and vision with our events and programs.



Photo: Fletcher

## WAA SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES

By partnering with WAA as a sponsor, we guarantee that your presence will be known. Through pre-event print and web advertising, on-site execution, and other promotional efforts, we'll work to ensure that you receive the exposure necessary to achieve your goals.

### Promotional opportunities include:

- Product sampling
- Product displays (e.g., signage, booth)
- Register-to-win contests
- Interactive activities
- Printed promotional materials, including direct mail
- Promotional giveaways (e.g., key chains, tote bags, pens)
- On-site communication

These are only a few of the many exciting ways to promote your product or service through WAA. Let's work together to create the best promotions to serve both your clientele and ours.

# WAA EVENTS AND PROGRAMS

WAA hosts a variety of events and programs that provide excellent opportunities for sponsorship. Give your business the best chance to succeed by associating with these proven and popular programs.

**ALUMNI LEARNING** connects influential alumni and friends to educational and enrichment events — and to your business.

- Learning in Wisconsin: Made in Wisconsin field trips, Global Hot Spots lecture series, Wednesday Nite @ the Lab, Healthy Aging Series
- Learning events throughout the U.S.
- Grandparents University<sup>®</sup>
- Travel adventures: domestic and international

**ATHLETICS OUTINGS** create emotional ties between passionate fans and your business.

- Athletics trips
- BADGER HUDDLE<sup>®</sup> pregame tailgates
- Game-watch parties

**STUDENT EVENTS** capture the attention of our future alumni as they connect with the professional world.

- All-Campus Party
- Homecoming
- Dinners On Wisconsin!

**OUTREACH** keeps out-of-state alumni engaged and interested in the Badgers and in your brand.

- Founders' Day celebrations
- Chapter activities
- Badger Student Send-Off Celebrations

This is just a sample of the events and programs that WAA offers. To maximize your reach, consider our bundling opportunities — sponsoring multiple events or programs — and other brand-extending possibilities. However you choose to work with WAA, you can expect results.





## WAA WEBSITE AND ONLINE PUBLICATION ADVERTISING

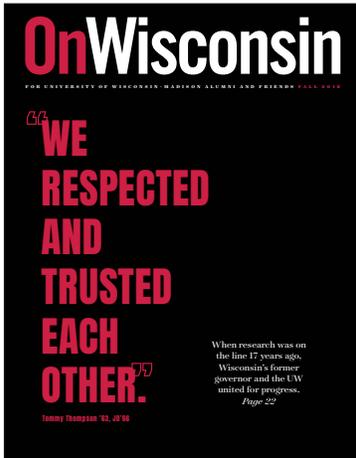
The uwalumni.com website is a leader in generating web traffic. With content updated daily to ensure repeat visits, your online ads are sure to stand out and meet your needs.

To target the most dedicated alumni, position your business on WAA's exclusive Member Benefits page. By offering a discount or special incentive to members, your product or service will be top of mind for the thousands of loyal Badgers who visit the page.

Plus, WAA's weekly email publication, the *Flamingle*, is sent to approximately 200,000 alumni and friends nearly every Friday, giving your business another opportunity to tie into the UW's wired community.

For information on ad sizes and rates, visit [uwalumni.com/advertise](http://uwalumni.com/advertise).

To bundle your web presence with other sponsorship activities to create an overall campaign, contact **Susan Sheehan** at [susan.sheehan@supportuw.org](mailto:susan.sheehan@supportuw.org) or **888-WIS-ALUM (947-2586)**.



## WAA PRINT PUBLICATION ADVERTISING

Event and program sponsorships offer attractive options to be sure, but they're definitely not your only options. When you advertise in WAA's official publications, you can be guaranteed to reach an extremely loyal audience that brings with it a tremendous amount of buying power.

### ***On Wisconsin***

Reach more than 361,000 affluent and influential alumni and friends of the UW — one of the largest alumni-magazine circulations in the nation.

### ***Badger Insider***

Gain access to more than 32,000 WAA members: the most dedicated UW alumni and friends. They're the ones who are most looking to stay connected to the UW and to your brand.

### ***Forward under 40***

Get in front of a sought-after audience of more than 75,000 readers by advertising in WAA's awards-program publication that recognizes prominent UW alumni under the age of 40.

For rates and more information on advertising in these valuable publications, contact **Susan Sheehan** at [susan.sheehan@supportuw.org](mailto:susan.sheehan@supportuw.org) or **888-WIS-ALUM (947-2586)**.

# WAA ANNUAL EVENTS\*

## January/February/March

- **Athletics travel**  
(TBD if/when the Badgers qualify for a postseason game)
- **Founders' Day celebrations**  
(held throughout Wisconsin, across the country, and around the globe)

## April/May/June

- **Founders' Day celebrations**  
(held throughout Wisconsin, across the country, and around the globe)
- **All-Campus Party**
- **Distinguished Alumni Awards**

## July/August/September

- **Grandparents University**<sup>®</sup>  
Session I: July 9-10  
Session II: July 16-17  
Session III: July 23-24
- **Badger Student Send-Off Celebrations**

## October/November/December

- **BADGER HUDDLE**<sup>®</sup>  
(tailgates before select home and away football games)
- **Homecoming**  
October 26–31, 2020  
October 30: Parade and Block Party  
October 31: Homecoming football game against Illinois

## Ongoing events

- **Wednesday Nite @ the Lab**  
(every Wednesday night, 50 times per year)
- **Global Hot Spots lecture series**
- **Healthy Aging lecture series**
- **Made in Wisconsin**  
(field trips to Wisconsin businesses)
- **Travel adventures**  
(world-class tours to domestic and global destinations)

\*Events are subject to change.



Photo: Andy Manis

## MAKE A CONNECTION

When you're ready to discover the value of partnering with WAA — to break through the clutter, increase sales, and truly connect with your audience — please contact:

**SUSAN SHEEHAN**

Senior Director, Membership and Business Development

888-WIS-ALUM (947-2586) • [susan.sheehan@supportuw.org](mailto:susan.sheehan@supportuw.org)



**EXTEND  
YOUR REACH**

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The Wisconsin Alumni Association® (WAA) encourages diversity, inclusivity, nondiscrimination, and participation by all alumni, students, and friends of the UW in its activities.

**Wisconsin Alumni Association**  
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