



UF ALUMNI

UNIVERSITY OF FLORIDA ALUMNI ASSOCIATION®

Sponsorship Program



About the UF Alumni Association

- The mission of the University of Florida Alumni Association is to foster and enhance the relationship between the University of Florida, its alumni, students and friends and to support the University's mission of teaching, research and service
- More than 53,000 members
- Over 300,000 University alumni
- Nearly 100 Gator Clubs® in the U.S. and abroad
- One of the top 15 alumni associations in the United States
- All UF alumni, parents and friends are welcome to join the UF Alumni Association



Why Become a UF Alumni Association Sponsor?

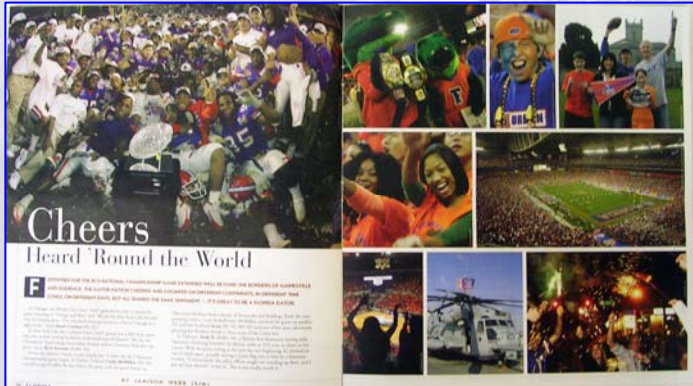


- One of only 60 universities in the country (and only one in the state) admitted to the Association of American Universities
- Heavy DIRECT exposure to affluent, college educated market
- 2.5 million impressions

- Establish an “affinity” relationship that associates your brand with one of the country’s leading educational institutions
 - The state of Florida’s most prestigious university
 - Largest alumni base in the state
 - 2006 National Football Champions
 - 2006-07 Back-to-Back National Basketball Champions



UF Today Magazine



- Sponsor will receive a full-page four-color advertisement in all four (4) issues of the official publication of the UF Alumni Association. Total readership is 90,000 per issue. This publication is sent to all Alumni Association members and major donors to the University of Florida.

- Summer '08

Ad deadline: 3/6/08

In home: week of 6/15/08

- Fall '08

Ad deadline: 5/23/08

In home: week of 9/8/08

- Winter '08

Ad deadline: 8/29/08

In home: week of 11/20/08

- Spring '09

Ad Deadline: 11/14/09

In home: week of 3/15/09

Our Current Sponsors



The Gainesville Sun



September 25, 2006

GatorNews™, Volume VIII - Issue 30

UF News

Energy does grow on trees



Road warriors, it may be time to hug a tree. In a few years, you could find yourself filling your gas tank with ethanol derived from specially bred black cottonwood trees — and at prices not seen since the 1990s.

Researchers from the University of Florida's Institute of Food and Agricultural Sciences, in conjunction with 33 scientific institutions worldwide, have mapped out the genome of the black cottonwood tree, a prime candidate for use in new "biomass" fuel production methods that could someday cut our reliance on petroleum and reduce pollution.

[Read More](#)

Girls perform better on tests when feuding parents divorce



A clean break from a bad marriage is actually better for the couple's school-age daughters than a troubled union, a new University of Florida study finds.

Contrary to the expectation that marriage is always good for children while divorce is bad, the study found that the schoolwork of girls whose parents split up is better than that of girls who live with a mom and dad who don't get along, said Mark Hoeksra, who did the research for his doctoral dissertation in economics at UF.

[Read More](#)

Ready to grow?



Gator Grow!, the world's largest student-run pep rally, is Friday, Oct. 6, at 6:30 p.m. in Ben Hill Griffin Stadium. This year's event features comedians Jim Gaffigan and Gabriel Iglesias. General public tickets are \$19 plus and can be purchased through the University Box Office (cash only) and Ticketmaster. Come and celebrate 100 years of Gator football and relive the tradition.

For information, visit www.gatorgrow.org.

Alumni homecoming barbeque



Don't miss the opportunity to "Relive the Tradition" at the annual Alumni Homecoming Barbeque at the Stephen C. O'Connell Center on Saturday, Oct. 7, beginning 2 ½ hours before kickoff. Families and friends of the University of Florida are welcome to join in food, music and activities as we remember why it's great to be a Florida Gator. This year promises to be a great time as the Alumni Association and UF football celebrate their 100 years of

UF News

[UF Alumni Association News](#)

[Gator Clubs® News](#)

[UF Sports News](#)

[UF Calendar of Events](#)

[UF Alumni Web site](#)

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[Log In For Member Benefits](#)

UFAA Sponsors

Gator Clubs® Events

Upcoming Gator Club® Events

[Columbia SC Gator Club®](#)
Carolina Wings & Rib House in West Columbia.

[Gotham Gator Club®](#)

Various

[Greater Columbus Gator Club®](#)
Fitzgerald's Sports Tavern-Private Room

[Houston Gator Club®](#)

Buffalo Wild Wings

SRO

[Las Vegas Gator Club®](#)

Buffalo Wild Wings

[Lone Star Gator Club®](#)

Legends Sports Bar & Grill

[Martin County Gator Club®](#)

Duffy's Sports Grill

[Philadelphia Gator Club®](#)

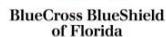
Independence Brew Pub

[Sarasota County Gator Club®](#)

Buffalo Wild Wings

[Triangle Gator Club®](#)

Time Out Bar and Grill





GatorNews

- Sponsor receives logo recognition and hyperlink to sponsor's site in all issues of "Gator News"
- This e-newsletter is sent to all UFAA members every Monday during the year and every other Monday in the summer
- The UFAA will run stories up to six times a year about sponsor events or programs



Direct Mail Inserts

- Sponsor can include a “buck slip” insert into 50,000 + membership renewal fulfillment packages mailed throughout the year
- The buck slip is 8 7/8” by 4”




Island Living at The Residence Club at Cedar Key Village

Own a Cedar Key vacation home with water views
and a private fleet of fully maintained boats —
from just \$173,000.

**Residence Club · Boutique Hotel · Spa
Restaurants · Shops · Private Marina**

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866-841-0400 or **352-543-0400** or visit
www.CedarKeyVillage.com



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With My Circle, you choose who you call for free—any number, any network,
anywhere in the U.S. Pick ten wireless, home or office numbers, and get unlimited
calling to and from your circle numbers. With My Circle, it's easy to stay in touch.

Visit alltel.com/alerts to sign up for Gator fan alerts today!

come and get your love™



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Alumni Association Website

Welcome, Guest UFAA Home | Contact | Members Only

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UNIVERSITY OF FLORIDA ALUMNI ASSOCIATION

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Advertising

Home
Welcome to the UF Alumni Association

2007 First Edition Collector's Series and Personalized Label Wine
ABROAD CANARY ISLANDS • SPAIN • MAY 2008
Capital One BOWL

GATOR NATION NEWS
UF Alumni | UF | Sports | Weather

UF Alumni Association News
New George A. Smathers Libraries Project Initiated
The George A. Smathers Libraries has initiated a project to retrospectively digitize and make available on the Internet any dissertation written by a University of Florida doctoral candidate and accepted by the University of Florida.
www.uflib.ufl.edu/escholar
Read More | View Archive

Calendar
December 2007

	S	M	T	W	T	F	S
48	25	26	27	28	29	30	1
49	2	3	4	5	6	7	8
50	9	10	11	12	13	14	15
51	16	17	18	19	20	21	22
52	23	24	25	26	27	28	29
1	30	31	1	2	3	4	5

Florida Tomorrow Campaign

GATORS ARE EVERYWHERE
View | Submit | Archive

DODGE
GRAB LIFE BY THE HORNS

UF | FLORIDA

- Sponsor will receive logo recognition and a hyperlink to sponsor's site on the Alumni Association website at www.ufalumni.ufl.edu

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Home > UFAA Sponsors
UF Alumni Association Sponsors

Interested in Becoming a Sponsor?

In 2004, the University of Florida Alumni Association launched a sponsorship program. Benefits of being a sponsor include exposure on game day in the plaza at Emerson Alumni Hall, logo inclusion in our electronic newsletter and website and promotional opportunities throughout the year at various events and through our Gator Club® network. In addition, sponsors are affiliated with the University of Florida, our alumni and the entire Gator Nation. The following seven organizations are official sponsors of the UF Alumni Association and support our mission. Please visit their website and learn more about what they have to offer.

More Information

Our Current Sponsors

Gator Nation Tailgate

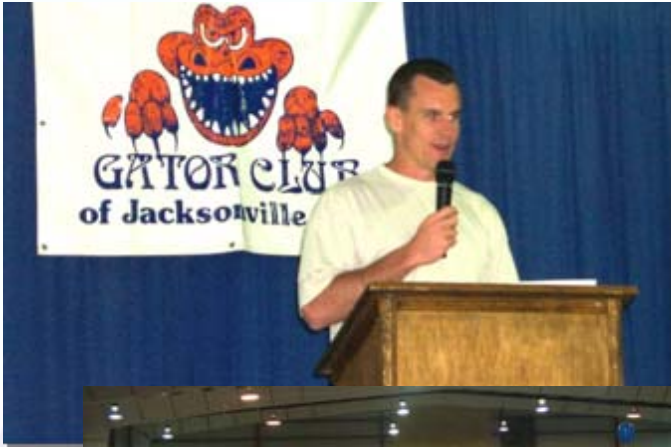
- Sponsor will receive display booth space at Emerson Alumni Hall Plaza for all seven 2008 home football games (pedestrian traffic in the plaza exceeds 25,000 for each home game)
 - 8/30/2008: UF v. Hawaii
 - 9/6/2008: UF v. Miami (Fla.)
 - 9/27/2008: UF v. Ole Miss
 - 10/11/2008: UF v. LSU
 - 10/25/2008 UF v. Kentucky
 - 11/15/2008: UF v. South Carolina
 - 11/22/2008: UF v. Citadel
- Sponsor will receive signage in Emerson Alumni Hall
 - More than 2,000 attend the ballroom event each game, with large screen TVs, concessions, guest appearances by cheerleaders, mascots and other special guests
- Sponsor will receive 12 admission passes to Emerson Alumni Hall's seven Gator Nation Tailgates



Gator Gathering Coaches Tour

Spring 2008

- If desired, sponsor brochures and promotional materials may be distributed at the spring/summer 2008 Gator Gathering tour events featuring the head football, head basketball and assistant coaches
- Seven events per year in the major markets across the state of Florida and Georgia
- Tour attendance exceeds 25,000 each year



Other Event Marketing

- If desired, sponsor will receive logo recognition on supporting promotional material and either banner or poster recognition at:
 - Grand Guard 50-year Reunion (Fall 2008)
 - 6,000+ mailed invitations
 - Held for graduates of more than 50 years
 - Spring Weekend (April 2008)
 - Campus-wide reunion in conjunction with Orange & Blue spring football game (more than 60,000 attendance)
 - Concert on the Reitz Union lawn, in conjunction with the Urban Meyer pep rally
 - Silver Society 25th Reunion honoring those who graduated 25 years ago
- Selected opportunities exist for booth presence, brochure distribution and product sampling if desired



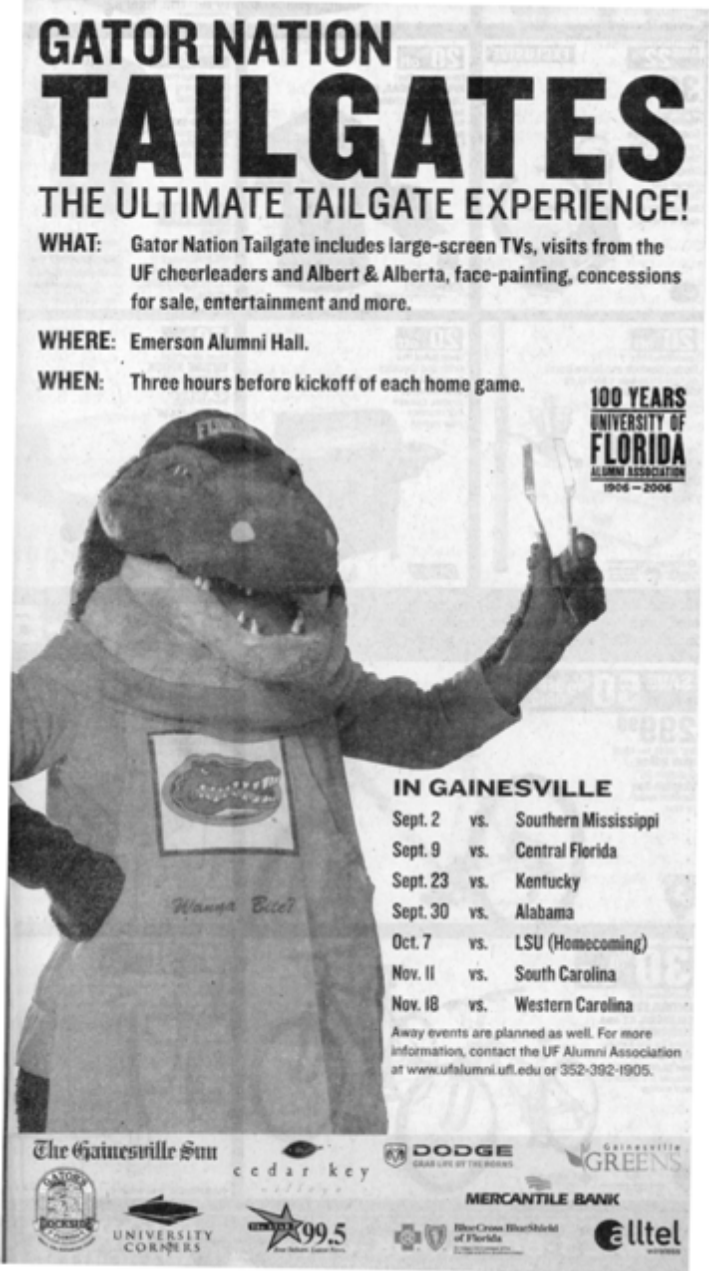
Signage

- Sponsors will receive logo recognition on signage inside Emerson Alumni Hall on game days



Gainesville Sun Advertising

- Sponsors will receive logo recognition in all Gainesville Sun advertising promoting the Gator Nation Tailgates



GATOR NATION TAILGATES

THE ULTIMATE TAILGATE EXPERIENCE!

WHAT: Gator Nation Tailgate includes large-screen TVs, visits from the UF cheerleaders and Albert & Alberta, face-painting, concessions for sale, entertainment and more.

WHERE: Emerson Alumni Hall.

WHEN: Three hours before kickoff of each home game.

**100 YEARS
UNIVERSITY OF
FLORIDA
ALUMNI ASSOCIATION
1904 - 2004**

IN GAINESVILLE

Sept. 2	vs.	Southern Mississippi
Sept. 9	vs.	Central Florida
Sept. 23	vs.	Kentucky
Sept. 30	vs.	Alabama
Oct. 7	vs.	LSU (Homecoming)
Nov. 11	vs.	South Carolina
Nov. 18	vs.	Western Carolina

Away events are planned as well. For more information, contact the UF Alumni Association at www.ufalumni.ufl.edu or 352-392-1905.

The Gainesville Sun **cedar key** **DODGE** **GREENS**
GAINESVILLE
MADE LIFE BY THE BEACHES

MERCANTILE BANK

ROCKWELL **UNIVERSITY CORNERS** **99.5** **Blue Cross BlueShield of Florida** **alltel**

Gator Nation Tailgate Radio Show

- Sponsors will receive radio mentions in promos and during each of the seven Gator Nation Tailgate Radio Shows



Alumni Demographics

University of Florida Alumni Counts - Living Only Gender		
Gender	Count	%
Female	141682	44.1%
Male	179499	55.9%
Unknown	12	0.0%
Total	321,193	100.0%

University of Florida Alumni Counts - Living Only Age		
Bracket	Count	%
Age_70_And_Over	16,266	5.1%
Age 60-69	27,034	8.4%
Age 50-59	59,629	18.6%
Age 40-49	71,734	22.3%
Age 30-39	76,342	23.8%
Under_30	59,693	18.6%
Unknown	10,495	3.3%
Total	321,193	100.0%

University of Florida Alumni Counts - Living Only Marital Status		
Status	Count	%
Divorced	8,612	2.7%
Married	130,399	40.6%
Married at Death	8	0.0%
Other	9	0.0%
Partner (Significant Other)	1,451	0.5%
Separated	40	0.0%
Single	47,511	14.8%
Unknown	131,406	40.9%
Widowed	1,757	0.5%
Total	321,193	100.0%

University of Florida Alumni Counts Degree Level		
Type	Count	%
Bachelors	208,495	68.3%
Masters	59,699	19.5%
Ph.D.	13,795	4.5%
Doctor of Audiology	1,129	0.4%
Doctor of Education	568	0.2%
Doctor of Dental Medicine	2,034	0.7%
Doctor of Pharmacy	3,132	1.0%
Doctor of Plant Medicine	32	0.0%
Doctor of Physical Therapy	10	0.0%
Doctor of Veterinary Medicine	2,074	0.7%
Juris Doctor	14,446	4.7%
Total	305,414	100.0%



Demographic numbers updated as of August 10, 2007

Alumni Demographics

University of Florida Alumni Counts - Living with Active Addresses Florida Only		
Region	Count	%
Florida Panhandle	11,864	6.1%
North Florida	60,580	31.3%
Central Florida	33,200	17.2%
Tampa Bay Region	25,785	13.3%
Southeast Florida	50,192	25.9%
Southwest Florida	11,961	6.2%
Total	193,582	100.0%

University of Florida Alumni Counts - Living with Active Addresses USA and Territories		
Region	Count	%
Northeast U.S.	19,119	16.3%
Southeast U.S.	50,664	43.3%
Midwest U.S.	12,840	11.0%
West U.S.	32,984	28.2%
Other	1,382	1.2%
Total	116,989	100.0%

Florida Panhandle	North Florida	Central Florida	Tampa Bay Region	Southeast Florida
Bay County	Alachua County	Brevard County	Hillsborough County	Broward County
Calhoun County	Baker County	Hardee County	Pasco County	Glades County
Escambia County	Bradford County	Hernando County	Pinellas County	Indian River County
Franklin County	Citrus County	Lake County		Martin County
Gadsden County	Clay County	Orange County		Miami-Dade County
Gulf County	Columbia County	Osceola County		Monroe County
Hamilton County	Dixie County	Polk County		Okeechobee County
Holmes County	Duval County	Seminole County		Palm Beach County
Jackson County	Flagler County	Sumter County		Saint Lucie County
Jefferson County	Gilchrist County			Charlotte County
Lafayette County	Levy County			Collier County
Leon County	Marion County			De Soto County
Liberty County	Nassau County			Hendry County
Madison County	Putnam County			Highlands County
Okaloosa County	Saint Johns County			Lee County
Santa Rosa County	Union County			Manatee County
Suwannee County	Volusia County			Sarasota County
Taylor County				
Wakulla County				
Walton County				
Washington County				

Northeast U.S.	Southeast U.S.	Midwest U.S.	West U.S.	Other
Connecticut	Alabama	Illinois	Alaska	APO/FPO Military Mail
Delaware	Arkansas	Indiana	Arizona	American Samoa
Maine	District of Columbia	Iowa	California	Federated State of Micronesia
Massachusetts	Florida	Kansas	Colorado	Guam
New Hampshire	Georgia	Michigan	Hawaii	Marshall Islands
New Jersey	Kentucky	Minnesota	Idaho	Northern Mariana Islands
New York	Louisiana	Missouri	Montana	Palau
Pennsylvania	Maryland	Nebraska	Nevada	Puerto Rico
Rhode Island	Mississippi	North Dakota	New Mexico	Virgin Islands
Vermont	North Carolina	Ohio	Oklahoma	
	South Carolina	South Dakota	Oregon	
	Tennessee	Wisconsin	Texas	
	Virginia		Utah	
	West Virginia		Washington	
			Wyoming	



Alumni Sponsorship Price: \$40,000

For information, contact David McGrew at dmcgrew@aol.com or 330-864-7200