

# BLUE *and* GOLD CELEBRATION

Saturday, Feb. 8, 2020, at the Carlson Center • Fairbanks, Alaska

## SPONSORSHIP LEVELS

The 2020 Blue and Gold Celebration will highlight alumni and faculty honorees. Join us for fine dining, live music and an opportunity to raise significant support for our inspiring students. We invite you to partner with us for this event. Limited sponsorships are available — early commitments are appreciated!

### PRESENTING — reserved by Kinross Fort Knox

#### Sponsorship opportunity | \$15,000 (\$10,943.25 charitable gift)

As a presenting sponsor, you will receive the highest sponsorship recognition by co-hosting the event with UAF, including an opportunity to speak. You will also receive a full-page ad in the Fairbanks Daily News-Miner prior to the event and extensive recognition at the annual scholarship breakfast in April. In addition, you'll receive the benefits listed in the matrix on the following page.

### GOLD

#### Sponsorship opportunity | \$7,500 (\$4,801.52 charitable gift)

As a gold supporting sponsor, you will receive premium sponsorship recognition, a half-page ad in the Fairbanks Daily News-Miner and a table for eight guests, along with the customized benefits listed on the following page.

### BLUE

#### Sponsorship opportunity | \$5,000 (\$3,072.62 charitable gift)

As a blue supporting sponsor, you will receive special sponsorship recognition, a quarter-page ad in the Fairbanks Daily News-Miner and a table for eight guests, along with the benefits listed on the following page.

### NANOOK

#### Sponsorship opportunity | \$2,500 (\$1,149.37 charitable gift)

As a Nanook sponsor, you will receive logo recognition at the event and a table for eight, along with the benefits listed on the following page.

### TABLE

#### Sponsorship opportunity | \$1,500 (\$500 charitable gift)

As a table sponsor, you will receive name recognition at the event and a table for eight.



**Net proceeds from the Blue and Gold Celebration will support critical needs of students via the UAF Student Support Fund or a fund of your choice.**

[www.uaf.edu/blueandgold/](http://www.uaf.edu/blueandgold/)

**Reserve early to receive the greatest range of benefits:**

- Dec. 1, 2019: deadline for placing logo on event invitation (Nanook sponsors and above).
- Jan. 11, 2020: deadline for receiving recognition in the event program.

## SPONSORSHIP BENEFITS

	PRESENTING (\$15,000)	GOLD (\$7,500)	BLUE (\$5,000)	NANOOK (\$2,500)	TABLE (\$1,500)
<b>PRE-EVENT BENEFITS</b>					
Co-branding in all event collateral	✓				
Advertisement in News-Miner tabloid	Full page	Half page	Quarter page	Eighth page	
Spotlight story in News-Miner tabloid	✓	✓			
UAF thank you ad in News-Miner tabloid	Title placement	Prominent placement	Logo	Logo	Name listed
Logo in News-Miner tabloid	Title placement	Prominent placement	✓	✓	Name listed
Logo on digital content for event, including save the dates	Title placement	Prominent placement	✓	✓	Name listed
Customized social media post	Title placement	Prominent placement	✓	✓	Name listed
Name highlighted in all event press releases	✓	✓			
Logo included on event website: www.uaf.edu/blueandgold/	Title placement	Prominent placement	✓	✓	Name listed
<b>EVENT BENEFITS</b>					
Speaking opportunity at event	✓				
Verbal recognition at event	✓	✓	✓	✓	
Recognition on electronic presentation	Title placement	Prominent placement	Logo	Logo	Name listed
Offer a toast during the event	✓				
Table (seats eight)	VIP	VIP	VIP	✓	✓
Name at table	Logo	Logo	Logo	Logo	Logo
<b>POST-EVENT BENEFITS</b>					
Customized social media post	✓	✓	✓	✓	✓
Recognition in photos of the event	✓	✓	✓	✓	✓

### Yes! I would like to sponsor the 2020 Blue and Gold Celebration!

#### Sponsor information

Company name (as you would like to see it in print): \_\_\_\_\_

Contact person (and title): \_\_\_\_\_

Mailing address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

#### Sponsorship levels

- ☐ Presenting | \$15,000 (limited number available)
- ☐ Gold | \$7,500 (limited number available)
- ☐ Blue | \$5,000 (limited number available)
- ☐ Nanook | \$2,500
- ☐ Table | \$1,500



**Please email us at [uaf-giving@alaska.edu](mailto:uaf-giving@alaska.edu) with names of table guests or other preferences for reserved table space.**

- ☐ I will not be able to attend but would like to make a gift of \$ \_\_\_\_\_ to the ☐ UAF Student Support Fund or  
☐ a fund of my choice \_\_\_\_\_ (If no other fund is noted, your gift will be directed to the UAF Student Support Fund).

#### Payment options

- ☐ Check enclosed (made payable to the UA Foundation) ☐ Please send an invoice
- ☐ Please charge credit card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_ / \_\_\_\_\_ Zip code: \_\_\_\_\_
- Authorized signature: \_\_\_\_\_ Business credit card: ☐ Yes ☐ No
- If business card, please list business name: \_\_\_\_\_

**For more information about sponsorship opportunities, contact Megan Bean at [mmbean3@alaska.edu](mailto:mmbean3@alaska.edu) or 907-474-2619.**

**Please return forms to UAF Development and Alumni Relations, P.O. Box 757530, Fairbanks, AK 99775-7530 or fax to 907-474-1975.**