

UNIVERSITY OF ALASKA FAIRBANKS™

BLUE & GOLD

celebration

Saturday, Feb. 27, 2021 | Online at www.uaf.edu/blueandgold/

We invite you to join us for the first virtual Blue and Gold Celebration.

Help us applaud our alumni and faculty honorees and support our students. Through your partnership, take the celebration to the next level by bringing the party to the guests. In the comfort and safety of their own homes, guests will take part in an immersive online event where they can see your support, meet other guests and donate to help UAF students.

Your sponsorship covers the cost of the event and ensures your participation in it. Net proceeds support the Nanook Commitment Scholarship, which will provide need-based assistance for students beginning in fall 2021. Before the event, you will receive a link to access the event.

Sponsorship availability is limited — **please respond by January 15** to ensure inclusion in primary event communication.

SPONSORSHIP LEVELS

PRESENTING | \$15,000

As a presenting sponsor, the event's highest recognition, you'll have an opportunity to speak. Your story will be highlighted in the printed program mailed to guests. You may include a lightweight item in our celebration box mailed to attendees. Includes event link sent to six registered guests. Plus, you'll receive the benefits listed in the matrix on the next page.

GOLD | \$5,000

As a gold sponsor, you'll receive a feature story in the printed program mailed to event guests. In addition, you may include a lightweight item in our celebration box mailed to attendees. Includes event link sent to three registered guests. Plus, you'll receive the benefits listed in the matrix on the next page.

BLUE | \$2,500

As a blue sponsor, you'll receive logo recognition before, during and after the event, and a special mention in the program. You may include a lightweight item in our celebration box mailed to attendees. Includes event link sent to two registered guests. More customized benefits are listed on the next page.

NANOOK | \$1,500

As a Nanook sponsor, you'll receive name recognition during the event on our virtual tables. You may include a lightweight item in our celebration box mailed to attendees. Includes event link sent to one registered guest. More customized benefits are listed on the next page.

Join us at the celebration for a live fundraising effort to support the Nanook Commitment Scholarship or a fund of your choice. www.uaf.edu/blueandgold/

SPONSORSHIP BENEFITS

PRESENTING
\$15,000 (\$14,250 charitable gift*)

GOLD
\$5,000 (\$4,625 charitable gift*)

BLUE
\$2,500 (\$2,250 charitable gift*)

NANOOK
\$1,500 (\$1,375 charitable gift*)

PRE-EVENT BENEFITS				
Co-branding in all event collateral	Title placement			
Logo/name on digital content and ads	✓	✓		
Logo/name included on printed program	✓	✓	✓	Name
Customized social media posts	✓	✓		
Name highlighted in all event press releases	Title placement	✓	✓	
Company marketing item included in event celebration box (due by Jan. 25)	✓	✓	✓	✓
Logo/name included on event website: www.uaf.edu/blueandgold/	Title placement	Logo	Logo	Name
EVENT BENEFITS				
Speaking opportunity at event	✓			
Verbal recognition	✓	✓	✓	
Recognition on presentation	Title placement	Prominent placement	Logo	Name
Offer a toast during the event	✓			
Event links for registered guests	6	3	2	1
POST-EVENT BENEFITS				
Customized social media posts	✓	✓		
Recognition in News-Miner thank-you ad	Title placement	✓	✓	✓

*Ticket prices are set at \$125. The charitable portion is your total sponsorship minus the fair market value of the tickets, i.e., the number of event logins included in the sponsorship package.

Yes! I would like to sponsor the 2021 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 | \$5,000 (limited number available)

Blue | \$2,500 (limited number available)

Nanook | \$1,500

Deadline: Jan. 15 for inclusion in primary marketing opportunities

I will not be able to attend but would like to make a gift of \$ _____ to the Nanook Opportunity Scholarship (which helps fund the need-based Nanook Commitment Scholarship) or a fund of my choice _____

(If no other fund is noted, your gift will be directed to the need-based Nanook Opportunity Scholarship).



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 Andrew Aquino at ajaquino@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.