



Make your impression on the greater Boston area with an event sponsorship with the Salem State University.

A signature event sponsorship is a great way to network and advertise your products and services to the greater Salem State community of alumni, faculty, staff, and donors. Of the 73,430 Salem State University alumni and friends, many rank as the region's leading professionals in business, education, art, and medicine. Through a sponsorship, you will have an excellent opportunity to access thousands of decision makers living and working in greater Boston and beyond.

Our Community

- Over 74,000 mailable alumni and friends
- 60,000 alumni
 - o 80% live in Massachusetts
 - o 43% within Essex County
 - o 35% live and work within the Boston area
- 10,000 current full time and part time students
- 4.000 Salem State Series attendees
- 3,000 Youth Service Providers in Essex County
- 2,100 Salem State Series past ticket purchasers
- 1,500 annual alumni & advancement event attendees
- 1,500 current faculty and staff
- 15 Varsity sports with 3,500 athletic alumni

Our Reach

- 107,000 athletic venue visitors annually
- 18,000 annual web visits to the Salem State Alumni landing page
- 60,000 readership of the semi-annual Statement Alumni Magazine
- 21,000 email subscribers
- 10,500 readers of the annual IMPACT Magazine
- 7,000 Facebook Likes
- 3.600 LinkedIn Network
- 2,000 Twitter followers

Updated 1/13/2017













Included Signature Events

- Moving Forward, Giving Back: First Year Day of Service
- Homecoming and Family Events
- Student Philanthropy Council Giving Tables
- Friends of the School of Social Work Workshops
- Veteran Affairs
 - o Veterans' Welcome
 - o Combat Paper Project
 - o Salute to Service
 - o Graduating Student Veterans Stole Ceremony
- Martin Luther King Day of Service and Convocation
- Career Services
 - Employment Fairs
 - o Meet the Firms Night
 - Employer Academy
 - o Business Etiquette Dinner
 - o Dress for Success
 - Viking Student Voyages Tour
- Community Service Initiative Alternative Spring Break
- Salem State Series
- Senior to Alumni Celebration
- YAR: Youth At Risk Conference
- Crosby Society Breakfast and Lunch
- Alumni Global Day of Service
- POMP: Party on McKeown Plaza





CENTER FOR CIVIC ENGAGEMENT

The Center for Civic Engagement serves as the nexus for community-based initiatives and civically engaged learning at the university. The center creates, manages, and promotes programs that connect our students, faculty, staff and alumni to the greater community. It also prepares them to understand the importance of community involvement and be well versed in the privileges and responsibilities inherent in citizenship.



MOVING FORWARD, GIVING BACK FIRST YEAR DAY OF SERVICE

EVENT DETAILS

After an extremely successful inaugural year, this has become a much-anticipated signature event at the university. It is an opportunity for hundreds of first-year and transfer students to move onto campus early to join other students, faculty, staff, alumni, and community partners to participate in this campus event. This day of service brings together approximately 300 attendees to learn about Salem State's commitment to its community and participate in meaningful service that meets identified community needs. MOVING FORWARD, GIVING BACK is an opportunity for new students to become part of Salem State's legacy of service to the North Shore region by developing an early connection with fellow students and potential mentors.

The day will begin the evening before when participants are invited to a welcome dinner and activity following student move-in. The following morning begins with a kick-off breakfast, where students will meet their service time, learn about their service site, and receive any necessary training. Then participants will deploy with their service team to various sites throughout the community for four dedicated hours of service. The event will conclude back on campus with a dinner celebration and closing ceremony.









EVENT SPECIFIC REACH

- 21,000 alumni through email marketing
- 10,000 current students
- Over 2,700 students engaged in community service
- 1,500 Salem State faculty and staff
- 1,400 freshman orientation attendees
- 1,000 accepted students and family
- 952 Facebook followers
- 571 Twitter followers
- Approx. 300 event attendees
- 80 community partners
- 16 communities impacted



AVAILABLE MOVING FORWARD, GIVING BACK SPONSORSHIPS

SPONSOR RECEIVES:	SIGNATURE SPONSOR (limited to two) \$3,000	SITE SPONSOR: \$1,500
MARKETING BENEFITS		
Company logo displayed on postcards distributed to first-year accepted students 2,400	Logo	
Company name included in all press releases	X	
Company logo on banner displayed at all 2016 freshman orientations.	Х	
Company logo/name with link on email campaigns advertising the event to accepted students (minimum of two sent to 1,000)	Logo	Name
Company name with link on email campaigns advertising the event to campus community (minimum of two sent to 11,500)	Х	
Company name/logo on all advertising associated with the event, including posters, social media posts, signage, and banners	Logo	Name
Company name with a link on the event webpage at salemstate.edu	X	Х
EVENT BENEFITS		
Invitation to attend opening dinner the evening before	X	Х
Exhibit table/tent at opening and closing ceremonies on the day of event	Х	X
Logo on participants t-shirts (approximately 300 distributed)	Х	
Logo included on service site posters distributed to each location to be displayed before and during activities	Х	Х
Opportunity for company representative to speak (2 minutes) during the opening or closing ceremony on the day of event	Х	
Opportunity to be one of the service locations	Х	Х
Opportunity for 5 company representatives to participate on service teams	X	Х





HOMECOMING AND FAMILY EVENTS

EVENT DETAILS

Homecoming is designed to celebrate our incredible university and its accomplishments and programs by bringing together current students, alumni and the community for a series of educational, cultural, social and recreational events. More than 1,000 Alumni, donors, friends, and students join together throughout the weekend and the event publicity will reach the majority of our audience, over 60,000 Alumni, an additional 15,000 friends, faculty and staff, and the 10,000 current students. Sponsoring Homecoming ensures extensive promotion and event activation.











SAMPLE OF WEEKEND FESTIVITIES

- Alumni Athletic Hall of Fame
- Student Activities Events
- First-Year Family Breakfast
- Annual Celebration of Giving
- Viking Tailgate
- Friends and Family Fair
- Jazz Brunch



EVENT SPECIFIC REACH

- 73,000 alumni and friends of the university
- 60,000 through direct mail brochure
- 30,000 email subscribers through multiple email campaigns
- 10,000 current students
- 6,400 Facebook network through integrated social media
- 1,580 Twitter followers through integrated social media
- 1,500 current faculty and staff
- 1,000 event attendees

AVAILABLE HOMECOMING SPONSORSHIPS

SPONSOR RECEIVES:	TITLE SPONSOR: \$5,000 (limited to 2)	SIGNATURE SPONSOR: \$2,500
MARKETING BENEFITS		
Company logo/name on homecoming weekend direct mail sent to 10,000	Logo	Name
Homecoming naming rights (i.e. "Homecoming weekend sponsored by XX Company")	X	
Company name included in all press releases	X	
Company logo and link on email campaigns advertising the event sent to over 30,000	All emails	1
Company logo/name on all advertising associated with the event, such as posters	Logo	Name
Company name with a link on the event webpage at salemstate.edu	Name	Name
Opportunity to include information or promotional item in the fair gift bag	X	Х
EVENT BENEFITS		
Opportunity for company representative to speak (2 minutes) during jazz brunch	Х	
Exhibit table/tent at tailgate and fair	Х	X
Logo/Name on volunteer t-shirts	Logo	Name
Corporate banner displayed in areas of high visibility	Х	
Number of complimentary tickets to athletic hall of fame	4	0
Number of complimentary tickets to tailgate, celebration of giving and fair	10	2
Number of complimentary tickets to jazz brunch	4	0
Company name/logo displayed on all event programs (minimum of 400 distributed)	Logo	





STUDENT PHILANTHROPY COUNCIL

EVENT DETAILS

The Student Philanthropy Council (SPC) is a group of student volunteers committed to educating classmates about the importance and impact of donor generosity. The council seeks to promote a culture of gratitude and to provide students the opportunity to give back to the Salem State.

SPC hosts various giving tables and events to showcase their efforts and raise funds for important student initiatives. These events include:

- Giving Tuesday (December)
- Slam Dunk For Giving (February)
- Thank a Donor Day (Spring)
- First Year Orientations (June)

As a sponsor of SPC, you will be partnering directly with students to help them reach their potential, while exposure them to your company, product, or services.

EVENT SPECIFIC REACH

- 10,000 current students
- Approx. 1,400 overall event attendees
- 200 specific Facebook likes
- 100 students in SPC interest group

SPC SPONSORSHIP: \$1,000





SPONSOR RECEIVES:

MARKETING BENEFITS

Company name/logo with link included on SPC Facebook page

Acknowledgement on all email campaigns advertising SPC events

Acknowledgement of company at SPC giving table events and social media pages

Company name/logo with link on the SPC webpage at salemstate.edu

EVENT BENEFITS

Collateral displayed in areas of high visibility during multiple SPC activities.

Name/Logo on SPC signature t-shirt given to approximately 400 students



FRIENDS OF THE SCHOOL OF SOCIAL WORK WORKSHOPS

EVENT DETAILS

For nearly 20 years, Salem State University Friends of the School of Social Work has been hosting semi-annual workshops that connect practitioners, alumni and students through valuable professional development. Each workshop features a networking opportunity, followed by a discussion lead by a leader in the field of social work. Professionals can earn CEU's depending on the workshop.

These workshops, typically held in September and March, are an excellent opportunity to reach thousands of social work industry decision makers in the greater Boston area.

EVENT SPECIFIC REACH

- 8,000 National Association of Social Workers Massachusetts Chapter members
- 3,200 Salem State University School of Social Work alumni
- 600 current students, faculty and staff
- Approx. 200 annual workshop attendees

AVAILABLE SCHOOL OF SOCIAL WORK SPONSORSHIPS





SPONSOR RECEIVES:	TITLE SPONSOR: \$2,000 (limited to one annually)	SIGNATURE SPONSOR: \$800 each workshop
MARKETING BENEFITS		
Naming rights on the one workshop (Friends of Social Work Workshop sponsored by XX Company)	X	
Company name/logo displayed on event invitation mailed to 2,000	X	Χ
Company name included in all press releases	X	
Company banner on all email campaigns advertising the event	X	
Company name/logo on all advertising associated with the event, including emails, posters, social media posts, signage, and banners	x	X
Company name/logo with a link on the event webpage at salemstate.edu	X	X
EVENT BENEFITS		
Exhibit table at workshop	X	X
Opportunity for company representative to speak (2 minutes) during program	X	
Corporate banner displayed in areas of high visibility (banner provided by sponsor)	X	
Number of complimentary registrations	2	1
Advertisement in event program (minimum of 150 distributed)	X	





VETERAN AFFAIRS

The mission of veterans' affairs is to provide resources and services to assist the university's military student population in achieving their academic and career goals and in 2014, Salem State dedicated a brand new student veterans' center to support this mission. Veteran student success inside the classroom relies on a foundation of support outside the classroom; therefore, veterans' affairs and its student organization provide the following annual events to build community and raise funds to help our veterans succeed.

VETERANS WELCOME EVENT

EVENT DETAILS

A social networking event to officially welcome student veterans to the university, create an opportunity to socialize among other veterans, and provide information assisting students in achieving a successful transition to the university.

COMBAT PAPER PROJECT EVENT DETAILS

The Combat Paper Project is a collaboration involving war veterans, activists and artists. It utilizes art making workshops to assist veterans in reconciling and sharing their personal experiences as well as broadening the traditional narrative surrounding services and the military culture. For one week demonstrations and workshops are available on campus.



SALUTE TO SERVICE MONTH

EVENT DETAILS

Each November, the Salem State University community comes together to celebrate Veterans' Day in a month long Salute to Service recognition. The event is marked by various activities including educational workshops, an appreciation luncheon, and keynote speakers. It is an inspiring commemoration to our alumni, faculty, staff, student, and community veterans.

GRADUATING STUDENT VETERANS STOLE CEREMONY

EVENT DETAILS

Each May, graduating student veterans are invited with their friends and families to this important ceremony to be awarded a decorative stole to be worn at their graduation ceremony. This event serves as the perfect opportunity for alumni and student veterans to collaborate, connect, and network.

EVENTS SPECIFIC REACH

- 21,000 alumni through email marketing
- 10,000 current students
- 1,500 Salem State faculty and staff

- 1.300 Salem State veteran alumni
- Approx. 500 overall event attendees
- 250 current student veterans





AVAILABLE VETERANS AFFAIRS SPONSORSHIPS

SPONSOR RECEIVES:	TITLE SPONSOR \$5,000	COMBAT PAPER PROJECT SPONSOR \$3,500	SALUTE TO SERVICE SPONSOR \$3,500	STOLE CEREMONY SPONSOR \$2,000
MARKETING BENEFITS				
Naming rights on all three Veteran's Affairs signature events (Veterans Stole Ceremony sponsored by XX Company)	X			
Company name/logo on event emails sent to over 21,000 addresses	Logo			
Company name/logo on event email distributed to 1,300 alumni veterans	Logo	Logo	Logo	Logo
Company name/logo on direct mail postcard distributed to 1,500 faculty and staff	Logo	Name	Name	Name
Company name included in all press releases	X			
Company name/logo on all advertising associated with the event including posters, program, social media posts, signage, and banners	Logo	Name	Name	Name
Company logo with a link on the event page at salemstate.edu	X	X	X	X
EVENT BENEFITS				
Exhibit table at event	X	X	X	x
Opportunity for company representative to speak (2 minute) during the Salute to Service Luncheon in November	X	X		
Corporate banner displayed in areas of high visibility	X			
Company listing on sponsor thank you sign	Х	X	X	X
Company name/logo displayed on event program (minimum of 500 distributed)	X	X	Х	X
Acknowledgement on video screen during event	X		X	X







DIVERSITY & MULTICULTURAL AFFAIRS – REV. DR. MARTIN LUTHER KING CELEBRATION

For 25 years Salem State University has celebrated the life and work of the Reverend Dr. Martin Luther King, Jr. through a one-week celebration in January. The program leads the region in bringing the community an opportunity to reflect on the national issues surrounding justice and equity. Each year the celebration is grounded in two signature events; a day of service and the convocation.

MLK DAY OF SERVICE

EVENT DETAILS

Established in 2014, the day of service provides an opportunity for students, staff, faculty, alumni, and community members to come together and assist area non-profits with critical projects. Past service sites include:

- Habitat for Humanity
- St. Joseph's Food Pantry
- Northeast Arc
- Girls Inc.
- nAGLY

As a sponsor of the MLK Day of Service you will have the opportunity to align your brand and services with a public demonstration of social responsibility, while reaching thousands of professionals and customers in the region.



EVENT DETAILS

For 26 years the convocation has been held annually on Martin Luther King Jr. Day and is the accumulation of the weeklong celebration. It is an inspiring commemoration of the legacy and life of Dr. King that is open to the greater community. The event is marked by a keynote address and recognition of essays written by an elementary school, middle school, and high school student from Salem.

EVENT SPECIFIC REACH

- 21,000 alumni through email marketing
- 10,000 current students
- 1,500 Salem State faculty and staff
- Approx. 450 overall event attendees
- 430 topic specific Twitter followers
- 400 topic specific Facebook followers
- 100 local and regional business leaders and community organizations















AVAILABLE DIVERSITY & MULTICULTURAL AFFAIRS SPONSORSHIPS

SPONSOR RECEIVES:	TITLE SPONSOR (limited to 1): \$3,000	CONVOCATION SPONSOR \$2,500	DAY OF SERVICE SPONSOR \$1,000
MARKETING BENEFITS			
Naming rights on the event (Dr. Martin Luther King Celebration sponsored by XX Company)	X		
Company name/logo on event emails sent to over 21,000 addresses	Logo	Name	Name
Company name/logo on direct mail postcard distributed to 1,500 faculty and staff	Logo	Name	Name
Company name included in all press releases	X		
Company name/logo on all advertising associated with the event including posters, program, social media posts, signage, and banners	Logo	Name	Name
Company logo with a link on the event page at salemstate.edu	Х	X	Χ
EVENT BENEFITS			
Exhibit table at event	X	Х	X
Opportunity for company representative to speak (2 minute) during Convocation	X		
Corporate banner displayed in areas of high visibility (sponsor to provide banner)	X		
Company listing on sponsor thank you sign	X	X	X
Company name/logo displayed on event program (minimum of 400 distributed)	х	X	X
Opportunity to include information, goods, or another promotional item to volunteers	X	X	X
Acknowledgement on video screen during event	X	X	X





CAREER SERVICES

Career Services assists students and alumni with identifying and defining their career goals by engaging in a comprehensive career development process. In collaboration with the external community, we provide industry trends and insights to enrich the academic experience. Through partnering employers with the university, we bridge the gap between academia and the world of work through professional interactions, internships and career opportunities which contribute to a diverse, high quality workforce.

EMPLOYMENT FAIRS

EVENT DETAILS

Each year, Career Services hosts two signature fairs, each bringing approximately 300 attendees to speak directly with company representatives while exploring professional opportunities.

Student Employment and Volunteer Fair is an opportunity to showcase to students the numerous possibilities to gain practical experiences through various types of work-study, on-campus employment, off-campus part-time employment, internship, service, and civic engagement. The event is advertised to the entire campus with approximately 60 employers.

Annual Career Fair is held in March and all students and alumni are invited to visit tables from various employers representing many industries. Approximately 140 companies have the opportunity to speak directly with attendees about job opportunities and careers in their industry. It also provides students an opportunity to promote themselves to professionals and gain experience in a situation similar to an interview.

MEET THE FIRMS NIGHT

EVENT DETAILS

Held annually in September, this networking event is ideal for CPA firms and organizations with accounting/finance recruitment programs, because it is targeted specifically to related majors with approximately 100 attending each year. It is designed for employers (approximately 20) to share internship and full-time opportunities available for students in the accounting and finance area of study.













EMPLOYER ACADEMY

EVENT DETAILS

The Employer Academy facilitates conversations within the campus community between employers, faculty, and students about issues that are impacting the world of work and how to best prepare our students to enter that world. The event is held twice a year, inviting a guest speaker and/or local authors to discuss current topics through a webinar in December and an event in May with over 200 employer, faculty, and student participants.

PROFESSIONAL DEVELOPMENT EVENTS

EVENTS DETAILS

Each year, Career Services provides students with specific developmental programs to help prepare them for their careers. Sponsors will gain more one-on-one access to approximately 50-100 current students at each event.

Business Etiquette Dinners can be critical to career and job search success. At this event, students learn to navigate a three-course dining experience while maintaining their professional presence. They'll have fun and increase their self-confidence, as they walk through every aspect of a business meal, from soup to small talk.

Dress for Success is an important lesson for students to learn how to present themselves via their appearance in a professional setting.

Viking Student Voyages Tour Program is held twice a year. Salem State students have the opportunity to experience "a day in the life" through industry shadowing and networking in a real world setting. Over 100 current students participate in the program.

CAREER SERVICES EVENTS SPECIFIC REACH

- 21,000 alumni through email marketing
- 10,000 current students
- Over 5,800 career services online subscribers and employers
- 4,000 fellow employers

- 1,500 Salem State faculty and staff
- Approx. 1,100 overall event attendees
- 670 Twitter followers
- 270 LinkedIn connections





AVAILABLE CAREER SERVICES SPONSORSHIPS

SPONSOR RECEIVES:	TITLE SPONSOR \$5,000	FAIR GOLD SPONSOR \$2,000	FAIR SILVER SPONSOR \$1,000	PROFESSIONAL DEVELOPMENT SPONSOR \$1,000
MARKETING BENEFITS				
Company logo on all career services event emails sent to over 11,000 addresses (minimum 7 sent annually)	X			
Company logo on email distributed to 21,000 alumni	X	X	Choice of 1 Fair	
Company logo on employer academy event email distributed to 10,000 students	X			
Company logo on fair event email distributed to 10,000 students	X	X	Choice of 1 Fair	
Company logo on professional development event email distributed to 10,000 students	X			X
Advertisement on student business cards provided to students for distribution at events (minimum of xxx distributed)	x			
Company name/logo on advertising associated with the event(s) including posters, program, social media posts, signage, banners and presentations	Logo	Logo	Name	Name
Company name/logo with link on the event page on the website and through the online database	Logo	Logo	Name	Name
Company name/logo in career fair smart phone application	Logo	Logo	Name	
Number of monthly employer features on website and social media	12	1		
Number of company specific email blasts sent to over 11,000 addresses	2	1		
EVENT BENEFITS				
Table at career fairs, positioning within venue is determined by sponsor level	Main entrance, front, center	Main entrance		
Company listing on sponsor thank you sign	Χ	X	X	X
Company name/logo displayed on event program (minimum of xx distributed)	Logo	Logo	Name	Name
Opportunity for company representative to participate in additional engagement activities, including: Resume collection Prep week participation Class presentations Student tours On-campus interviews	Choice of 3 activities	Choice of 2 activities	Choice of 1 activities	Choice of 1 activities
Opportunity to host a reception at the annual career fair (sponsor to cover cost of reception, space is provided)	X	X		
Opportunity to include information or promotional item in the registration bag provided to all fair attendees	x	X	X	X





COMMUNITY SERVICE INITIATIVE ALTERNATIVE SPRING BREAK

EVENT DETAILS

Alternative Spring Break (ASB) is an entirely student-run service event that partners with Habitat for Humanity to conduct service projects during spring break each March. The week-long event functions as a catalyst for a year-round experience that emphasizes self-awareness through educational and cultural programs. Participants are able to cultivate their ambitions as service leaders at the University and make positive, meaningful change at sites across the country.

As a sponsor of the ASB you will be partnering directly with the students while aligning your brand with a public demonstration of social responsibility. Your support will ensure the success of this program.

EVENT SPECIFIC REACH

- 21,000 alumni through email marketing
- 10,000 current students
- Over 2,700 students engaged in community service
- 1,900 new student orientation attendees
- 1,500 Salem State faculty and staff
- 952 Facebook followers
- 571 Twitter followers







SPONSOR RECEIVES:

MARKETING BENEFITS

Company banner displayed at community service events (sponsor to provide banner)

Company logo displayed on community service initiative van that transports students to five local volunteer sites, four days a week throughout the year.

Company logo on all community service initiative fliers during service events (approx.12 annually) including 4 blood drives,

Company name/logo on all advertising associated with the event, including posters, social media posts, signage, and banners Company name with link on email campaigns advertising the event to campus community (minimum of two sent to 11,500)

Company name/logo with a link on the event webpage at salemstate.edu

EVENT BENEFITS

Logo on participants t-shirts

Opportunity to include information, goods, or another promotional item in the gift bag given to all attendees

Acknowledgement/advertisement in attendee packet





SALEM STATE SERIES

EVENT DETAILS

For 35 years the Salem State Series has hosted internationally recognized diplomats, sports legends, best-selling authors, researchers, adventurers, and entertainers. It has been a leader among the nation's speaker programs for decades and in 2015 the Salem State Series made international news when New England Patriots quarterback and Super Bowl XLIX Most Valuable Player, Tom Brady headlined the program in front of a sold out crowd of 4,060.

As a Salem State Series sponsor you and your company will enjoy valuable marketing benefits and exclusive opportunities to meet and mingle with our speakers.

EVENT SPECIFIC REACH

- 73,000 alumni and friends of the university
- 12,000 past ticket purchasers
- 10,000 current students
- 4.000 event attendees
- 1,500 current faculty and staff
- 200 regional business leaders and fellow sponsors



2015 speaker Tom Brady taking a photo with Series donor.



1995 Series speaker Dorothy "Ann" Willis Richards, former Governor of Texas and outspoken feminist, with sponsors.



2005 Series speaker Pat Buchanan with Series sponsor Brian Cranney and guest.



1992 Series speaker Mary Fisher with Series sponsors.



Comedian Jay Leno mingling with Series guest in 2009.



AVAILABLE SERIES SPONSORSHIPS

SPONSOR RECEIVES:	PRESENTING \$25,000	FEATURE \$10,000	PRESIDENTIAL \$5,000	BENEFACTOR: \$2,500	FRIEND: \$1,500
MARKETING BENEFITS					
Company logo on billboards booked for Series advertising	X				
Company logo/name on exterior banners at the university and throughout north shore cities	Logo	Name			
Company name/logo on all email campaigns advertising the events, sent to over 25,000	Logo	Logo	Name	Name	Name
Company logo on direct mail brochure sent to 12,000	X	X	X		
Company name included in all press releases	X				
Company name/logo displayed on ticket inserts (minimum 2,000 distributed)	Logo	Logo	Name	Name	Name
Company name/logo on all advertising associated with the events, including emails, posters, social media posts, signage, and banners	X				
Company name/logo with a link at salemstate.edu/series	Logo	Logo	Name	Name	Name
EVENT BENEFITS					
Exhibit table at event	X				
Opportunity for 15 second commercial to air prior to the lecture	Χ				
Corporate banner displayed in areas of high visibility (sponsor to provide banner)	X	X			
Acknowledgement/advertisement in Series programs (minimum of 2,500 distributed)	1 page color	1 page color	½ page	¼ page	Listing
Company name on sponsor banner displayed at venues	Logo	Logo	Name	Name	Name
Opportunity to include information, goods, or another promotional item in the gift bag placed on all V.I.P. and sponsor seats at the lecture	X	X	X	X	X
Number of premium tickets	10	6	4	2	6
Number of tickets to the dinner and photo opportunity with speaker	10	6	4	2	0





SENIOR TO ALUMNI CELEBRATION

EVENT DETAILS

Established in 2011, the Young Alumni Society (YAS) provides alumni programming specifically for graduates from the last fifteen years by strengthening friendships, creating training and professional development, and promoting positive service. Annually YAS hosts a celebration during senior week to welcome the graduating students to the Salem State Alumni Association.

Extensive outreach is done to the graduating seniors and young alumni to participate in this event. As a sponsor, you will reach nearly 1,000 graduates as they determine their next pursuit.

EVENT SPECIFIC REACH

- 7,200 Salem State University young alumni
- 5,400 young alumni in Essex county
- 2,000 graduating students
- Approx. 200 event attendees



SENIOR TO ALUMNI SPONSORSHIP: \$2,500

SPONSOR RECEIVES:

MARKETING BENEFITS

Naming rights on the event (Senior to Alumni Celebration sponsored by XX Company)

Company name/logo displayed on event invitation distributed to 1,000 graduating seniors

Company name included in all press releases

Company banner on all email campaigns advertising the event

Company name/logo on all advertising associated with the event, including posters, social media posts, signage, and banners Company name/logo with a link on the event webpage at salemstate.edu

EVENT BENEFITS

Exhibit table at event

Opportunity for company representative to speak (2 minutes) during program

Corporate banner displayed in areas of high visibility (sponsor to provide banner)





YOUTH AT RISK

EVENT DETAILS

For 16 years Youth at Risk (YAR) has annually inspired, educated, and motivated professionals in Essex County Massachusetts who dedicate their lives to working with at-risk youth. YAR facilitates collaboration among youth service providers through training and increasing awareness of existing resources.

The program is a professional development initiative that that provides annual resource manuals and cumulates in a one day conference held annually in June. In recent years, the conference has awarded nearly 400 attendees over 2,000 continuing education units each year for social work, counseling, and psychology licenses.

As a sponsor you will align yourself with thousands of working professionals in northeast Massachusetts through the largest regional conference of its kind, with nearly 800 attendees listening to keynote speakers, connecting with fellow professionals, visiting exhibitions and participating in over 30 educational workshops.

EVENT SPECIFIC REACH

- 56,000 alumni
- 24,000 email subscribers through multiple email campaigns
- 10,000 current students
- 8,000 National Association of Social Workers Massachusetts Chapter members
- 6,400 Facebook network through integrated social media and fundraising
- 3,000 YAR past attendees through direct mail brochure
- 1,800 Twitter followers through integrated social media and fundraising
- 1,500 current faculty and staff
- Approx. 800 annual event attendees











AVAILABLE YOUTH AT RISK SPONSORSHIPS

SPONSOR RECEIVES:	FEATURE \$10,000	PRESIDENTIAL \$5,000	BENEFACTOR \$1,000	EXHIBITOR \$200
MARKETING BENEFITS	, , , , , ,			
Company logo on exterior banners at the university and possibly throughout north shore cities	X			
Company name/logo on all email campaigns advertising the events, sent to over 21,000	Logo	Logo	Name	Name
Company name/logo on direct mail sent to 3,000	Logo	Logo	Name	
Company name included in all press releases	Х			
Company name/logo displayed on registration confirmations (minimum 800 distributed)	Logo	Logo	Name	
Company name/logo on all advertising associated with the events, including emails, posters, social media posts, signage, and banners	X	X		
Company name/logo with a link at salemstate.edu/yar	Logo	Logo	Name	Name
EVENT BENEFITS				
Exhibit table at conference exposition	X	X	X	X
Opportunity for 15 second commercial to air or company representative to speak prior to the keynote speaker	X			
Corporate banner displayed in areas of high visibility (sponsor to provide banner)	X	Χ		
Acknowledgement/advertisement in conference programs (minimum of 800 distributed)	1 page color	½ page	1/4 page	Listing
Company name on sponsor banner displayed at venues	Logo	Logo	Logo	
Opportunity to include information, goods, or another promotional item in the gift bag given to all attendees	Χ	X	X	X
Number of complimentary registrations	4	2	1	
Invitation for company representatives to attend the leadership breakfast	X	х	х	



CROSBY SOCIETY

The Crosby Society is a membership of loyal alumni and friends of the university who have chosen to include Salem State in their estate plan to help provide for the next generation of Vikings and inspire others to leave their mark on Salem State, the North Shore and beyond!

ANNUAL BREAKFAST IN NAPLES, FL

The annual Crosby Society event held in Naples, Florida provides a unique opportunity to support the Salem State Foundation, while reaching hundreds living and working in the greater Naples region.

EVENT SPECIFIC REACH

- 2,500 alumni and friends in the greater Boston and great Naples regions
- 1,000 email subscribers through multiple email campaigns
- 6,400 Facebook followers

ALUMNI WEEKEND LUNCH AND CAMPUS TOUR

EVENT DETAILS

Members of the prestigious Crosby Society are cordially invited to an exclusive tour of campus followed by a private luncheon at Salem's famous Bertini's restaurant. Those wishing to learn more about the Crosby Society are also welcome to attend. Crosby Society members are alumni and friends who have included Salem State University in their estate plans.

EVENT SPECIFIC REACH

- 60,000 alumni and friends in the greater Boston and greater Naples regions through direct mail
- 20,000 email subscribers through multiple email campaigns
- 6,400 Facebook followers









AVAILABLE CROSBY SOCIETY SPONSORSHIPS

SPONSOR RECEIVES:	BREAKFAST SPONSOR: \$1,000	TOUR & LUNCH SPONSOR: \$1,000
MARKETING BENEFITS		
Logo displayed on Florida event brochure mailed to 2,500	Х	
Logo displayed on Alumni Weekend event brochure mailed to 60,000		Х
Logo and link on all email campaigns advertising the event each sent to 1,000	X	Х
Name included on all social media post associated with the event	X	Х
Logo and link on event webpage at salemstate.edu/alumni	X	Х
EVENT BENEFITS		
Exhibit table at event	X	Х
Logo displayed on video screen	X	Х
Opportunity to include information or promotional item to each attendee	Х	Х









ALUMNI ASSOCIATION GLOBAL DAY OF SERVICE

EVENT DETAILS

Salem State University is dedicated to ensuring our students and alumni understand the importance of community involvement and each year, during Alumni Weekend, students and alumni around the world join together to participate in a global day of service. This day is designed to strengthen our greater community - locally, nationally, and globally - through a variety of volunteer activities. All Vikings, past and present, are encouraged to perform an act of service wherever they may be and share it on social media. Working together in generosity, we show exactly "what a difference a day makes!"

As a sponsor of the Global Day of Service you will have the opportunity to align your brand and services with a public demonstration of social responsibility, while building your brand with the public. This event is expected to draw mass participation from individuals across Massachusetts, the nation, and the world.



- 56,000 alumni through direct mail brochure
- 21,000 email subscribers
- 6,400 Facebook followers
- 1,800 Twitter followers
- 1,500 current faculty and staff



VOLUNTEERING IS CONTACIOUS VISS IT OF PASS I



SPONSOR RECEIVES:

MARKETING BENEFITS

Company logo displayed on alumni weekend brochure mailed to 56,000

Company name included in all press releases

Company banner on all email campaigns advertising the event

Company name/logo on all advertising associated with the event, including posters, social media posts, signage, and banners Company name/logo with a link on the event webpage at salemstate.edu

EVENT BENEFITS

Logo included on banner displayed in areas of high visibility during multiple service activities.



POMP: PARTY ON MCKEOWN PLAZA

EVENT DETAILS

Held annually during Alumni Weekend, this event welcomes nearly 400 alumni and friends to celebrate under the stars. This year the celebration will include reunion tents, lawn games, food trucks, beer, wine, and live entertainment by the multi-award winning New England band, the *Lisa Love Experience*. Public and families are welcome.



EVENT SPECIFIC REACH

- 60,000 through direct mail brochure
- 21,000 email subscribers through multiple email campaigns
- 10,000 current students
- 6,400 Facebook network through integrated social media
- 1,5800 Twitter followers through integrated social media
- 1,500 current faculty and staff
- 400 event attendees











AVAILABLE PARTY ON MCKEOWN PLAZA SPONSORSHIPS

SPONSOR RECEIVES:	SIGNATURE SPONSOR: \$2,500	TENT SPONSOR: \$1,000
MARKETING BENEFITS		
Company logo/name displayed on alumni weekend brochure mailed to 60,000	Logo	Name
Tent naming rights (i.e. "Visit the Nursing Alumni sponsored by XX Company)		Χ
Company name included in all press releases	X	
Company logo and link on all email campaigns advertising the event sent to over 20,000	X	
Company logo/name on all advertising associated with the event, including posters, social media posts, signage, and banners	Logo	Name
Company name with a link on the event webpage at salemstate.edu	Name	Name
Company logo displayed on ticket inserts (minimum 200 distributed)	X	
EVENT BENEFITS		
Opportunity for company representative to speak (2 minutes) during program	X	
Exhibit table/tent at event	Х	
Corporate banner displayed in areas of high visibility	Х	
Number of complimentary tickets	10	2
Company name/logo displayed on event program (minimum of 400 distributed)	Logo	Name



CONTACT

Taylor S. Dunn Associate Director, Advancement Events & Sponsorships 978.542.7560

tdunn@salemstate.edu

Benefits of each sponsorship package will be appropriately valued and the remaining portion will be tax deductible. All sponsorships will be sent directly to the Salem State Foundation and funds will be distributed appropriately thereafter.