



The Corporate Membership & Sponsorship Program

Presented by

The Cumberland University Alumni Association

Membership Information

The Alumni Association has designed a Corporate Membership program to give companies the exclusive opportunity to help support Cumberland University. Through joining, corporate sponsors will receive valuable marketing exposure. Your membership helps your company build relationships and interact with our alumni and friends through events and communications including mailings, emails, print and digital publications, and social media. Through your organization's support, you will be able to directly impact the visibility of your company both locally and globally. Corporate memberships with the Cumberland University Alumni Association reach thousands of CU alumni, friends, and fans. A portion of sponsorship levels 1,2, and 3 are tax-deductible. Level 4 is non-tax deductible.

Building Relationships

- Benefit your organization or business through building relationships with CU alumni and friends
- Give your business a competitive advantage by standing out amongst other companies
- Increase your company's exposure
- Get your product or service in front of our members and supporters
- Enjoy the benefit of a tax-deductible gift for your company

Opportunities

- Marketing opportunities at CU events like Homecoming and Party on the Patio
- Advertising in Phoenix Rising, on Cumberland's website, blast emails, digital signage and various program guides and bulletins
- Use of the Catron Alumni House for business functions (based upon availability and COVID-19)
- Endorsed business of the Cumberland University Alumni Association→ Multiple companies within industries may be represented.
- Cumberland web links from Cumberland.edu
- Visibility at Alumni events→ presentations, business cards, giveaways
- Tax-deductible marketing opportunity which develops co-branded credibility for your business

By the Numbers (FY 2019-2020)

Gain access to and get in front of students, alumni, faculty, staff, community members, and CU supporters across various platforms including online.

- 6.1 million impressions across all platforms for content
- 288,706 new website users
- 16% increase in website traffic from FY 2018-2019
- Nearly 3,000 new followers across all social media platforms
- Top Cities: Nashville, Lebanon, Chicago, Mt. Juliet, and Murfreesboro
- Top States: Tennessee, Illinois, Georgia, Kentucky, and California

**The Cumberland University Alumni Association reserves the right to deny any business a corporate membership that we deem inappropriate for endorsement. The CU Alumni Association also reserves the right to limit the number of businesses to a specific corporate membership level in a specific industry.*

For more information, please contact Courtney Vick in the Alumni Office at cvick@cumberland.edu or 615-547-1332.

Corporate Membership Levels

Level 1 - Platinum Level (\$5,000)

Tax deductible eligibility of \$2,875

Membership Benefits:

- Two blast emails to the alumni database (**Valued at \$1,000**)
- 1-page display ad in Phoenix Rising (member-supplied artwork, one ad per year) - digital and mailing (**Valued at \$1,000**)
- Corporate Spotlight display ad on CU Advancement & Alumni's social media pages (member-supplied artwork, one ad per year); includes Instagram, Facebook, LinkedIn, and Twitter
- Link and image/logo display on CU Alumni homepage
- Advertisement on digital displays at events
- Brochure materials in display kiosk at the Catron Alumni Center (member supplied)
- May provide giveaways for home athletic game days
- Invitations to special events
- Use of the Catron Alumni House for business functions (based upon availability and COVID-19)
- CU Discounts (Pride Shop, Athletics, etc.)
- CU Swag Bag (**Valued at \$125**)
- Opportunities for job and internship recruitment and access to Director of Career Services for additional support

Level 2 - Gold Level (\$2,500)

Tax deductible eligibility of \$1,400

Membership Benefits:

- One blast email to the alumni database (**Valued at \$500**)
- 1/2-page display ad in Phoenix Rising (member-supplied artwork, one ad per year) - digital and mailing (**Valued at \$500**)
- Corporate Spotlight display ad on CU Advancement & Alumni's social media pages (member-supplied artwork, one ad per year); includes Instagram, Facebook, LinkedIn, and Twitter
- Link and image/logo display on CU Alumni homepage
- Advertisement on digital displays at events
- Brochure materials in display kiosk at the Catron Alumni House (member supplied)
- May provide giveaways for home athletic game days
- Invitations to special events
- Use of the Catron Alumni House for business functions (based upon availability and COVID-19)
- CU Discounts (Pride Shop, Athletics, etc.)
- CU Swag Bag (**Valued at \$100**)

Corporate Membership Levels Continued

Level 3 - Silver Level (\$1,000)

Tax deductible eligibility of \$675

Membership Benefits:

- 1/4-page display ad in Phoenix Rising (member-supplied artwork, one ad per year) - digital and mailing (**Valued at \$250**)
- Corporate Spotlight display ad on CU Advancement & Alumni's social media pages (member-supplied artwork, one ad per year); includes Instagram, Facebook, LinkedIn, and Twitter
- Link and image/logo display on CU Alumni homepage
- Advertisement on digital displays at events
- Brochure materials in display kiosk at the Catron Alumni House (member supplied)
- May provide giveaways for home athletic game days
- Invitations to special events
- Use of the Catron Alumni House for business functions (based upon availability and COVID-19)
- CU Discounts (Pride Shop, Athletics, etc.)
- CU Swag Bag (**Valued at \$75**)

Level 4 - Bronze Level (\$500)

Non-tax deductible

Membership Benefits:

- Corporate Spotlight display ad on CU Advancement & Alumni's social media pages (member-supplied artwork, one ad per year); includes Instagram, Facebook, LinkedIn, and Twitter
- Link and image/logo display on CU Alumni homepage
- Advertisement on digital displays at events
- Brochure materials in display kiosk at the Catron Alumni House (member supplied)
- May provide giveaways for home athletic game days
- Invitations to special events
- Use of the Catron Alumni House for business functions (based upon availability and COVID-19)
- CU Discounts (Pride Shop, Athletics, etc.)

The Alumni Association would be thrilled to work with you and your company to determine which of the sponsorships listed above or any other partnerships would work for you and benefit you as well as meet the needs of our alumni and friends!

If there is a specific program, department, or area of campus you would like your sponsorship to benefit, please let us know and we can meet your requested designation.

We look forward to partnering with you and welcoming you into Cumberland University's Corporate Membership & Sponsorship Program.

To participate at any corporate level, please contact:

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