



SPONSORSHIP OPPORTUNITIES

Join us for the **Top Dog Alumni Awards**, an inspiring annual event that recognizes and celebrates the accomplishments of Fresno State alumni who embrace the Bulldog spirit and have made significant contributions to their profession, the University and the community. This year, we will celebrate the **Top Dog Alumni Awards** with an in-person event on **October 24, 2024** at the Lynda and Stewart Resnick Student Union at Fresno State, in addition to a thirty minute special broadcast televised on **ABC 30 at 6:30 p.m. (PDT) on Sunday, November 10, 2024.**

Audience Reach:

This is your opportunity to collaborate with us and gain visibility as a Fresno State partner. In previous years, over 14,600 viewers watched the Top Dog Alumni Awards. This year, Top Dog honorees will also be recognized through a radio partnership reaching 5 counties and over 433,000 listeners a month.

SPONSORSHIP LEVELS AND BENEFITS:

Presenting Sponsor

\$15,000

- Logo and verbal recognition as a presenting sponsor in the ABC 30 televised program
- Audio recognition as a presenting sponsor in all iHeartMedia interviews.
- Logo as a presenting sponsor in all pre-promotion spots on ABC 30:
 - 12 promotional messages (:30 seconds each)
 - 20 promotional messages (:15 seconds each)
- Logo as the presenting sponsor in pre-promotion social media posts:
 - Two promotional social media posts on ABC 30's Facebook page (840,000 followers)
 - Two promotional social media posts thanking the Presenting Sponsor on the FSAA Facebook page and linking to their page (8,892 followers)
- Logo in Fresno State Magazine, which has a print and digital circulation of over 120,000 alumni and friends.
- Recognition as the presenting sponsor in promotional materials, including:
 - Fresno State Alumni and Community E-Newsletter, which reaches over 120,000 alumni and friends
 - Campus News, the weekly e-newsletter distributed to Fresno State staff and faculty (more than 3,500 subscribers)
- Logo on Top Dog Alumni Awards digital invitation, which reaches over 120,000 Fresno State alumni and friends, and will be distributed twice
- Logo on the event website
- Ten (10) tickets to the in-person Top Dog Alumni Award Celebration on October 24, 2024

Visionary Sponsor

\$10,000

- Logo in the televised program
- Logo in Fresno State Magazine, which has a print and digital circulation of over 120,000 alumni and friends
- Link and logo on the Top Dog Alumni Awards website
- One promotional social media post on the FSAA Facebook Page (8.9k followers) thanking the Visionary Sponsors and linking to their page(s)
- Eight (8) tickets to the in-person Top Dog Alumni Award Celebration on October 24, 2024

Champion Sponsor

\$5,000

- Name listing in the televised program credits at the end of the program
- Name listing in Fresno State Magazine, which has a print and digital circulation of over 120,000 alumni and friends
- Name listing on the Top Dog Alumni Awards website
- One promotional social media post on the FSAA Facebook Page (8.9k followers) thanking the Champion Sponsors and linking to their page(s).
- Six (6) tickets to the in-person Top Dog Alumni Award Celebration on October 24, 2024

Support Sponsor

\$2,500

- Name listing in the televised program credits at the end of the program
- Name listing on the Top Dog Alumni Awards website
- One promotional social media post on the FSAA Facebook Page (8.9k followers) thanking the Support Sponsors and linking to their page(s)
- Four (4) tickets to the in-person Top Dog Alumni Award Celebration on October 24, 2024

Partner Sponsor

\$1,250

- Name listing in the televised program credits at the end of the program
- Name listing on the Top Dog Alumni Awards website
- Two (2) tickets to the in-person Top Dog Alumni Award Celebration on October 24, 2024

Questions: Peter Robertson
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