



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's **Top Dog Alumni Awards** is a one-hour special broadcast, televised on ABC 30 at **7:00 p.m. (PDT) on Sunday, May 1, 2022**.

Broadcast Viewership:

This is your opportunity to collaborate with us and gain visibility as a Fresno State partner. Last year, 22,788 households watched the Top Dog Alumni Awards – reaching more than 32,000 people.

SPONSORSHIP LEVELS AND BENEFITS:

Presenting Sponsor

\$15,000

- Logo and verbal recognition as a presenting sponsor in the ABC 30 televised program
- Logo as a presenting sponsor in all pre-promotion spots on ABC 30:
 - 30 promotional messages (:30 seconds each)
 - 30 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 (818,719 followers)
 - Two promotional social media posts thanking the Presenting Sponsor on the FSAA Facebook page and linking to their page (8,433 followers)
- Logo in Fresno State Magazine, which has a print and digital circulation of 82,000 households
- Logo as the presenting sponsor in promotional materials, including:
 - Fresno State Alumni and Friends E-Newsletter, which reaches more than 106,298 alumni and friends
 - Campus News, the weekly e-newsletter distributed to Fresno State staff and faculty (more than 3,276 subscribers)
- Logo on Top Dog Alumni Awards digital invitation, which reaches more than 106,298 Fresno State alumni and friends, and will be distributed twice
- Logo on the event website
- Four tickets to the in-person Top Dog Alumni Award Celebration on April 30, 2022

Visionary Sponsor

\$10,000

- Logo in the televised program
- Logo in Fresno State Magazine, which has a print and digital circulation of 82,000 households
- Link and logo on the Top Dog Alumni Awards website
- One promotional social media post thanking the visionaries on the FSAA Facebook Page, with links to their page(s) (8,433 followers)
- Four tickets to the in-person Top Dog Alumni Award Celebration on April 30, 2022

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 82,000 households
- Name listing on the Top Dog Alumni Awards website
- One promotional social media post thanking the champions on the FSAA Facebook Page, with links to their page(s) (8,433 followers)
- Two tickets to the in-person Top Dog Alumni Award Celebration on April 30, 2022

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 thanking the supporters on the FSAA Facebook Page, with links to their page(s) (8,433 followers)
- Two tickets to the in-person Top Dog Alumni Award Celebration on April 30, 2022

Partner Sponsor

\$1,000

- Name listing in the televised program credits at the end of the program
- Name listing on the Top Dog Alumni Awards website

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