

THE UNIVERSITY OF SOUTH CAROLINA
ALUMNI ASSOCIATION PRESENTS

GAMECOCK GALA

WITH A

Party at the P.A.C.

SPONSORSHIP GUIDE



USC
Alumni

ABOUT US

The University of South Carolina Alumni Association proudly serves over 310,000 Gamecock alumni. We strive to ensure a lifelong connection with the University of South Carolina for all students, alumni and Gamecock friends. After all, you are a student for a short time and a Gamecock for a lifetime.



PARTNERING WITH US

Your generous support of the USC Alumni Association enables us to execute programming and events for our alumni and fund more than 230 scholarships to deserving students. Partnering with the USC Alumni Association provides your business with positive marketing value and brand reach while making an impact on current and future Gamecocks.



USC Alumni



OUR REACH

\$230k

Total amount of yearly scholarships made possible by donations and event sponsorships.

158k+

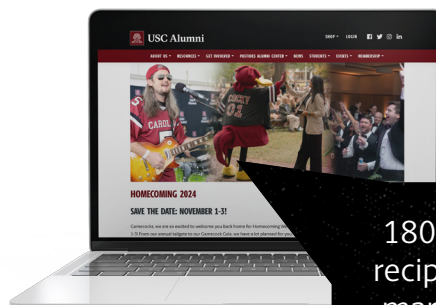
Estimated impressions of 2023 emails with Gamecock Gala event information.

18,600

Estimated impressions of social media posts about Gamecock Gala and related Homecoming events.

ACTIVATION OPPORTUNITIES

We provide a variety of opportunities for your business to be in front of our audience. Sponsorship can include engagement through signage, logo placement and in-person interaction at our events. You will also receive valuable recognition in targeted email and digital communications.



180,000+ current recipients of email marketing efforts



47,000+ combined social media followers



Horseshoe Sponsor

\$10,000

Event experiences

- 2 VIP tables (10 tickets) at the Gamecock Gala on Friday, November 1
- 15 tickets to the Homecoming Tailgate Party in Gamecock Park on Saturday, November 2

Vendor table opportunities

- Vendor table at the Homecoming Tailgate Party to interact with USC Alumni (vs. Texas A&M Aggies, 450+ attendees anticipated)

Brand recognition opportunities

- Logo recognition on the website with over 10,000 visits per month and via USC Alumni social media outlets with an audience of approximately 35,000 across platforms
- Logo recognition in the Gamecock Gala printed programs, distributed to over 300 alumni
- Logo on digital displays at the Pastides Alumni Center throughout Homecoming Weekend, visible to over 500 alumni and community members



Forever To Thee Sponsor

\$5,000

- 1 VIP table (10 tickets) at the Gamecock Gala on Friday, November 1
- 10 tickets to the Homecoming Tailgate Party in Gamecock Park on Saturday, November 2
- Name recognition on the website with over 10,000 visits per month and via USC Alumni social media outlets with an audience of approximately 35,000 across platforms
- Name recognition in the Gamecock Gala printed programs, distributed to over 300 alumni
- Name recognition on digital displays at the Pastides Alumni Center throughout Homecoming Weekend, visible to over 500 alumni and community members

Gamecock Sponsor

\$2,500

- 4 tickets to the Gamecock Gala on Friday, November 1
- 5 tickets to the Homecoming Tailgate Party in Gamecock Park on Saturday, November 2
- Name recognition on the website with over 10,000 visits per month
- Name recognition in the Gamecock Gala printed programs, distributed to over 300 alumni
- Name on digital displays at the Pastides Alumni Center throughout Homecoming Weekend, visible to over 500 alumni and community members



Carolina Sponsor

\$1,000

- 2 tickets to the Gamecock Gala on Friday, November 1
- Name recognition on the website with over 10,000 visits per month
- Name recognition in the Gamecock Gala printed programs, distributed to over 300 alumni
- Name on digital displays at the Pastides Alumni Center throughout Homecoming Weekend, visible to over 500 alumni and community members

VIP Table

\$2,500

Our VIP Tables seat 10 and include front-of-the-house seating, special gift, reserved parking and a cocktail party before the event begins.

**Contact Laura Bundrick, Assistant Vice President of
Development and Membership Services**

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