



CALS PARTNERSHIP PROGRAM

2017-2018 GIVING MENU

Partnership Tier

CALS Event or Activity (Annual Impressions Estimate)

- Additional Details on target audience and partner benefits

Master \$20,000+

CALS Ambassador Program (40 premier students and 100,000 impressions)

- Target Audience: Premier group of 40 CALS student leaders
- Brand exposure throughout the year
- Ambassadors are located in Gainesville, Plant City, Milton and Apopka
- Recruitment and training connections
 - Invitation to attend CALS Ambassador training sessions (occurs in August)
 - Logo placement in training materials
- Logo placement on shirts and other uniform items worn at hundreds of events annually

Teaching Enhancement Symposium (220 faculty impressions)

- Target Audience: CALS teaching faculty
- Occurs in August
- Recognition at the event
- Invitation to attend with opportunity for workshop presentation and/or tabletop display

Senior \$15,000+

CALS Leadership Institute (30 student leaders)

- Target Audience: High-achieving student leaders
- Brand exposure throughout the year
- Recruitment and mentorship opportunities



Senior \$15,000+ (continued)

Student travel grants to professional conferences (impressions vary)

- Target Audience: High achieving students
- Corporate brand exposure through logo placement on a travel item
- Recruitment opportunities

Logo on Premium Giveaways (professional items, i.e. pad-folios) (300 student impressions)

- Brand exposure throughout the year

Junior \$10,000+

Social Media Recognition (14,000 impressions)

- Target Audience: Alumni, friends, faculty and students
- Brand exposure throughout the year
- Logo with link to company website included on social media sites and in weekly CALS student update email

CALS Scholarship and Leadership Awards Banquet (300 impressions)

- Target Audience: Faculty, alumni, friends and students
- Occurs in April
- Complimentary registration
- Recognition at the event

Logo on Student Giveaways (t-shirts, etc.) (250 impressions)

- Brand exposure throughout the year

Gator Encounter (650 impressions)

- Target Audience: Prospective UF students
- Occurs in April
- Recognition at the event



Sophomore \$5,000+

TailGATOR (1,000 impressions)

- Target Audience: Alumni, students, friends and faculty
- Occurs in fall semester
- Complimentary corporate booth space
- Recognition at the event

Student Professional Development Events (350 impressions)

- Target Audience: Current and prospective students
- Ongoing throughout the year
- Opportunities for company and/or recruitment presentations
- Recognition at the events

CALS Career Expo (350 impressions)

- Target Audience: Current students seeking employment/internships
- Occurs in February
- Complimentary corporate registration at expo
- Invited to cocktail social the evening prior to network with CALS faculty

CALS Kick-Off (500 impressions)

- Target Audience: CALS student leaders, new CALS students, student organizations
- Occurs in September
- Complimentary corporate booth space
- Recognition at the event



Freshman \$1,000+

CALS Connection Mail-out and Online Newsletter (60,000 impressions)

- Target Audience: Alumni, friends, faculty and students
- Occurs twice a year
- Logo placement in the newsletter

Alumni E-mail Correspondence (60,000 impressions)

- Target Audience: Alumni
- Ongoing throughout the year
- Logo placement in e-mail correspondence

Statewide CALS Gator Gatherings (300 impressions)

- Target Audience: Alumni, prospective and admitted students
- Ongoing throughout the year
- Recognition at the event

Sunbelt Ag Expo Dessert Social (10,000 impressions)

- Target Audience: Alumni, current and prospective students, faculty and industry leaders
- Occurs in October
- Recognition at collegiate dessert social
- Recognition on banner displayed in the University of Florida building for the expo's entirety

Banner Recognition (impressions vary)

- For partnership participants who provide support and logo by July 1, the company's logo is added to a banner that is displayed at all college-wide student events from August until the following May.



I would like to partner with the
College of Agricultural and Life Sciences
through support
of the **CALS Partnership Program** with...

a One-Time Gift of:

- \$20,000 \$15,000 \$10,000
 \$5,000 \$1,000

an Annual Pledge of:

- \$20,000 \$15,000 \$10,000
 \$5,000 \$1,000
- I pledge to make this gift for ___ years
 Enclosed is my gift for 2017
 Future gifts will be made on or before July 1

Partnership recognition is determined based on annual gift amount and provided each year gift is received.

Make checks payable to UF Foundation, Inc.

For gift options, such as credit card, please contact UF/IFAS Advancement at 352.392.1975

Please record this gift as follows:

Organization Name: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Signature: _____ Date: _____

For more information please contact:

Taylor Wood
Asst. Director of Development
352.392.5427
tlwood@ufl.edu

Please mail this form and gift to:

UF/IFAS Advancement
PO Box 110170
Gainesville, FL 32611-0170