We believe partnerships enrich the Jayhawk experience

KU Alumni Association Partnership Opportunities
The KU Alumni Association is a trusted, strategic partner in advancing the mission of the University of Kansas by uniting a global network of Jayhawks and increasing the value of KU degrees. As a partner, you would be aligning your business with an innovative organization that serves students, fans and more than 350,000 Jayhawks worldwide.

Today, Jayhawks are leading the way in the fields of business, journalism, engineering, architecture, education and more. Our alumni provide global influence for innovation, research and leadership across all industries.

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Expand your reach
WITH THE POWER OF THE JAYHAWK NETWORK
**KU Alumni Profile**

Discover how your organization can connect with the powerful global network of Jayhawks through customized, creative opportunities that are tailored to help achieve your marketing objectives.

**Alumni Networks**
- National Networks: 74
- International Networks: 27
- Kansas Networks: 23
- Kansas Alumni: 186,000+
- Greater Kansas City area: 94,000+
- Wichita: 11,000+

**Alumni Age**
- 20-24 - 3%
- 25-29 - 8%
- 30-34 - 10%
- 35-39 - 10%
- 40-44 - 9%
- 45-49 - 10%
- 50-59 - 18%
- 60-69 - 18%
- 70-79 - 9%
- 80+ - 5%

**KU Alumni**
- Number of living alumni: 358,000+
- Number of Association members: 44,000+
- Number of Presidents Club members: 700+

**Gender**
- Female: 50%
- Male: 50%

**Alumni Education**
- School/College:
  - Architecture/Design: 4%
  - Business: 11%
  - College of Liberal Arts & Sciences: 36%
  - Education: 12%
  - Engineering: 8%
  - Health Professions: 4%
- Journalism: 6%
- Law: 3%
- Medicine: 6%
- Music: 2%
- Nursing: 3%
- Pharmacy: 2%
- Social Welfare: 3%

**Household Income**
- Under $30,000 - 18%
- $30,000-$39,999 - 11%
- $40,000-$49,999 - 6%
- $50,000-$74,999 - 17%
- $75,000-$99,999 - 15%
- $100,000-$124,999 - 10%
- $125,000+ - 23%

**Presidents Club Donor Age**
- 30-39 - 9%
- 40-49 - 15%
- 50-59 - 25%
- 60-69 - 29%
- 70-79 - 14%
- 80+ - 8%

**Presidents Club Household Income**
- $30,000-$49,000 - 5%
- $50,000-$74,000 - 11%
- $75,000-$99,000 - 11%
- $100,000-$124,999 - 13%
- $125,000+ - 58%

Data source: KU Alumni Association and KU Endowment database
The KU Student Alumni Network (SAN) is the largest student organization on campus and the largest student alumni group in the Big 12.

From students’ first day on the Hill to their last day of walking through the Campanile at commencement, we’ve got them covered with events and programs designed to help them make the most of their KU experience and begin a successful career.

SAN collaborates with more than 30 campus partners, including Campus Career Centers, Student Affairs and the Office of Multicultural Affairs.

### DEMOGRAPHICS:

#### Student Alumni

- **78/22 ratio**
  undergraduates/graduate & non-full time student
- **53/47 ratio**
  Kansas natives/out-of-state students
- **14%** are non-traditional undergraduate students

#### SAN Member Age:

18-24

**Data source:** KU Alumni Association and KU Endowment database

### School/College

- CLAS: 36%
- Business: 11%
- Education: 12%
- Social Welfare: 3%
- Engineering: 8%
- Architecture/Design: 4%
- Music: 2%
- Nursing: 3%
- Pharmacy: 2%
- Law: 3%
- Journalism: 6%
- Medicine: 6%
- Health Professions: 4%
- Engineering: 8%
- Education: 12%
- CLAS: 36%

### SAN Membership Growth

Membership in the organization is **5x** greater than what it was in 2016.

8000 Members – 2020 Goal!

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ALUMNI

Expand your reach to alumni through diverse digital and print communications and events and programs.
Kansas Alumni magazine

Print magazine

Kansas Alumni magazine shares stories of the University of Kansas with alumni who care deeply about the achievements and challenges of their alma mater and their fellow Jayhawks. The magazine supports the University’s mission of teaching, research and public service by informing and educating alumni and by strengthening their connection to KU, reminding them that they remain part of the Jayhawk family, no matter where they live or how long ago they left the Hill.

In addition to Class Notes, where alumni turn first to read the latest personal and professional news about fellow Jayhawks, Kansas Alumni offers KU news and features, alumni profiles, glimpses of the lighter side of campus life, and stories that evoke readers’ memories of traditions, campus landmarks and other KU highlights that unite all alumni. Readers have come to rely on the magazine’s honesty, humor and distinctly KU voice.

SURVEY RESULTS

• In a 2018 survey, Kansas Alumni readers ranked the magazine as the #1 benefit of membership—far outdistancing all other benefits.
• 85% read Kansas Alumni always or often.
• Readers spend an average of 59 minutes reading every copy, and many share their magazines.
• Average readers per copy: 1.7
• Most-read section of the magazine: Class Notes
• Distribution: 28,000 households

Digital magazine

Kansas Alumni magazine has gone digital! This new platform is accessible to all alumni, friends, fans and donors across the globe, allowing for unique opportunities to reach your target audience through advertising and series sponsorships.

Since the Aug. 1 launch, the new website has had...
• 10,300 website page views
• 2:01 average time spent per visit
• 1.38 average pages per visit
• 58% of readers view the online magazine on their mobile phone
• 34% on desktop
• 8% on tablet

Data source: 2018 KU Alumni Association research conducted by EAI Research; digital magazine, Google Analytics
- **Website Advertising**

  **Yearly Overview**
  - Website Page Views: **621,000**
  - Website Sessions: **487,000**

- **Email Marketing**

  Banner advertising opportunities are available in a variety of email products.

  **Yearly Overview**
  - Email Jobs Sent: **2,500**
  - Total Emails Delivered: **2.5 million**
  - Median Open Rate: **50%**
  - Median Click Rate: **2%**

- **Advertising Opportunities**

  Tailor and segment your audience to meet your objective.

  **MEMBER E-NEWS**
  Monthly newsletter distributed to all members with the latest news from the Hill and unique Jayhawk stories. Approx. 30,000 recipients per email.
  - Email banner ad: **570 x 85 px**

  **NETWORK NEWSLETTERS**
  Monthly newsletters sent to our 13 most active national networks with updates, news and local events.
  - Email banner ad: **570 x 85 px**

  **SPECIAL OFFER EMAIL**
  Monthly email distributed to all members and non-members with five to seven special offers from our partners. Approx. 125,000 recipients per email.
  - Square image: **125 x 125 px**
  - Headline
  - Promotional copy: Approx. 70 words of text
  - Dedicated link to your designated page

- **Mobile Advertising**

  **Stats**
  - **35,000+** app downloads
  - **46%** have push notifications turned on
  - Average user time: **2:05**

- **“Powered By” Designation**

  Receive the exclusive “Powered By” designation for the KU Alumni Association mobile app. Unlock your opportunity to get in touch with more than 35,000 students and alumni who already have the app in the palm of their hands.

  Also includes a dedicated app title and push notifications.

- **Website advertising**

  **Website digital dimensions**
  - Home-page slider
    - 1000 x 400 px
    - Two week runtime in a five slide rotation
  - Sidebar ad
    - 200 x 250 px
    - Multiple page options available

- **Social Media Engagement**

  - **Facebook:** **15,000+**
  - **Twitter:** **15,300+**
  - **LinkedIn Group:** **23,800+**
  - **Instagram:** **7,900+**

Data source: Google Analytics
Jayhawk Career Network

The Jayhawk Career Network gives students and alumni access to career resources, jobs, events, programming and connections at every stage of their career.

The Value of your Partnership
As a partner you will experience the power of the Jayhawk network, while advancing your company’s influence through hiring and marketing objectives. Our partnerships help the KU Alumni Association develop programs, stories, connections and career advancement opportunities for alumni and students.

How can your company benefit from being a corporate partner of the Jayhawk Career Network (JCN)?

Networking & Connections: Opportunity to network and connect with an engaged student audience on campus, as well as more than 350,000 Jayhawk alumni worldwide
Career Events: Participate in a wide range of career-related events
Top KU Talent: Recruit the best and brightest to your company with the JCN connection
Access: Access to professionals globally through KU Mentoring

Engagement opportunities

$5,000

- Featured section in JCN Water Cooler Career Newsletter
- Opportunity to provide up to four pieces of career-focused content, accessible through JCN landing page and to be used as digital JCN assets
- Company recognition on JCN webpage, with logo and three links
- One full-page ad in Kansas Alumni magazine
- Overall JCN corporate partner recognition in Kansas Alumni digital magazine ad

$3,000

- Featured section in JCN Water Cooler Newsletter
- Opportunity to provide [up to] two pieces of career focused content, accessible through JCN landing page and to be used as digital JCN assets
- Company recognition on JCN webpage, with logo and two links
- One half-page ad in Kansas Alumni magazine

$1,000

- Company recognition on JCN webpage with logo and link

“KU helped my career take flight—and there is no doubt that I still highly value and lean on my KU network. I think the Jayhawk Career Network can replicate and expand upon my fortunate experience for lots of current and future Jayhawks. I’m pleased to lend a hand in its success. Rock Chalk!”
— Brad Garlinghouse, c’94, CEO of Ripple and donor to the Jayhawk Career Network
Events and Programs

The KU Alumni Association offers a wide variety of networking events and programs, including career-focused, athletics and community-service activities.

Rock Chalk Ball

Since 1996, the Rock Chalk Ball has been the premier KU Alumni Association event in Kansas City. Proceeds from the Ball support the Association’s alumni and student programs, including the Jayhawk Career Network and Student Alumni Network. These programs connect students and alumni through KU Mentoring, professional networking events and continuing education programs.

The Association offers the opportunity for corporate partners to create a memorable Kansas City experience. We create customized packages designed to meet your company goals and objectives and help the Association present an extraordinary evening to advance the University of Kansas.

A variety of corporate partnership levels are available for companies to connect with Kansas City area Jayhawks.

Number of attendees: **700-900+**  
Frequency: **Spring annual**

Jayhawk Roundup

A tradition since 2003, the Jayhawk Roundup has been the premier KU Alumni Association event in Wichita. Acclaimed for its entertaining themes, the Roundup features great barbecue and Jayhawk camaraderie in a casual atmosphere. Proceeds from the event support the Association’s alumni and student programs, including the Jayhawk Career Network and Student Alumni Network. These programs connect students and alumni through KU Mentoring, professional networking events and continuing education programs.

The Association offers the opportunity for corporate partners to create a memorable Wichita experience. We create customized packages designed to meet your company goals and objectives and help the Association present an extraordinary evening to advance the University of Kansas.

Number of attendees: **400+**  
Frequency: **Varies between spring and fall**

The Jayhawk Roundup features great barbecue and Jayhawk camaraderie in a casual atmosphere.
Events and Programs

Networks

The Jayhawk network extends well beyond the Hill. The KU Alumni Association offers alumni networks throughout the state, across the country and around the world opportunities to join together to enjoy KU camaraderie in one of the five event categories:

Crimson and Blue Views
These highly popular events unite alumni and friends to watch televised KU games with fellow Jayhawks around the world.

KU Cares
Jayhawks rally to volunteer their time and talents to give back to their communities.

Hawk Happenings
Bringing Jayhawks together to enjoy live sports and entertaining events.

Rock Chalk Connect
Jayhawks network with other professionals and exchange career tips through happy hours, breakfast gatherings and more.

Rock Chalk Cultivate
A series of events that gives alumni and friends opportunities to acquire or develop qualities or skills with—and sometimes from—fellow Jayhawks.

Events in each category include their own unique set of marketing assets, including digital and on-site activation. All event or category sponsorships are unique and offer the opportunity for custom event components, activation and a comprehensive marketing plan.

Kansas Networks

Greater Kansas City (KS & MO) 94,000
Lawrence 56,700
Topeka 10,200
Wichita 11,400

National Networks

Chicago 9,000
Dallas 7,000
Denver 8,400
Houston 3,400
Los Angeles 5,500
New York 4,500
Phoenix 3,500
San Francisco 3,600
St. Louis 6,500
Seattle 3,000
Twin Cities 3,000
Washington D.C. 5,000

74 active networks span the nation
Largest networks
### Events and Programs

**Presidents Club**

The KU Alumni Association hosts year-round events exclusively for our nearly 700 Presidents Club donors. These events help to steward current and prospective donors, whose support helps strengthen alumni programs and the University.

Events include:

- **Game Day at the Adams Tailgates**  
  *Number of attendees: 250+ per event*  
  *Frequency: 6 home football games per season*

- **Basketball Pregame Events**  
  *Number of attendees: 300+ per event*  
  *Frequency: 1-2 home basketball games per season*

- **Prairie Dunes Golf Tournament**  
  *Number of attendees: 120*  
  *Frequency: Summer annual*

### Homecoming

A tradition for more than 100 years, this annual festivity brings Jayhawks from across the nation back to the Hill for an unforgettable weekend. Activities begin one week before the Homecoming football game and include events for students and the community, including Homecoming Kickoff, Jayhawk Jingles and the annual Parade. We invite you to be a part of this annual tradition!

**Frequency: Fall annual**

Category exclusive sponsorship opportunities available.
Events and Programs

The KU Alumni Association offers an array of alumni events throughout the year, including reunion weekends, tailgates and 5Ks. This wide variety of activities and audiences offers your company the opportunity to choose an event or program that aligns with your objectives.

All event sponsorships are unique and offer the opportunity for custom event components and a comprehensive marketing plan.

**Gold Medal Reunion Weekend**
This weekend invites alumni back to campus on their 50th anniversary of graduation to partake in a variety of tours and lectures on campus while reminiscing about their days on the Hill.

*Number of attendees: 150+
Frequency: Spring annual*

**Jayhawk Book Club**
The KU Alumni Association has partnered with KU Libraries to create an online Jayhawk Book Club for alumni, students and friends so Jayhawks around the world can connect and discuss a variety of books throughout the year.

*Frequency: 3 books per year*

**Kansas Honor Scholars**
A KU tradition since 1971, this program recognizes outstanding academic achievements of Kansas high school seniors from all 105 Kansas counties who rank in the top 10% of their classes.

*Frequency: 14 fall receptions throughout the state of Kansas*

**Hawks and Highways**
Bringing the best of KU to Kansas communities, this annual campaign is presented in coordination with Kansas Athletics to showcase the University’s successes throughout all fields including KU Admissions, KU Libraries, professional schools and more.

*Frequency: 10-15 events per year*

**TGIT**
Hosted by the KU Alumni Association, TGIT is a happy hour style gathering open to all current and retired KU faculty and staff as a way to show our appreciation and support, as well as continue to develop and foster campus relationships.

*Frequency: 6 events per academic year*

**Postseason Basketball**
When March comes calling, we follow the KU men’s basketball team around the country, along with the nation’s best fan base, to bring pregame events and opportunities to interact and meet some of KU’s best alumni and fans. You can get in on the madness with a post-season basketball sponsorship.

*Frequency: Determined by NCAA Tournament qualifications and run*

**Vets Day 5K**
More than 500 runners and walkers gather on KU’s campus for a 5K in honor of all those who served and fought for our nation. The race occurs on the Sunday nearest Veterans Day and begins at David Booth Kansas Memorial Stadium, traveling through campus, passing KU’s six war memorials along the way. Proceeds from the event benefit the KU Military Affiliated Student Center, Student Veterans Association and the Veterans Alumni Network.

*Number of attendees: 400+
Frequency: Fall annual*
STUDENTS

Expand your reach to students to help them achieve academic success.
Grad Brunch

In honor of spring Commencement, SAN hosts a brunch for graduates at the Adams Alumni Center to celebrate their achievements as well as inform these soon-to-be alumni about network and membership opportunities after graduation.

Number of attendees: 300+

Big Jay’s Recess

A throwback to elementary school days, this event brings students together for an evening of fun and games during the spring semester.

Number of attendees: 300

Frequency: Spring annual

Mocktails & Mingle

An informal networking event, students are able to connect with alumni and employees in their fields of interest in a “happy hour” type setting.

Number of attendees: 40-50 per event

Frequency: Spring annual

Popular events for students include Home Football Fridays, Finals Dinners, and Commencement celebrations.

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Are you ready to expand your reach with the power of the Jayhawk network?

Contact the KU Alumni Association business development team today or visit kualumni.org/partnership-opportunities to complete an online interest form!

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