CELEBRATING ALUMNI SINCE 1886

JOHNS HOPKINS
ALUMNI ASSOCIATION
CELEBRATING ALUMNI SINCE 1886

Partnership Proposal
Why should your business partner with the Johns Hopkins Alumni Association? The answer is simple:

- increased visibility
- expanded market reach
- exclusive exposure to an elite, well-educated group
- access to a diverse academic and research community that includes 9,900 undergraduate and graduate students, 400+ faculty members and over 172,000 alumni

Only a select number of companies — those with missions that directly align with the core values of The Johns Hopkins University — can take advantage of this unique marketing opportunity.

Corporate sponsors, through their generous financial support of Johns Hopkins Alumni Association programs, will not only have access to an affluent and loyal community but will benefit from the relationship they establish with Johns Hopkins. Through a corporate partnership, your corporate brand is aligned with the university and its international reputation. The Johns Hopkins University is ranked 13th among national universities by *U.S. News & World Report*, while our Graduate Schools of Medicine, Nursing and Public Health currently hold top three rankings in their respective fields.*

Sponsorship Opportunities
Johns Hopkins Alumni Weekend

Your choice to proudly demonstrate your support of the Johns Hopkins Alumni Weekend gives you a unique opportunity to align your organization with the Johns Hopkins family and engage the Johns Hopkins community.

The Johns Hopkins University Alumni Weekend has been an institutional tradition for more than 100 years and attracts Johns Hopkins’ most enthusiastic and generous supporters. Approximately 6,000 alumni and their guests reconnect with family, friends, colleagues and peers for a weekend celebration located in the heart of the Homewood campus in Baltimore, Maryland. Sponsors like you, through your generous support of popular weekend events, will enjoy special access to this affluent, demographically diverse audience with a loyal affinity to The Johns Hopkins University.

Increase your visibility and expand your marketing reach — become a Johns Hopkins University Alumni Weekend sponsor.
The Alumni Weekend Sponsorship

With over 172,000 alumni worldwide, the Johns Hopkins Office of Alumni Relations invites its graduates back to campus annually to participate in a three day Alumni Weekend. In recent years, the weekend has grown to include wide-ranging events and attract Hopkins alumni from around the world.

Potential Target Audience

**Alumni Weekend Audience**
- 1,000 guests per event (average)
- Affluent
- High purchasing power potential
- Committed and enthusiastic university supporters

**Student Essay Contest and Panel Audience**
- 300 participants (expected)
- Johns Hopkins undergraduate students
- Renowned Johns Hopkins professors/judges

**Johns Hopkins Medical Institution (JHMI) Shuttle Audience**
- 29,672 riders per week (average) from a diverse population demographic
- Faculty, staff, undergraduate/graduate students, researchers and Ph.D. and MD candidates from the Homewood, Peabody, Bloomberg, Carey, and Medical campuses
- Interns and employees of Johns Hopkins University, its divisions and affiliates

**JHU Career Fair and Potential Spotlight Session* Audience**
- 1,000 undergraduate student attendees (average)
- Diverse attendance reflecting student population of men and women from all 50 states, 71 nations and 50 major fields of study
- Elite student populace with high professional and earning potential
- Committed and enthusiastic university supporters

* Spotlight Sessions will be open to undergraduates and young alumni. Attendance numbers and demographic to reflect sponsor’s desired target
The Alumni Weekend Sponsorship

$15,000

On-site Exposure

- Two (2) 5’x15’ thank you banners with sponsor’s logo hung in the Grand Tent on Decker Quad
- One (1) 5’x15’ thank you banner with sponsor’s logo hung outside the Welcome Tent
- Two (2) Alumni Weekend shuttle buses with sponsor’s logo and tagline displayed on shuttle interior and exterior
- Title sponsorship of student essay contest and panel discussion featuring Johns Hopkins Professors
  - Contest and panel publicized in connection with sponsor’s name in all relevant emails, brochures, posted and online materials
  - 4,500+ recipients of promotional materials
  - 300 potential contest submissions and panel attendees
- Sponsor’s logo on tickets for key events. 2,000+ attendees
- Sponsor’s logo on co-sponsored event goodie bags. 5,500 recipients
- Sponsor’s logo on event volunteer t-shirts
- Opportunity to lunch with select Johns Hopkins professors of your choice*
- Special thank you mention in Alumni Weekend video Sponsor tabling opportunity for promotional distribution to include guest interaction and/or name capture
- Sponsor may provide co-branded giveaway (approved by Johns Hopkins in advance of event)
- Ten (10) reserved tickets to the Homecoming Lacrosse game

Off-site Exposure

- Sponsor’s logo on two (2) Alumni Weekend ads in the Johns Hopkins Magazine: Circulation 125,000
- Twenty-eight (28) 11”x17” ads displayed on JHMI intercampus shuttles for six (6) weeks. Average transport: 29,672 Hopkins affiliates weekly
- Twenty (20) thirty (30)second commercial slots on WJHU Radio over the course of five (5) weeks
- One (1) half-page ad in the Johns Hopkins Gazette. Circulation 13,000
- Two (2) half-page ads in The Newsletter, the undergraduate student newspaper: Circulation 5,200
- One (1) booth at the Johns Hopkins Fall career fair. Average attendance: 1,000 students
- Opportunity to engage students and alumni in a one-on-one Spotlight Session held over Young Alumni Weekend. Session consists of interactive dinner and sponsor presentation

Online Exposure

- Sponsor’s logo on the Johns Hopkins Alumni Association website for ten (10) months. Alumni.jhu.edu has a unique potential audience of 172,000+
- Sponsor’s logo and special thank you mention on Alumni Weekend Facebook Page. Potential audience 96,000
- Special thank you mention published in JHUpdate, the monthly alumni e-newsletter. 85,000+ unique readers
- Sponsor’s name and special thank you mention on Alumni Weekend email to 33,000 private addresses

* Choice of professor will be based on pre-selected faculty members
The Family Tent Signature Sponsorship

A hugely successful addition to our Alumni Weekend Saturday schedule. Children and their parents enjoy fun, free activities and scheduled performances. Activities are open to alumni families, their guests and Johns Hopkins faculty and staff.

Potential Target Audience

*Family Tent Audience*
- 500 visitors (average)
- Affluent audience
- High purchasing power potential
- Committed and enthusiastic university supporters

*Student a Cappella Contest Audience*
- 300 visitors (average)
- Johns Hopkins undergraduate students
- Renowned Johns Hopkins professors/judges

*Johns Hopkins Medical Institution (JHMI) Shuttle Audience*
- 29,672 riders per week (average) from a diverse population demographic
- Faculty, staff, undergraduate/graduate students, researchers and Ph.D. and MD candidates from the Homewood, Peabody, Bloomberg, Carey, and Medical campuses
- Interns and employees of Johns Hopkins University, its divisions and affiliates

*JHU Career Fair and Potential Spotlight Session* Audience
- 1,000 undergraduate student attendees (average)
- Diverse attendance reflecting student population of men and women from all 50 states, 71 nations and 50 major fields of study
- Elite student populace with high professional and earning potential
- Committed and enthusiastic university supporters

* Spotlight Sessions will be open to undergraduates and young alumni. Attendance numbers and demographic to reflect sponsor’s desired target
The Family Tent Signature Sponsorship
$10,000

On-site Exposure

- One (1) 5’x15’ thank you banner with sponsor’s logo hung in the Family Tent on the Decker Quad
- One (1) Alumni Weekend shuttle bus with sponsor’s logo and tagline displayed on shuttle interior and exterior
- Title sponsorship of the Student A Cappella Contest. 300+ attendees
- Sponsor’s logo on tickets for key events. 1,200+ attendees
- Opportunity to lunch with select Johns Hopkins professors of your choice*
- Special thank you mention in Alumni Weekend video
- Sponsor tabling opportunity for promotional distribution to include guest interaction and/or name capture
- Sponsor may provide co-branded giveaway (approved by JHU in advance of event)
- Four (4) reserved tickets to the Homecoming Lacrosse game

Off-site Exposure

- Sixteen (16) 11”x17” ads displayed on the JHMI intercampus shuttle for six (6) weeks. Average transport: 29,672 Hopkins affiliates weekly
- Fifteen (15) thirty (30) second commercial slots on WJHU Radio over the course of five (5) weeks
- One (1) half-page ad in the Krieger School of Arts and Sciences Magazine. Circulation 40,000
- One (1) half page ad in the Johns Hopkins Gazette. Circulation 13,000
- One (1) half-page ad in The Newsletter, the undergraduate student newspaper. Circulation 5,200
- One (1) booth at the Johns Hopkins Fall career fair. Average participation: 1,000 student attendees
- Opportunity to engage students and alumni in a one-on-one Spotlight Session held over Young Alumni Weekend. Session consists of interactive dinner and sponsor presentation

Online Exposure

- Sponsor’s logo on the Johns Hopkins Alumni Association website for six (6) months. Alumni.jhu.edu has a unique potential audience of 172,000+
- Sponsor’s logo and special thank you mention on Alumni Weekend Facebook Page. Unique potential audience 96,000
- Special thank you mention published in JHUpdate, the monthly alumni e-newsletter. 85,000+ unique readers
- Sponsor’s name and special thank you mention on Alumni Weekend email to 33,000 private addresses

* Choice of professor will be based on pre-selected faculty members
The Young Alumni Blue Jay Sponsorship

The Young Alumni Tent returns to Bloomberg Center and is the perfect venue for our Young Alumni Tent Party. This fun-filled, high energy event brings in over one thousand attendees.

Potential Target Audience

**Young Alumni Audience**
- 1,400 alumni & guests
- Young & upwardly mobile audience
- Committed and enthusiastic university supporters

**Student a Cappella Contest Audience**
- 300 visitors (average)
- Johns Hopkins undergraduate students
- Renowned Johns Hopkins professors/judges

**Johns Hopkins Medical Institution (JHMI) Shuttle Audience**
- 29,672 riders per week (average) from a diverse population demographic
- Faculty, staff, undergraduate/graduate students, researchers and Ph.D. and MD candidates from the Homewood, Peabody, Bloomberg, Carey, and Medical campuses
- Interns and employees of Johns Hopkins University, its divisions and affiliates

**Potential Spotlight Session Audience**
- 300-1,000 undergraduates and young alumni. Attendance numbers and demographic to reflect sponsor’s desired target
- Diverse potential attendance reflecting population of men and women from all 50 states, 71 nations and 50 major fields of study
- Elite populace with high professional and earning potential
- Committed and enthusiastic university supporters
The Young Alumni Blue Jay Sponsorship

$5,000

On-site Exposure

- One (1) 5’x15’ thank you banner with sponsor’s logo hung in the Young Alumni Tent at Bloomberg Center
- Sponsor’s logo on tickets for key events. 1,400+ attendees
- Opportunity to lunch with select Johns Hopkins professors of your choice*
- Sponsor tabling opportunity for promotional distribution to include guest interaction and/or name capture
- Sponsor may provide co-branded giveaway (approved by JHU in advance of event)
- Four (4) reserved tickets to the Homecoming Lacrosse game

Off-site Exposure

- Eight (8) 11”x 17” ads displayed on the JHMI intercampus shuttle for six (6) weeks. Average transport: 29,672 Hopkins affiliates per week
- Ten (10) thirty (30) second commercial slots on WJHU Radio over the course of five (5) weeks
- One (1) half-page ad in the Krieger School of Arts and Sciences Magazine. Circulation 40,000
- One (1) half-page ad in The Newsletter, the undergraduate student newspaper. Circulation 5,200
- Opportunity to engage students and alumni in a one-on-one Spotlight Session held over Young Alumni Weekend. Session consists of interactive dinner and sponsor presentation

Online Exposure

- Sponsor’s logo on the Johns Hopkins Alumni Association website for six (6) months. Alumni.jhu.edu has a unique potential audience of 172,000+
- Sponsor’s logo and special thank you mention on Alumni Weekend Facebook Page. Unique potential audience 96,000

* Choice of professor will be based on pre-selected faculty members
The Hullabalooza Sponsorship

Hullabalooza — the alumni party where the Johns Hopkins University yearbook comes to life. Alumni, family and friends can talk, dance and reminisce in person, in real time, and back on the Homewood campus.

Potential Target Audience

Hullabalooza Audience
- 800 alumni & guests
- Affluent audience
- Committed and enthusiastic university supporters

Johns Hopkins Medical Institution (JHMI) Shuttle Audience
- 29,672 riders per week (average) from a diverse population demographic
- Faculty, staff, undergraduate/graduate students, researchers and Ph.D. and MD candidates of the Homewood, Peabody, Bloomberg, Carey, and Medical campuses
- Interns and employees of Johns Hopkins University, its divisions and affiliates

Potential Spotlight Session Audience
- 300-1,000 undergraduates and young alumni. Attendance numbers and demographic to reflect sponsor’s desired target
- Diverse potential attendance reflecting population of men and women from all 50 states, 71 nations and 50 major fields of study
- Elite populace with high professional and earning potential
- Committed and enthusiastic university supporters
The Hullabalooza Sponsorship
$1,000

On-site Exposure

- One (1) 3’x7’ thank you banner with sponsor’s logo hung in the Tent on the Decker Quad
- Sponsor’s logo on tickets for key events. 800+ attendees
- Opportunity to lunch with select Johns Hopkins professors of your choice*
- Sponsor tabling opportunity for promotional distribution to include guest interaction and/or name capture
- Sponsor may provide co-branded giveaway (approved by JHU in advance of event)
- Four (4) reserved tickets to the Homecoming Lacrosse game

Off-site Exposure

- Four (4) 11”x 17” ads displayed on the JHMI intercampus shuttle for six (6) weeks. Average transport: 29,672 Hopkins affiliates weekly
- Five (5) thirty (30) second commercial slots on WJHU Radio over the course of five (5) weeks
- Opportunity to engage students and alumni in a one-on-one Spotlight Session held over Young Alumni Weekend. Session consists of interactive dinner and sponsor presentation

Online Exposure

- Sponsor’s logo on the Johns Hopkins Alumni Association website for six (6) months. Alumni.jhu.edu has a unique potential audience of 172,000+
- Sponsor’s logo and special thank you mention on Alumni Weekend Facebook Page. Unique potential audience 96,000

* Choice of professor will be based on pre-selected faculty members