



UGA | Alumni Association

# CORPORATE SPONSORSHIP OPPORTUNITIES



# BULLDOG 100



## Promote your business during one of UGA's largest and most elite professional recognition events.

Each year, the Bulldog 100 recognizes the 100 fastest-growing businesses owned or operated by UGA alumni. These business owners are honored during a celebration and dinner in Atlanta each year, where the ranked list of businesses are unveiled from 100 to 1. Approximately 800 alumni, friends and students attend the event.

The Bulldog 100 Celebration is one of the premier recognition events at the University of Georgia and followed closely by Atlanta and Athens media outlets, including the Atlanta Business Chronicle. Past keynote speakers include journalist and best-selling author Deborah Norville (ABJ '79), former Minnesota Vikings quarterback Fran Tarkenton (BBA '61), and President and CEO of the Metro Atlanta Chamber Hala Modellmog (MA '81).

## Who Can You Reach?

Approximately 800 business owners, friends, family, and alumni who attend the Bulldog 100 Celebration in Atlanta, in addition to approximately 100,000 alumni in the Southeastern U.S. who receive the electronic invitation, and the general public who flock to the Alumni website to view the list both when it's announced in the fall and posted in ranked order following the event.

## How?

As a sponsor, your organization can receive:

- Placement on electronic invitations sent to approximately 100,000 alumni and friends;
- Inclusion on the official Bulldog 100 landing page on the UGA Alumni Association website, which receives more than 150,000 unique visits each year;
- A blog post about your organization on the UGA Alumni Association homepage;
- Recognition on UGA Alumni Association social media accounts that boast more than 35,000 combined followers;
- Recognition in the Atlanta Business Chronicle (readership of more than 85,000) and the university's magazine, Georgia Magazine (circulation of more than 150,000 households);
- Tickets to attend the Bulldog 100 Celebration in Atlanta;
- Recognition on all event signage;
- Verbal recognition from the podium during the program;
- Tickets to attend a UGA football game in the UGA Alumni Association Skysuite during the 2017 football season. (The specific game to be mutually agreed upon. Tickets are non-transferable. NCAA regulations apply).

One business will have the opportunity to serve as the Title Sponsor for the Bulldog 100 Pre-Reception. All Bulldog 100 honorees are invited to this reception immediately prior to the Bulldog 100 event to mingle and network. The Title Sponsor will have intimate access to these individuals during that portion of the evening and will also be recognized as a Platinum Sponsor.

## Important Dates

- January 13, 2017: Deadline to sponsor the 2017 Bulldog 100 Celebration
- February 4, 2017: 2017 Bulldog 100 Celebration

## Website

- [alumni.uga.edu/b100](http://alumni.uga.edu/b100)

# BULLDOG 100



	Pre-Reception Title Sponsor (\$12,500)	Platinum (\$10,000)	Silver (\$5,000)	Red (\$2,500)	Black (\$1,000)
Inclusion in event program	√	Inside front cover	√	√	√
Recognition on UGA Alumni Association social media platforms in advance of and during the event	Five Tweets One Instagram One SnapChat One Facebook Post	Five Tweets One Instagram One SnapChat One Facebook Post	One Tweet One Facebook Post	One Tweet One SnapChat	One Tweet
Tickets to the Bulldog 100 Celebration	Table of 10	Table of 10	Six	Four	Two
Recognition on Bulldog 100 web page	Logo	Logo	Logo	Name Only	Name Only
Recognition in the Atlanta Business Chronicle and Georgia Magazine	√	√	√	√	
Logo displayed in slideshow during portions of program	One dedicated slide	One dedicated slide	√		
Logo inclusion in reception area décor and signage (TBD)	√	√	√		
Blog Post on UGA Alumni Association Website	√	√			
Two tickets for the UGA Alumni Association Sky Suite during a 2016/2017 UGA home football game	√	√			
Verbal recognition from the podium during the event	√	√			
Logo on step-and-repeat in photography area	√	√			
Logo displayed on Tagboard (social media screen) during portions of the event	√	√			
Tickets to the pre-reception	√	√			
Logo on print invitation	√	√			
Logo included in honoree email communications	√	√			
Naming opportunity for the honoree pre-reception	√				
	\$9,900 is tax-deductible	\$7,400 is tax-deductible	\$4,100 is tax-deductible	\$1,900 is tax-deductible	\$700 is tax-deductible



**For More Information**

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