

# SPONSORSHIP DECK

As a nonprofit organization, LSU Alumni Dallas’ primary goal is to raise money for scholarships to send students from Dallas/Fort Worth to LSU in Baton Rouge, LA. This LSU Alumni Chapter is one of the largest outside the state of Louisiana. Our chapter consists of several hundred individuals and families around Dallas, Ft. Worth, the Mid-Cities, Denton, Lewisville, Plano, Carrollton, The Colony, Allen, McKinney, etc.

Throughout the year, our chapter organizes and sponsors various high school recruiting events such as volunteering to help at College Night programs and hosting summer sendoff parties for the new students in the DFW area who will be attending LSU in the fall. Our alumni get together for LSU football watch parties, a Mardi Gras party, happy hours, and a HUGE annual crawfish boil. We had over 700 people attend the 2018 Crawfish Boil, over 600 attend the 2019 Crawfish Boil and over 1,000 people attend the LSU/Miami Tailgate Party (the Advocare Classic at AT&T stadium).

The LSU Alumni Dallas Board of Directors meets monthly to plan and execute association activities.

In order to be successful, we are always working to build relationships and partnerships with area businesses. Through these relationships/sponsorships, it is our goal to help increase the exposure and awareness, acquire new supports and grow our LSU Alumni Dallas brand. In return, it is our goal to help improve our partners’ brand visibility and attract new customers.

Throughout the rest of this document, we present our Sponsorship Program. We look forward to many future partnership successes welcome the opportunity to share those with you.

Thank you for your consideration  
LSU Alumni Dallas

## BY THE NUMBERS

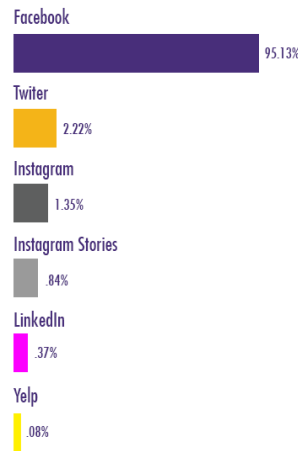
### WEB TRAFFIC (SINCE 1/2018)

USERS – 20,987  
PAGEVIEWS – 119,479  
PAGES/SESSION – 4.17  
AVG SESSION DURATION – 1:59

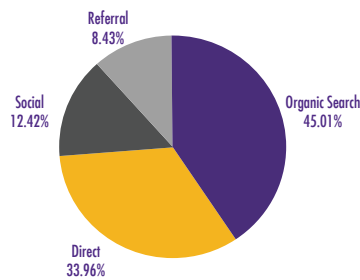
### LSU Alumni in DFW\*

- Dallas – 51.46%
- McKinney – 6.41%
- Plano – 4.5%
- Houston – 3.94%
- Frisco – 3.26%
- Fort Worth – 2.43%
- Austin – 2.369%
- Richardson – 1.88%
- Irving – 1.75%
- Arlington – 1.59%
- Carrollton – 1.30%
- Allen – 1.29%
- Lewisville – .85%
- Garland – .79%
- Denton – .78%
- North Richland Hills – .71%
- Flower Mound – .70%
- Grapevine – .68%
- Prosper – .64%
- Farmers Branch – .57%
- Little Elm – .56%
- Coppell - .53%

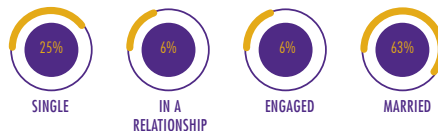
### WEB SITE TRAFFIC FROM SOCIAL MEDIA



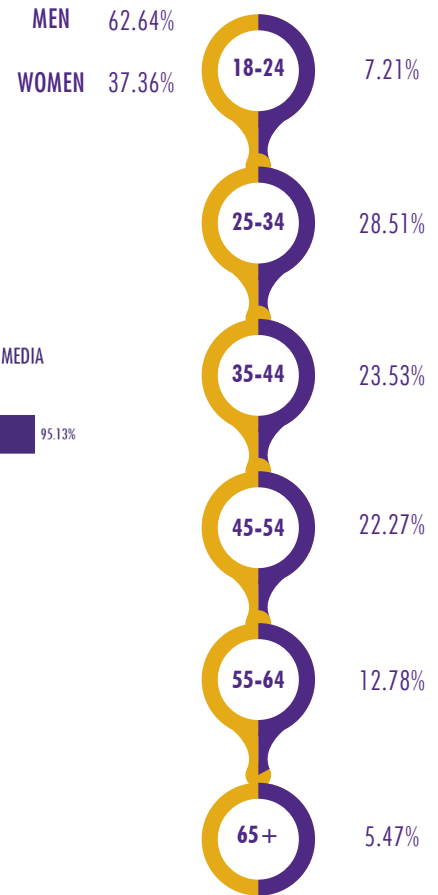
### ACQUISITION TYPE



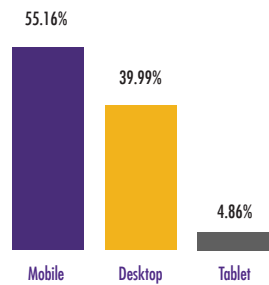
### RELATIONSHIP STATUS



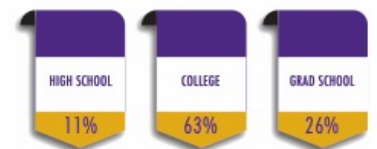
### AGE & GENDER



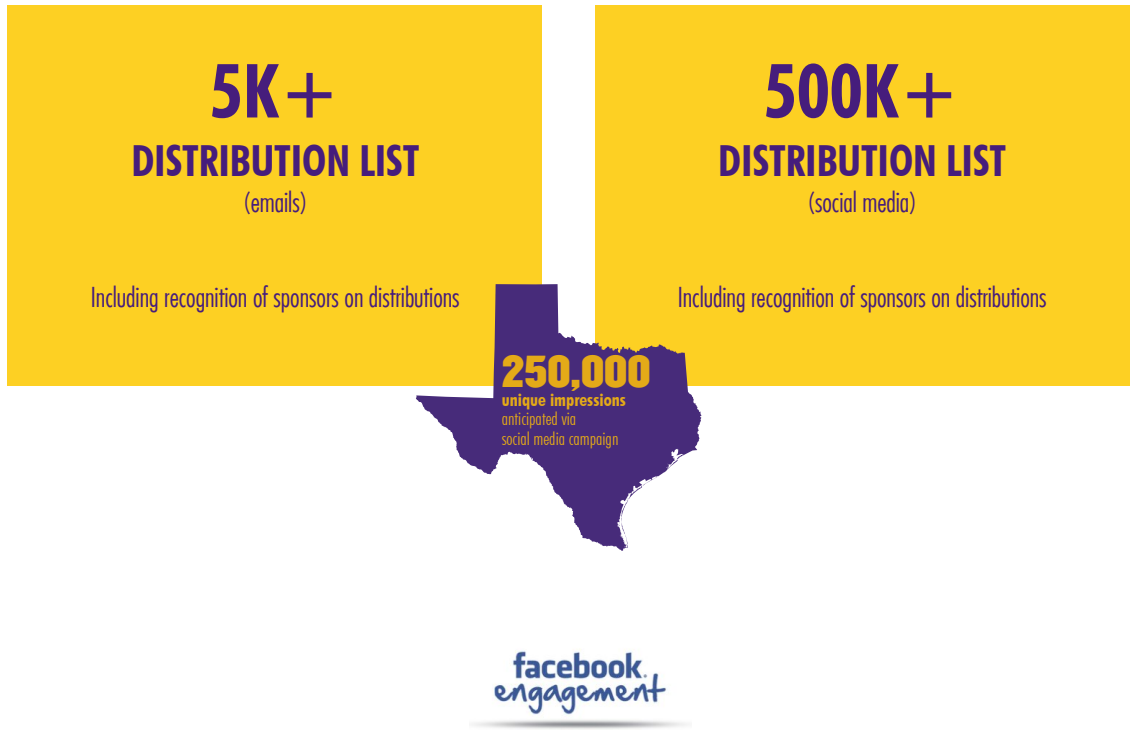
### % TRAFFIC BY DEVICE



### EDUCATION LEVEL



## MARKETING & ADVERTISING



### AVERAGE NATIONAL ENGAGEMENT %

The national Facebook engagement % is 0.17% to 0.23%\*.  
The average engagement rate for LSU Alumni Dallas is **16.40%**.

*\*Statistics for non-profit and sports-related industries*

## 2020 UPCOMING MAJOR EVENTS

### 2020 LOUISIANA CAJUN BASH & BOIL

**WHEN:** April 25, 2020

**TIME:** 1:00PM till 6:00PM

**WHERE:** 1901 W Northwest Hwy, Dallas, TX 75220

**DESCRIPTION:** This year's Louisiana Cajun Bash & Boil is the 40<sup>th</sup> Annual crawfish boil for the LSU Alumni Dallas Chapter. This is a premier crawfish boil that everyone looks forward to year in and year out. Serving the best crawfish in town, accompanied by select alternative food options, and including all the water, sodas and beer while it lasts attracts more than 600 people year in and year out. Have you ever been to an LSU game or to New Orleans for Mardi Gras? If so, then you will be able to imagine the festivities that are to be had at the Louisiana Cajun Bash & Boil. Whether you come by yourself, with friends or as a family, everyone is welcome, even the fans of Alabama! For this day, we are all family!

### 2020 LCBB SPONSORSHIP OPPORTUNITIES

	GEAUX TIGERS PARTNER SPONSOR	GOLD SPONSOR	PURPLE SPONSOR	RED STICK SPONSOR	TIGER SPONSOR
	\$8,000	\$6,000	\$5,000	\$2,000	\$1,000
Logo on throughout web site	✓	✓	✓	✓	✓
Logo on social media event page	✓	✓	✓	✓	✓
Social media posts promoting your services (186K+ ppl per post)	✓	✓	✓	✓	✓
Logo on event banners	✓	✓	✓	✓	✓
Logo on souvenir cup	✓	✓	✓	✓	✓
Logo on all email blasts (5000+ emails per blast)	✓	✓	✓	✓	✓
Logo/Company Info on Chapter web site	✓	✓	✓	✓	
Provide Swag to VIP Guests	✓	✓	✓	✓	✓
Video at 2020 CB	45-60 seconds	30-45 seconds	30-45 seconds	10-30 seconds	
Advertisement at 2020 CB	Full page	Full page	1/2 page	1/2 page	1/4 page
Reserved Tickets to 2020 CB	16 tickets	16 tickets	8 tickets	4 tickets	
Speaking Opportunity at the 2020 CB	✓	✓			
Exclusive name rights	✓				

BAYOU BENGAL SPONSOR	\$500
Logo on all pages of web site	✓
Logo on social media event page	✓
Logo on event banners	✓
Social media posts promoting your services	✓

GEAUX SPONSOR	\$250
Logo on all pages of web site	✓
Logo on social media event page	✓
Logo on event banners	✓

## 2020 CHAPTER SPONSORSHIP

If your desire is to sponsor the LSU Alumni Dallas Chapter without a specific involvement with a major event, we have those opportunities for you as well. All Sponsorships are awarded on a year to year basis and begin from the date of the original sponsorship agreement date.

Should you or your company decide to claim a sponsorship that is valued at \$1500 or more for any event(s), you will also be granted the same corresponding Chapter sponsorship of the same value.

*Please note that the benefits for the levels of sponsorships may vary and may change at any time.*

## 2020 LSU ALUMNI DALLAS CHAPTER SPONSORSHIP OPPORTUNITIES

	GEAUX TIGERS PARTNER SPONSOR	GOLD SPONSOR	PURPLE SPONSOR	RED STICK SPONSOR	TIGER SPONSOR
	\$7,500	\$5,000	\$2,000	\$1,500	\$1,000
Logo, company description and link on chapter web site and event web sites	✓	✓	✓	✓	✓
Logo and/or name on the chapter social media page	✓	✓	✓	✓	✓
Social media posts promoting your services – content/images provided by sponsor (189K+ ppl reached per post)	up to 8/mo for 1/yr	up to 6/mo for 1/yr	up to 4/mo for 1/yr	up to 2/mo for 1/yr	up to 1/mo for 1/yr
Sponsor-specific email blasts – content and images provided by sponsor (2000+ emails per blast)	up to 12/yr	up to 6/yr	up to 4/yr	up to 2/yr	
Logo on chapter event banners	✓	✓	✓	✓	✓
Logo on all event and chapter-related email blasts	✓	✓	✓	✓	✓
Exclusive naming rights to all major Chapter events	✓				

BAYOU BENGAL SPONSOR	\$500
Logo on all pages of web site	✓
Logo on social media event page	✓
Logo on event banners	✓
Social media posts promoting your services – content/images provided by sponsor	up to 1/mo for 1/yr

GEAUX SPONSOR	\$250
Logo on all pages of web site	✓
Logo on social media event page	✓
Logo on event banners	✓

## IN CONCLUSION

Yeah, we throw great events that a lot of your target market attends. Yep, we digitally promote the heck out them so the number of eyeballs seeing your brand is exponential. Of course, everything we do has the end of goal of raising money in support of LSU. And, none of it is possible without the generous sponsorships that come from people like you. Our chapter raises money, your business raises its brand recognition with people who love supporting companies that support their alma mater. It's a win/win wouldn't you say?

Enough about us. Let's talk about how we can help you by sponsoring our biggest events of the year.

### CONTACT:

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### WEBSITE:

[lsualumnidallas.com](http://lsualumnidallas.com)

### EVENT WEBSITES:

[battleoftherivals.com](http://battleoftherivals.com)

[louisianacajunbashandboil.com](http://louisianacajunbashandboil.com)