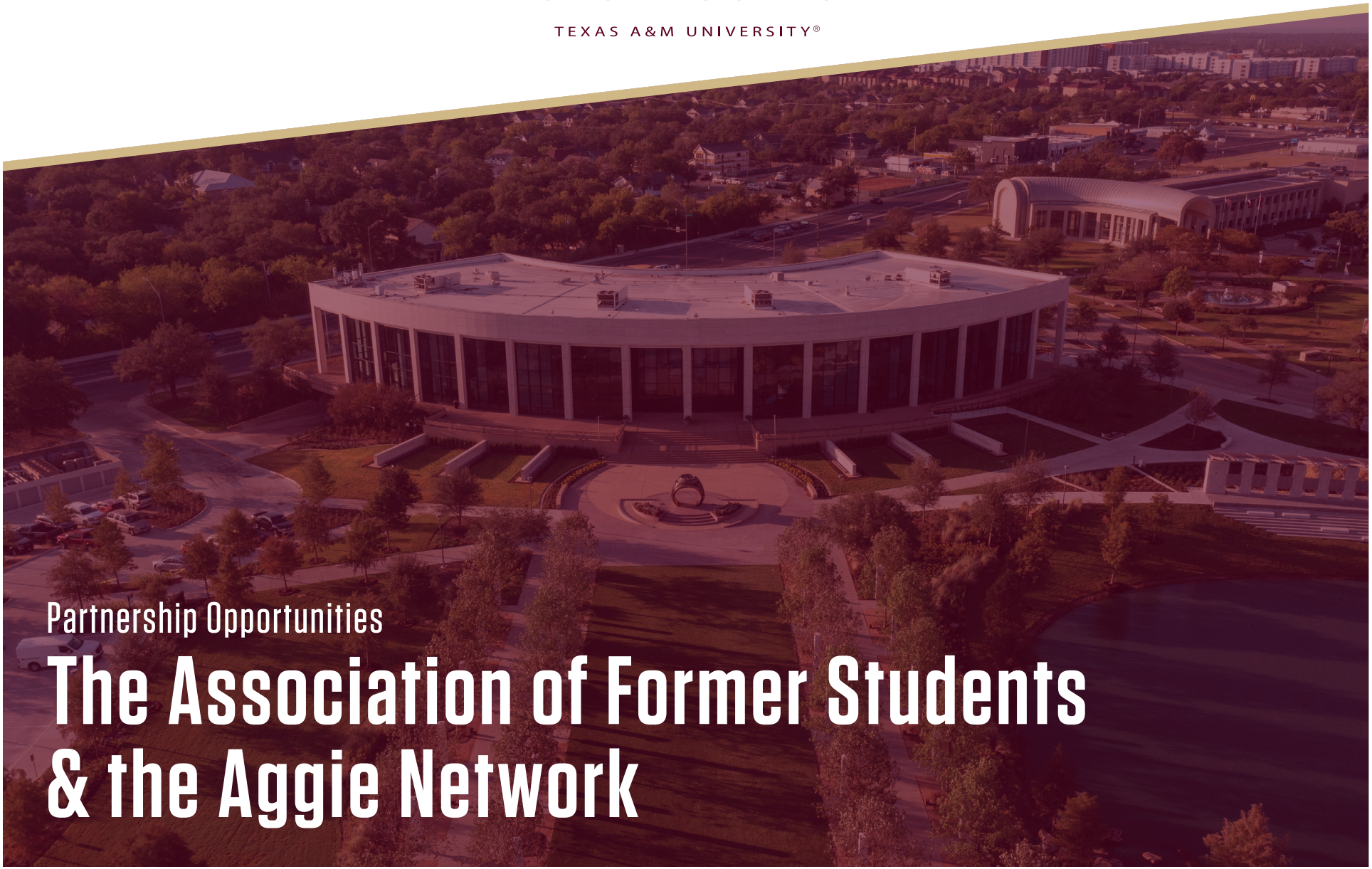
The Association
OF FORMER STUDENTS®

TEXAS A&M UNIVERSITY®



Partnership Opportunities

The Association of Former Students & the Aggie Network

The Association of Former Students exists today as a proud and prominent resource for Texas A&M University because of the vision and loyalty inherent in our former students.



OUR VISION:

The Association of Former Students will be the premier alumni organization.

OUR MISSION:

- Strengthen The Association of Former Students;
- Promote the interests and welfare of Texas A&M University;
- Perpetuate ties of affection and esteem formed in university or college days; and
- Serve the student body.

Partnering with The Association of Former Students

When you partner with The Association of Former Students, your organization can connect with the worldwide Aggie Network through customized, creative marketing programs that are tailored to help achieve your marketing objectives.

In addition, partners of The Association can find added value in the following:

- Recognition as an official partner of The Association of Former Students
- Activation opportunities year round
- Opportunity to connect with more than 717,000+ members of the Aggie Network
- Multi-year agreements
- Playing a part in supporting Texas A&M And Texas Aggies

Finding the right set of tools is crucial to the success of any organization. The Association can serve as that tool.





Partnership Program

The Association of Former Students' Partnership Program was established as a way to bring value to the Aggie Network and our partners by connecting companies and organizations with the ever-growing Aggie Network.

Each partnership tier is unique and designed to bring the Aggie Network an innovative and valuable offering of products, services and/or resources, while providing partners with a diverse mix of Association channels to maximize exposure to the more than **717,000+*** members of the Aggie Network.

Packages are customized and created in a variety of ways to ensure the appropriate demographics are being reached in the most effective way—and to ensure your message reaches the audience you want it to reach.

Three Partnership Levels

Corporate Partners

Event Sponsors

Advertising

Together, we can work to create custom packages to help you reach your organization's strategic goals.

**As of December 2022*



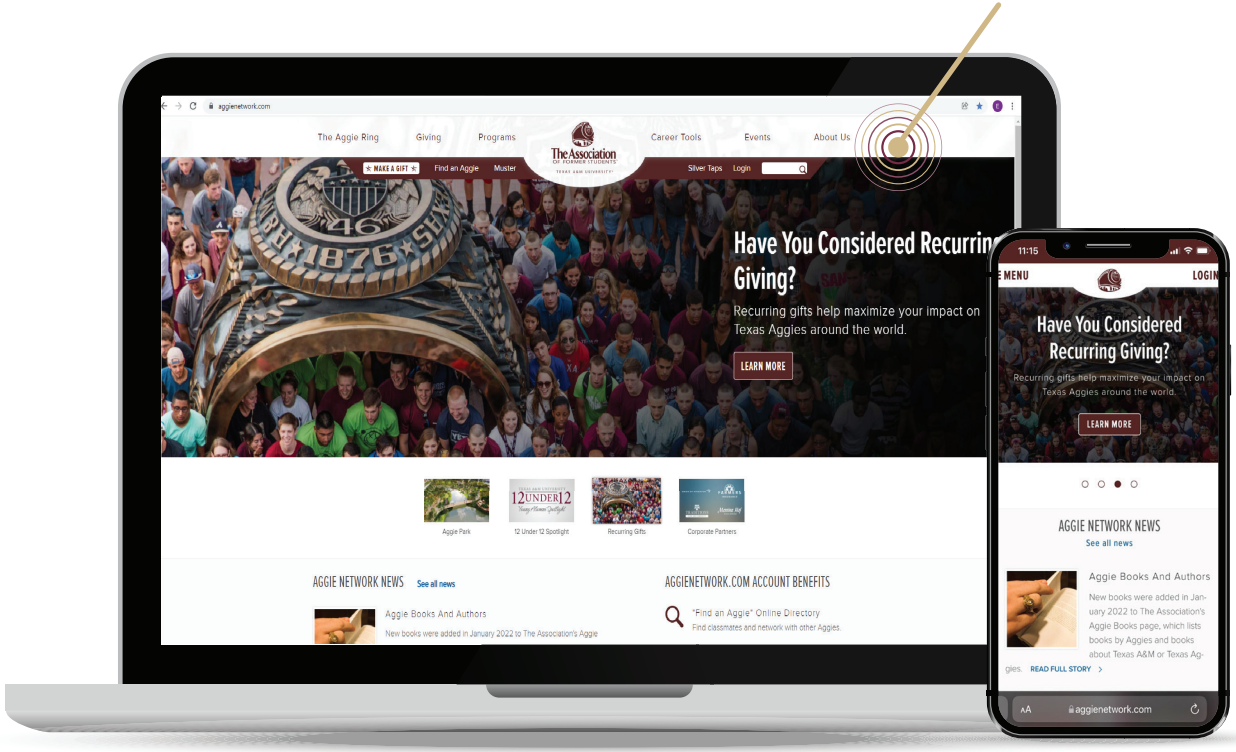
Communication Opportunities

AggieNetwork.com

Our website, AggieNetwork.com, is the official online hub for the worldwide Aggie Network with more than 1,100,000 visitors annually.

Opportunity: Presence on the website

More than 1.1 Million visitors annually



Social Reach

The Association of Former Students actively engages with more than 225,000+ followers* through several different social media channels, including Facebook, X, Instagram, LinkedIn and YouTube.

Opportunity: Dedicated social posts across Association channels

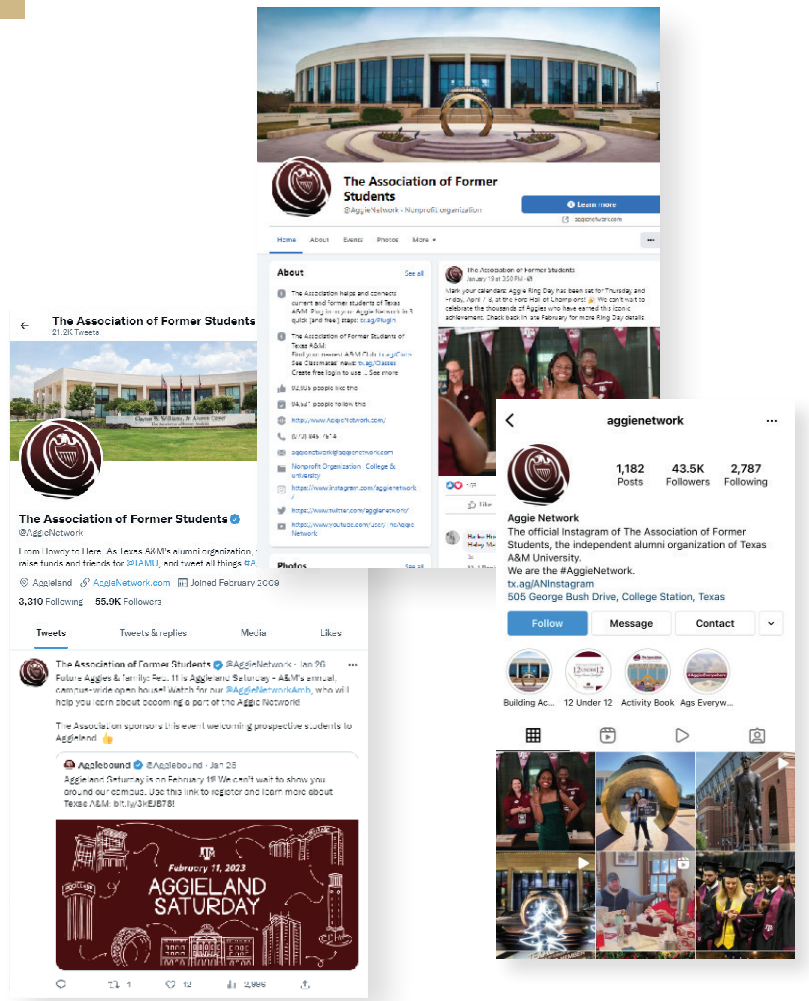
97,000+ Followers

56,000+ Followers

48,000+ Followers

24,000+ Followers

3,600+ Subscribers



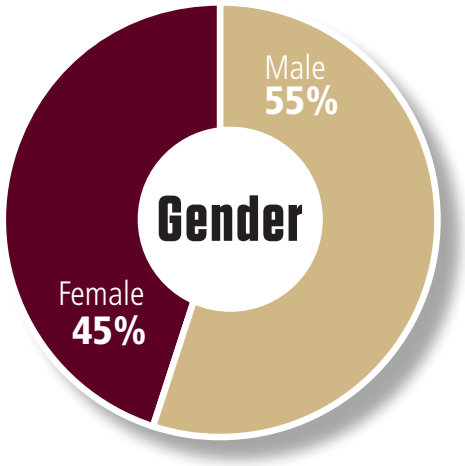
As of August 2024

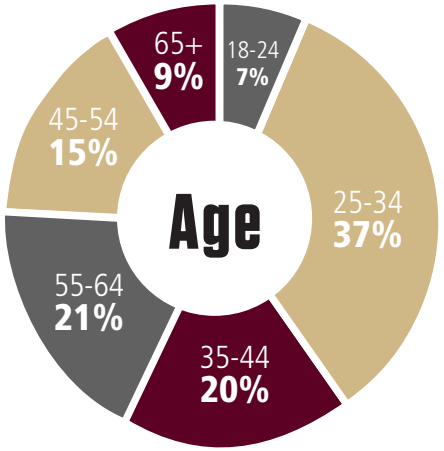
AggieNews

AggieNews is a monthly e-newsletter designed to keep more than 235,000 emailable former students, faculty, staff and friends informed about important happenings at Texas A&M University, The Association, and throughout the Aggie Network.

Opportunity: Display ad placement

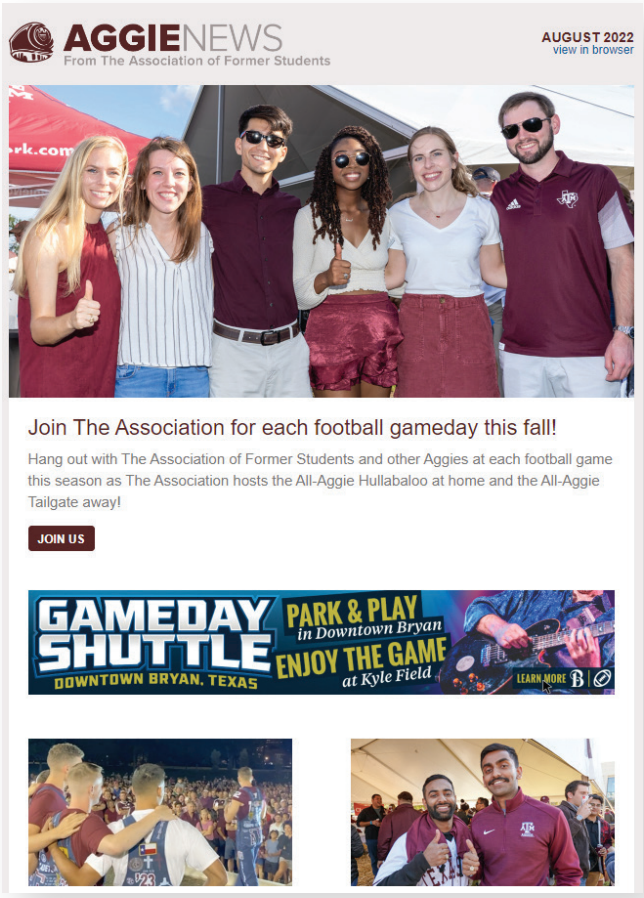
Demographics & Distribution





Average Household Income:

$88,620



Dedicated Email Campaigns

Dedicated and targeted email campaigns are exclusively reserved for our most committed partners. The Association can build custom segments from the available database* based on specific criteria of interest to a partner.

Segments can be created based on



Demographics



Location



Major



Graduation Year



Other Based on Discussions

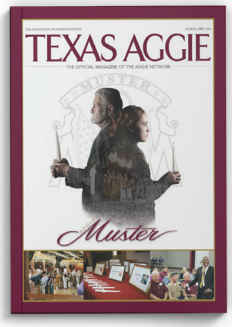
Data is not shared with partners.

Texas Aggie Magazine

Texas Aggie is the official magazine of the Aggie Network. The magazine is published six (6) times a year and mailed to more than 42,500 active donors, this includes former students, current students and friends of Texas A&M; Texas Legislators; and Texas A&M University faculty, staff and administration who are Century Club members.

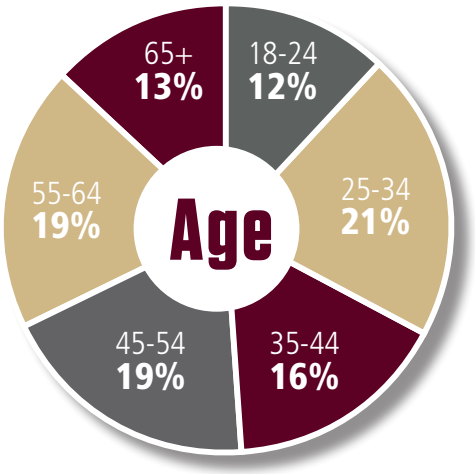
Opportunity: Ad placements

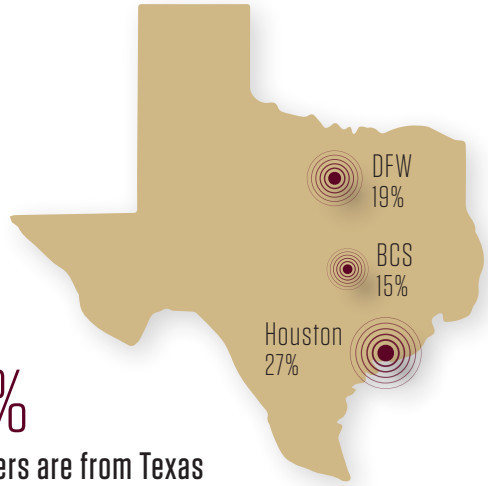






Demographics & Distribution





84%
of readers are from Texas

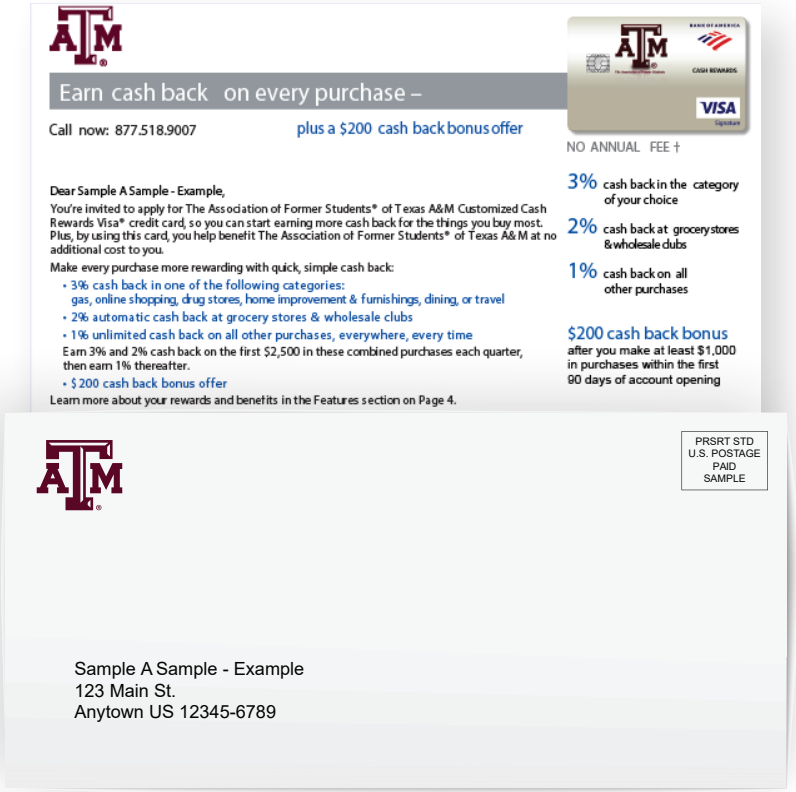
Average Household Income:

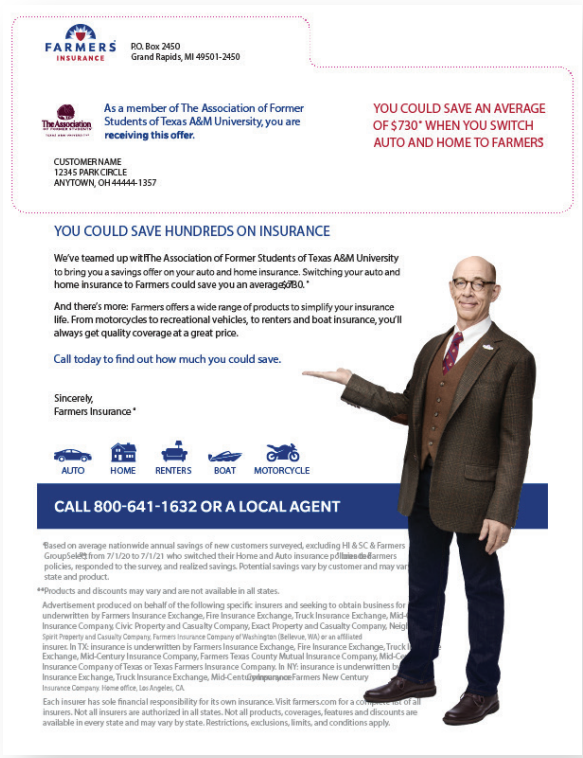
$92,282

Dedicated Direct Mail Campaigns

Dedicated direct mail campaigns are exclusively reserved for our most committed partners. Corporate Partners have the opportunity to send direct mail pieces to a segmented audience within The Association's database.* Our team will assist in identifying target audiences within our database, including demographic segmentation based on gender, location, graduation year, etc.

Partner incurs all costs for mailings, including, but not limited to, print, postage and service costs.





Data is not shared with partners.

Targeted Digital Display Banner Advertising Campaigns

The Association can help put your message in front of the right people and drive them to your website with a targeted digital display banner advertising campaign.

Here's how it works:

STEP 1

Association and Partner agree on a segment to be targeted. (Who are you trying to reach within the Aggie Network?)

STEP 2

Association builds a segment from the database. Segment = filtered subsection of our TOTAL digital database built to include appropriate audience members for the marketing message you are promoting.

STEP 3

Partner provides creative to be featured, website links and timeframe for the campaign.

STEP 4

The Association builds out and implements campaigns based on data segment, artwork, links, timeframe, etc.

STEP 5

The Association will manage the day-to-day operation of the campaign and will provide monthly reporting with key performance indicators (i.e., impressions, clicks, etc.) focused on greater exposure for the Partner and to ensure goals are met.

Events

The Association of Former Students brings together Aggies of all ages at different events throughout the year. All events offer a wide variety of opportunities both digitally and in person to get the partner's brand in front of attendees.

Opportunities unique to each event include:

- Title sponsorship naming opportunity
- Onsite presence and activation opportunity
- Sponsor recognition in event signage
- Sponsor recognition and mention in social media posts
- Sponsor recognition in *Texas Aggie* magazine/*AggieNews* related to the event
- Product or food donation
- Post event attendee data
- Sponsor recognition in event script, programs, etc.
- Sponsor logo inclusion on event landing page







Aggie Ring Day Marketplace

Event Overview:

Among the most highly anticipated days at Texas A&M University are Aggie Ring Days, when qualified students receive the prestigious Aggie Rings they have earned. Thousands gather at these events, held three times each year. The Association of Former Students organizes Aggie Ring Day and upholds the academic standards that must be met before Ring recipients can don the most recognizable symbol of the Aggie Network.

The Aggie Ring Day Marketplace offers the opportunity for vendors to set up and sell items within a designated area during Aggie Ring Day.

Dates: April, September/October, October/November

Audience Demographics: Current students and their families

Estimated Attendance: 30,000+ per event





All-Aggie Hullabaloo

Event Overview:

The All-Aggie Hullabaloo takes place in the Haynes Ring Plaza at the Clayton W. Williams, Jr. Alumni Center and starts three hours before each home football game.

The event features a live DJ, food and drinks, as well as an opportunity for a select number of sponsors/vendors to host a tented activation.

Dates: Fall during Texas A&M football season

Audience Demographics: Current and former students. Visitors to Texas A&M football games.

Estimated Attendance: 300-1,000 per event per event





All-Aggie Tailgate (Not held in 2024. Future plans under discussion)

Event Overview:

The All-Aggie Tailgate is the official away game tailgate, hosted by The Association of Former Students at each away football game. This registered event, which includes food, drinks and Aggie camaraderie is one of the many ways that The Association works to accomplish part of its mission of perpetuating ties of affection and esteem formed during university or college days.

Dates: Fall during Texas A&M football season

Audience Demographics: Current and former students. Visitors to Texas A&M football away games.

Estimated Attendance: 500-1,000 at each tailgate





Class Reunions

Event Overview:

Every year dozens of Classes and other groups of Aggie friends return to the Texas A&M campus for a formal Reunion, and a number of others meet for informal Reunions. Reunions usually consist of several social events surrounded by fun Aggie activities. Fall Reunions often center around Aggie football, whereas spring Reunions often center around Aggie baseball or basketball games.

Dates: Spring and fall semesters

Audience Demographics: Former students

Estimated Attendance: 100-550





Howdy Week GatheRing

Event Overview:

GatheRing is held at the Clayton W. Williams, Jr. Alumni Center and occurs prior to each fall semester. Thousands of students visit the Williams Alumni Center for free food, drinks and their first official Yell Practice on campus. Students are also given an opportunity to try on an Aggie Ring with their class year.

Dates: August

Audience Demographics: Current students

Estimated Attendance: 3,000-5,000





Sul Ross Group Reunion

Event Overview:

The Sul Ross Group is made up of all Aggies who have attended A&M from the Classes that have celebrated 55 years or more since graduation. They reunite annually each year in College Station. The Reunions are planned and executed by the Sul Ross Group president and the Board of Directors in conjunction with The Association's Class Programs and Events teams.

Dates: March

Audience Demographics: Former students

Estimated Attendance: 750-1,000





Traveling Aggies Expo

Event Overview:

The Traveling Aggies Expo is an event that unveils the trips available to travelers during the following year. It is attended by travelers who have taken trips with the Traveling Aggies in prior years, as well as those interested in learning more about the program. With more than 1,500 travelers and 80+ trips every year, the Traveling Aggies program is one of the largest alumni travel programs in the nation.

Dates: January

Audience Demographics: Former students and friends of Texas A&M

Estimated Attendance: 300-500





Young Alumni Kickback

Event Overview:

Former students who have graduated in the past 12 years are invited to an all-inclusive event in the fall.

Dates: Fall

Audience Demographics: Former students (Most recent 12 years out of school)

Estimated Attendance: 500-1,000





Other Opportunities

As the Aggie Network continues to grow, so do the opportunities. Our goal is to collaborate with our partners to develop innovative programs that bring value to the Aggie Network.

The possibilities are endless...

- Collaborations with the Traveling Aggies program
- Educational, informational and career programs developed in collaboration with The Association
- Association video collaborations
- Association/Partner co-branded apparel
- *Pass It Back Day* corporate challenges
- And more!





Next Steps

STEP 1 Initial Conversation (Discovery)

STEP 2 Presentation of Partnership Opportunities

STEP 3 Association Submits Proposal

STEP 4 Partner Evaluates Proposal

STEP 5 Contract Negotiation

STEP 6 Partnership Activation & Fulfillment

STEP 7 Reporting

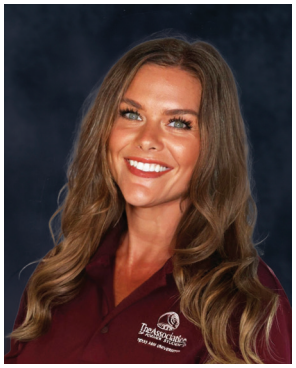


Contact Us

To inquire about the Partner Program or to submit a proposal, please contact the following staff within the Marketing and Creative Services team at The Association of Former Students:



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