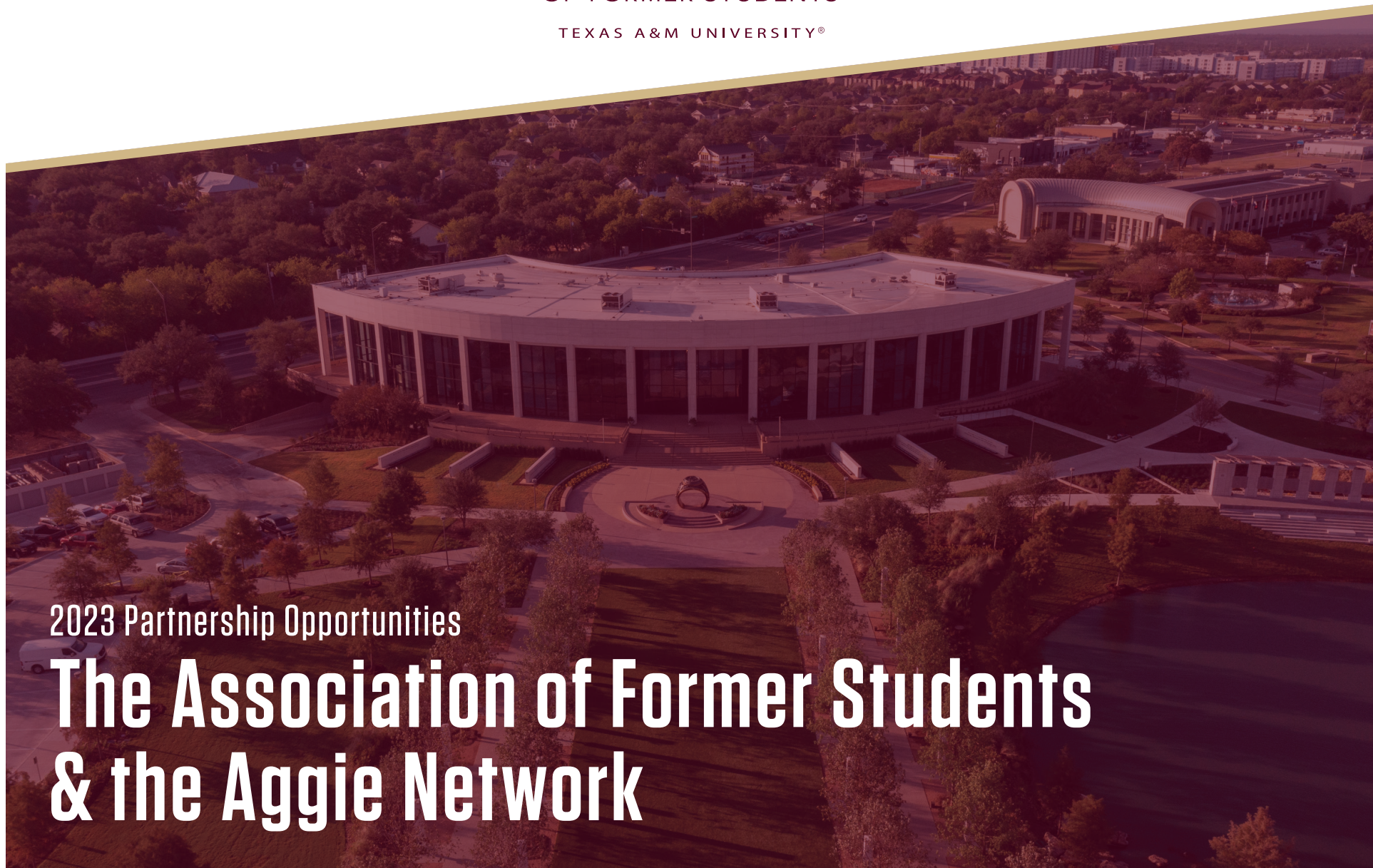




The Association
OF FORMER STUDENTS®

TEXAS A&M UNIVERSITY®



2023 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 675,000 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

Aggieland Partners

Event Sponsors

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

**As of December 2022*



An aerial photograph of a circular plaza. In the center is a large, circular stone emblem featuring a four-pointed star and the text "UNIVERSITY OF TEXAS". Three flags are planted in the plaza: a Texas state flag, the United States flag, and a purple flag. The plaza is surrounded by trees and a paved walkway. The entire image has a purple color overlay.

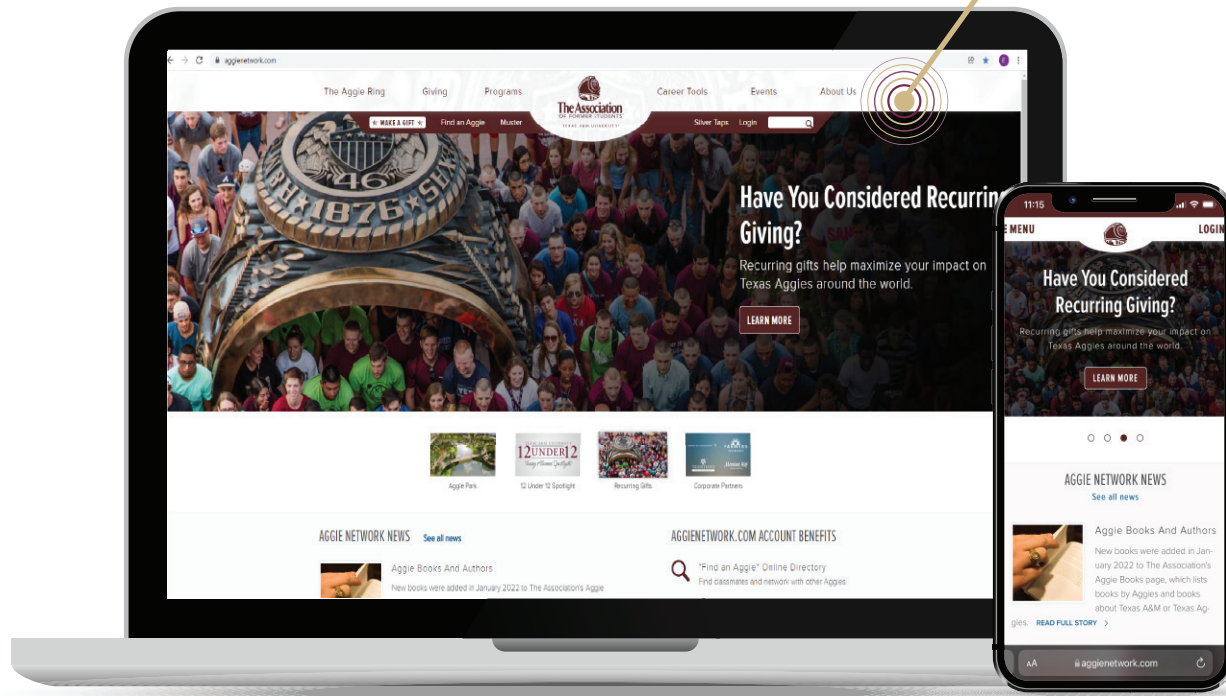
Communication Opportunities

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 215,000+ followers* through several different social media channels, including Facebook, Twitter, Instagram, LinkedIn and YouTube.

Opportunity: Dedicated social posts across Association channels



96,000+ Followers



57,000+ Followers



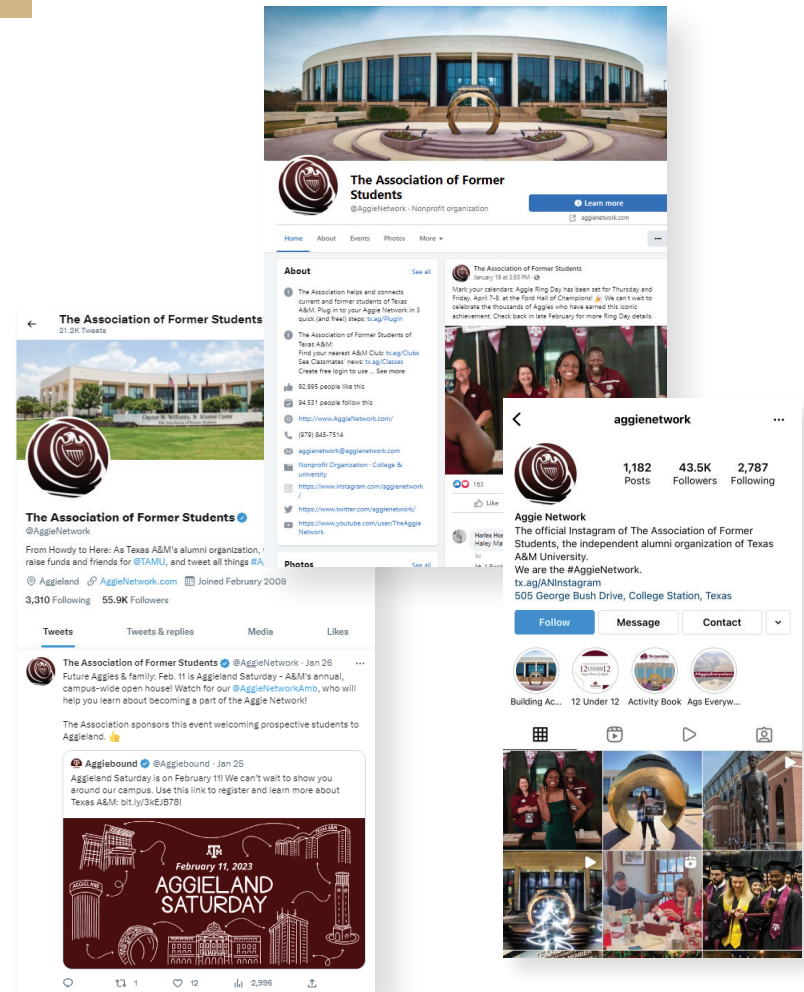
45,000+ Followers



15,000+ Followers



3,100+ Subscribers



*As of January 2023

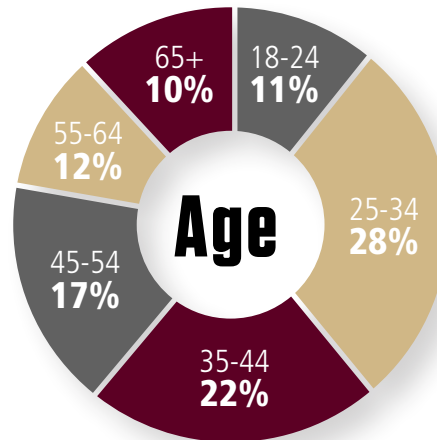
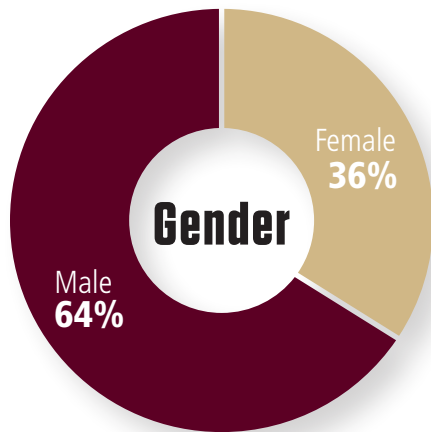


AggieNews

AggieNews is a monthly e-newsletter designed to keep more than 220,000 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:
\$92,087

The screenshot shows the top portion of an email newsletter. At the top left is the AggieNews logo with the tagline 'From The Association of Former Students'. At the top right, it says 'AUGUST 2022' and 'view in browser'. Below the header is a large photo of six people (three women and three men) smiling and posing together. Underneath the photo is a text block that reads: 'Join The Association for each football gameday this fall! Hang out with The Association of Former Students and other Aggies at each football game this season as The Association hosts the All-Aggie Hullabaloo at home and the All-Aggie Tailgate away!'. Below this text is a dark button with the text 'JOIN US'. At the bottom of the newsletter preview is a banner for 'GAMEDAY SHUTTLE' with the text 'PARK & PLAY in Downtown Bryan ENJOY THE GAME at Kyle Field' and 'LEARN MORE'. Below the banner are two smaller photos: one of people at a tailgate and another of two men in Aggie attire.



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



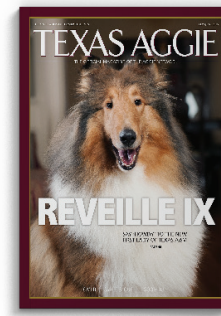
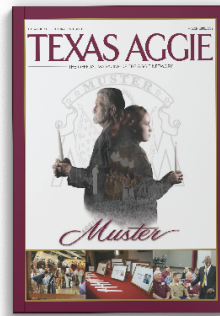
**Other Based on
Discussions**

**Data is not shared with partners.*

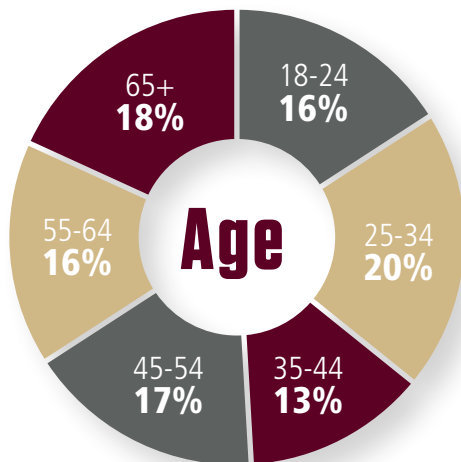
Texas Aggie Magazine

Texas Aggie is the official magazine of the Aggie Network. The magazine is published six (6) times a year and mailed to more than 56,000 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.

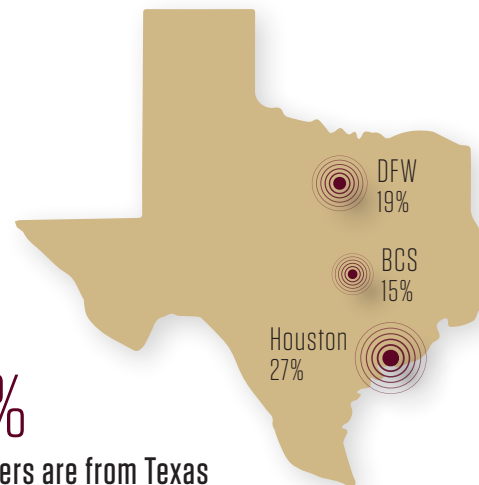
Opportunity: Ad placements



Demographics & Distribution



75%
of readers are from Texas



Average Household Income:
\$93,213



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.

ATM
Earn cash back on every purchase –
Call now: 877.518.9007 plus a \$200 cash back bonus offer

Dear Sample A Sample - Example,
You're invited to apply for The Association of Former Students* of Texas A&M Customized Cash Rewards Visa* credit card, so you can start earning more cash back for the things you buy most. Plus, by using this card, you help benefit The Association of Former Students* of Texas A&M at no additional cost to you.

Make every purchase more rewarding with quick, simple cash back:

- 3% cash back in one of the following categories:
gas, online shopping, drug stores, home improvement & furnishings, dining, or travel
- 2% automatic cash back at grocery stores & wholesale clubs
- 1% unlimited cash back on all other purchases, everywhere, every time

Earn 3% and 2% cash back on the first \$2,500 in these combined purchases each quarter, then earn 1% thereafter.

- \$200 cash back bonus offer

Learn more about your rewards and benefits in the Features section on Page 4.

ATM
PRSRST STD
U.S. POSTAGE
PAID
SAMPLE

Sample A Sample - Example
123 Main St.
Anytown US 12345-6789

FARMERS INSURANCE P.O. Box 2450
Grand Rapids, MI 49501-2450

As a member of The Association of Former Students of Texas A&M University, you are receiving this offer.

YOU COULD SAVE AN AVERAGE OF \$730* WHEN YOU SWITCH AUTO AND HOME TO FARMERS

CUSTOMER NAME
12345 PARK CIRCLE
ANYTOWN, OH 44444-1357

YOU COULD SAVE HUNDREDS ON INSURANCE

We've teamed up with The Association of Former Students of Texas A&M University to bring you a savings offer on your auto and home insurance. Switching your auto and home insurance to Farmers could save you an average \$730.*

And there's more: Farmers offers a wide range of products to simplify your insurance life. From motorcycles to recreational vehicles, to renters and boat insurance, you'll always get quality coverage at a great price.

Call today to find out how much you could save.

Sincerely,
Farmers Insurance*

AUTO HOME RENTERS BOAT MOTORCYCLE

CALL 800-641-1632 OR A LOCAL AGENT

*Based on average nationwide annual savings of new customers surveyed, excluding HI & SC & Farmers Group's 2018 from 7/1/20 to 7/1/21 who switched their Home and Auto insurance policies to Farmers Insurance Exchange, Mid-Century Insurance Company, Farmers Insurance Company of Washington (Bellevue, WA) or an affiliated insurer. In TX, insurance is underwritten by Farmers Insurance Exchange, Fire Insurance Exchange, Truck Insurance Exchange, Mid-Century Insurance Company, Farmers Texas County Mutual Insurance Company, Mid-Century Insurance Company of Texas or Texas Farmers Insurance Company. In NY, insurance is underwritten by Insurance Exchange, Truck Insurance Exchange, Mid-Century Insurance Company. In CA, insurance is underwritten by Farmers Insurance Company Home office, Los Angeles, CA.

Each insurer has sole financial responsibility for its own insurance. Visit farmers.com for a complete list of all insurers. Not all insurers are authorized in all states. Not all products, coverages, features and discounts are available in every state and may vary by state. Restrictions, exclusions, limits, and conditions apply.

*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.

New to Ring Day in 2023 is a marketplace in Aggie Park for every Ring Day. The marketplace will allow for vendors to set up and sell items within a designated tented area.

Dates: April 13-14, September 29, and November 3

Audience Demographics: Current students and their families

Estimated Attendance: 14,000+ per event



All-Aggie Grad Party

Event Overview:

The All-Aggie Grad Party is held at the Clayton W. Williams, Jr. Alumni Center and occurs alongside every commencement throughout the year. The event provides graduates with an opportunity to celebrate becoming former students at an open house-style event within the Williams Alumni Center.

Dates: May, August and December

Audience Demographics: New former students and their families

Estimated Attendance: 200-1,000 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: 100-600 per event



All-Aggie Tailgate

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



Howdy Socials

Event Overview:

New students, and their families, are invited to come to the Clayton W. Williams, Jr. Alumni Center during their New Student Conference to learn about The Association of Former Students, and to cool off inside the Williams Alumni Center with some refreshments and the opportunity to win door prizes for completing the experience. Students and families have the opportunity to try on their Class' Aggie Ring, network with others and find out about resources available in Aggieland.

Dates: June-August

Audience Demographics: Current students and their families

Estimated Attendance: 300-400/per social (~20 per summer)



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 Reunion

Event Overview:

The Traveling Aggies Reunion is held at the Clayton W. Williams, Jr. Alumni Center and is attended by travelers who have taken trips with the Traveling Aggies in the prior year. 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: Fall

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

Estimated Attendance: 200-400



Young Alumni Weekend Tailgate

Event Overview:

Former students who have graduated in the past 10 years are invited to an all-inclusive tailgate during the Young Alumni Weekend event held once a year. Food, drinks, entertainment and games are provided.

Dates: Fall

Audience Demographics: Former students (Most recent 10 years out of school)

Estimated Attendance: 800-1,500



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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LHudson17@AggieNetwork.com
979-845-7514