

Business Partnership Program

UC DAVIS

CAL AGGIE ALUMNI ASSOCIATION

By partnering with the CAAA, you can connect with the more than 250,000 Aggie alumni in support of UC Davis' mission, values, and growth. Our program can provide you with a customized plan specific to your business, helping you reach thousands of Aggies across the globe.



AggieXtra

AggieXtra is a semi-annual e-magazine sent to all UC Davis alumni, donors and parents of current students.

- 200,000 emailable addresses
- Average open rate: 28%



Aggie Connections

Aggie Connections is a free monthly e-newsletter with the capability to be segmented and sent to all alumni, young alumni, and alumni living in L.A. and Orange counties.

- Total Circulation: About 195,000
- Average open rate: 16-18%



In the Know

The *In the Know* free monthly e-newsletter is dedicated to provide parents and families of current and incoming students with useful university news, resources and information.

- Circulation: 33,175
- Open rate: 35%



Dedicated Email

Dedicated emails can be sent to all UC Davis alumni or segmented to business partners demographics.

- Segmentation based on targeted demographics
- Average open rate: 14-16%



Social Media

CAAA hosts active social media platforms including Facebook, Twitter and LinkedIn, which are ideal for business partners to host robust social media campaigns, events and posts.

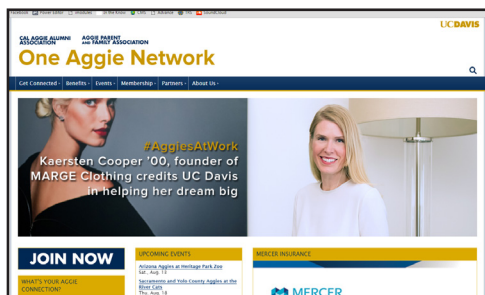
- Facebook 7,500-plus likes
- Twitter 1,900-plus followers
- LinkedIn 3,200-plus group users



Aggie Adventures Travel E-Newsletter

Monthly travel e-newsletter highlighting upcoming Aggie Adventures trips and discounts.

- Circulation: 120,000
- Demographic: UC Davis alumni, parents and friends ages 55-75



CAAA Website

The CAAA website hosts the latest news and information from UC Davis and success stories of our alumni from around California, the nation and the world. Business partners can gain exposure on the homepage of this website.



Business Directory

The Business Directory is designed for alumni, parents and students to find Aggie friendly businesses on and off campus.

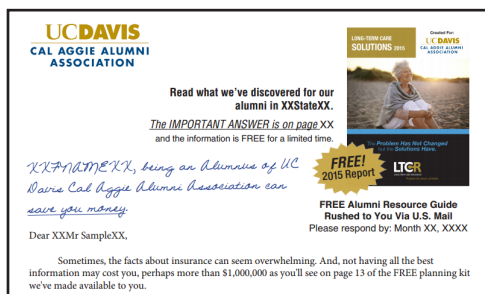
- Blue: \$75 per year
- Gold: \$100 per year



Alumni Center

The Walter A. Buehler Alumni Center is the home for all UC Davis alumni providing business partners a state-of-the-art space for special events.

- Meeting and event spaces
- Five digital signage boards
- Free wi-fi and meeting technology resources



Direct Mail

Direct mail can be sent on behalf of our partners to all alumni or segmented by specific demographics

- Custom
- Segmentation based on targeted demographics
- Promotional
- Average open rate: 3-4%



CAAA Exclusive Events

CAAA offers business partners exclusive access to annual UC Davis alumni events including Picnic Day, Alumni Awards, Parent and Family Weekend, Pajamarino, Aggie Diner, and many more!

- Title sponsorship
- Event host
- Event tabling
- Event size: small to large events
- Digital marketing
- Logo recognition/on-site signage and messaging

Connect With Us

- @CalAggieAlumni
- caaafanpage
- @CalAggieAlumni
- alumni.ucdavis.edu
- alumni@ucdavis.edu
- linkedin.com/groups/133471
- 800-242-4723