



## Sponsorship Packages

*(Updated August 2021)*

Are you interested in promoting your business to fellow Tigers in the Austin area? With over over 6k LSU alummi, friends & family located in the Austin area, we can help! LSU Austin is committed to helping connect Tigers with Tigers, and along with our annual events (game watches, crawfish boil, gumbeaux dinner, student send-offs, SEC Golf Tournament, happy hours – and more!), we are excited to help you connect with our Austin Tigers via our Chapter Sponsorships!

As a non-profit 501(c)(3), your contributions to LSU Austin are tax deductible. All proceeds from our events & sponsorships go to our scholarship endowments. Our endowments funds currently total over \$150k; over the years, we have provided \$59k in direct distributions to LSU students from the central Texas community.

As an Austin Chapter Sponsor, you can select your level of support. All Sponsorships are awarded on a year-to-year basis and begin from the date of the original sponsorship agreement date. Please note that the benefits for the levels of sponsorships may vary and may change at any time. (In-kind rentals, services, food, etc. can be included in the sponsorship package contribution value.)

Promotional options can include:

- Listing on Sponsors page on our website, [www.lsuaustin.com](http://www.lsuaustin.com)
- Chapter Emails (~1200 contacts on the email list; average open rate of 25-35%)
- Facebook posts & shares (~1900 followers), <https://www.facebook.com/LSUAustin>
- Instagram, <https://www.instagram.com/lsuatxchapter/>
- Events hosted during the year (promotion & speaking opportunities)
- Chapte articles submitted to the LSU Alumni Magazine (published quarterly & sent to over 100k people worldwide)

### Levels:

**Official Watch Party Location** – if you're willing to provide dedicated space, tvs with sound, and can cheer for the Tigers through the highs & lows of football season, then contact us!

During football season:

- Dedicated watch party page on chapter website
- Logo and/or name on the chapter Facebook event(s) page throughout football season
- Chapter will provide sponsor banner/flag (1 per year)

- Game watching parties to be promoted via email each week

During the year:

- Logo on all event and chapter-related email blasts (in footer of email)
- 2 Reserved Tickets for Gumbo Dinner
- Speaking Opportunity at major chapter events
- Sponsor-provided swag to guests at all major Chapter events
- Social Media - Sharing/Promoting your company through Chapter's social media accounts
- Sponsor-specific email blasts – content and images provided by sponsor (1 per year)
- Logo on chapter event banners & listed in Email blasts
- Logo, company description and link on chapter website sponsorship page

#### **Geaux Sponsor - \$5,000**

- Logo on all event and chapter-related email blasts (in footer of email)
- 4 Reserved Tickets for Gumbo Dinner
- Speaking Opportunity at major chapter events
- Sponsor-provided swag to guests at all major Chapter events
- Social Media - Sharing/Promoting your company through Chapter's social media accounts
- Sponsor-specific email blasts – content and images provided by sponsor (2 per year)
- Logo on chapter event banners & listed in Email blasts
- Logo, company description and link on chapter website sponsorship page

#### **Tiger Sponsor - \$2,500**

- Social Media - Sharing/Promoting your company through Chapter's social media accounts
- Sponsor-specific email blasts – content and images provided by sponsor (1 per year)
- Logo on chapter event banners & listed in Email blasts
- Logo, company description and link on chapter website sponsorship page

#### **Gold Sponsor - \$1000**

- Logo on chapter event banners & listed in Email blasts
- Logo, company description and link on chapter website sponsorship page

#### **Purple Supporter - \$500**

- Logo, company description and link on chapter website sponsorship page

**Event Sponsorships** are also available; if interested, please email [president@lsuaustin.com](mailto:president@lsuaustin.com) and [sponsorships@lsuaustin.com](mailto:sponsorships@lsuaustin.com). Available events include:

- Annual Gumbaux Dinner & Mardi Gras Celebration
- Annual Crawfish Boil
- Student Send Off Party
- Happy Hour Events