



## Warhawk Homecoming – October 26-28, 2023

### UW-Whitewater Student Activities & the UW-Whitewater Alumni Association Sponsorship Opportunities

#### Your support will reach:

- An estimated 25,000 students, alumni, and community members during the parade, football game, events, and receptions.
- An estimated 80,000 impressions via social media, email, and survey and print communications.
- Signage; physical and electronic on campus.
- Opportunities for logo acknowledgment through our social media platforms and on the online event website and registration.

#### New for 2023:

- **Alumni Networking Social.** Thursday evening, October 26. VIP gathering of the Foundation Board, College advisory boards, and engaged affinity groups.
- **Affinity Gatherings.** Friday evening, October 27. A combined reception in the University Center for over 300 alumni: Includes Alumni Marching Band, African American Alumni Group, Class of 1973 and others!



UW-Whitewater Foundation, Inc.



## Limited Homecoming Sponsorship Spaces Available

Spaces Available	Level	Amount	Benefits:
3	Presenting Sponsor - Friday Alumni Social	\$5,000	<p><b>Industry exclusivity &amp; first-refusal rights for 2024</b></p> <ul style="list-style-type: none"> <li>Your logo displayed on the Alumni Homecoming webpage <a href="https://www.uww.edu/homecoming/alumni">https://www.uww.edu/homecoming/alumni</a></li> <li>Listed as a corporate sponsor in up to four (4) issues of Warhawk Pride e-newsletter to 48,000 contacts, (July, August, Sept, Oct).</li> <li>Business name listed in reunion and Homecoming email communications.</li> <li>Tabling opportunity at Alumni Welcome Booth and activities on Friday, Oct. 27.</li> <li>Tabling opportunity at Alumni Parade Tent from 9-10:30 a.m. on Saturday, Oct. 28.</li> <li>Your organization's name will be displayed on digital signage on the UW-W campus in University Center and residence halls.</li> <li>Your organization's name will be displayed on signage at the following homecoming events: Study Night, Trivia, Bingo, Games, Talent Show, and the parade.</li> <li><i>Encouraged but optional:</i> Provide a promotional item to Friday Night Party attendees. 100-300 items (negotiable)</li> </ul>



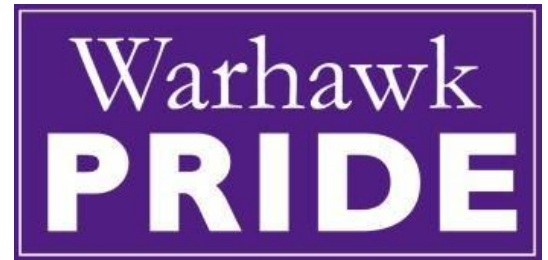
## Additional Sponsorship Opportunities:

Available	Level	Amount	Benefits:
1	Fireworks Sponsor	\$10,000	Community sponsor of the firework celebration following the Friday night bonfire. This sponsor has traditionally received wide media attention.
1	Thursday Alumni Networking Social	\$3,500	Celebrate our hundreds of alumni leaders, by sponsoring the Thursday evening reception. Alumni leaders representing various businesses and groups, from each Dean's Advisory Board and the Foundation Board, gather to share stories, connect, and engage with UW-Whitewater.
1	Homecoming Gift	\$3,000	A tradition for decades; Alumni and friends collect and announce their Alma Mater by wearing commemorative UW-W gear. From lapel pins to fanny packs, limited supplies are distributed. Your Logo and recognition of the sponsor will be attached with each gift.





**Warhawk Pride:** A monthly alumni and friends e-newsletter of UW-Whitewater. With distribution to over 58,000 e-mail addresses. The average open rate is 18-24% with an average click through rate is 1.5-2.0%. Alumni, employees, and regional community members follow Warhawk Pride to stay informed of UW-Whitewater events, news and opportunities.



**Social Engagement:** Announcements and registration for the ceremony will be highlighted via our social media outlets: LinkedIn (8,580), and Facebook (5,600).

Connect your branding & message alongside our impactful stories and accomplishments.

Alumni often hold onto their e-newsletters and forward them to friends and family.

**Go, team, go!**

Winter sports are in full swing here at UW-Whitewater and many teams are already showing what makes champions. Check out the schedules and show your support for the Warhawks by coming out to campus for a game or meet. Or catch a Livestream and check the recaps through our webpage.

[Read more](#)

**MORE THAN \$2.4 MILLION**  
IN SCHOLARSHIPS AWARDED  
by the UW-Whitewater Foundation

**UW-Whitewater announces scholarship recipients**

The UW-Whitewater Foundation awarded more than \$2.4 million in scholarships to students this academic year. Congratulations to the awardees! And thank you to our generous alumni and donors who have made gifts that allow us to present these scholarships each year!!

[Read more](#)



UW-Whitewater Foundation, Inc.



**UW-W Demographics:**

Alumni:	94,354
College of Arts & Communication:	10,141
College of Business & Economics:	35,359
College of Education and Professional Studies:	23,656
College of Letters & Sciences:	23,018
UW-Rock County:	4,087
General Studies:	2,180

**2022-23 Students:**

	UW-Whitewater Whitewater Campus	Rock County Campus
Undergraduate	9,121	644
Graduate	1,695	



UW-Whitewater Foundation, Inc.



**Marketing Reach:**

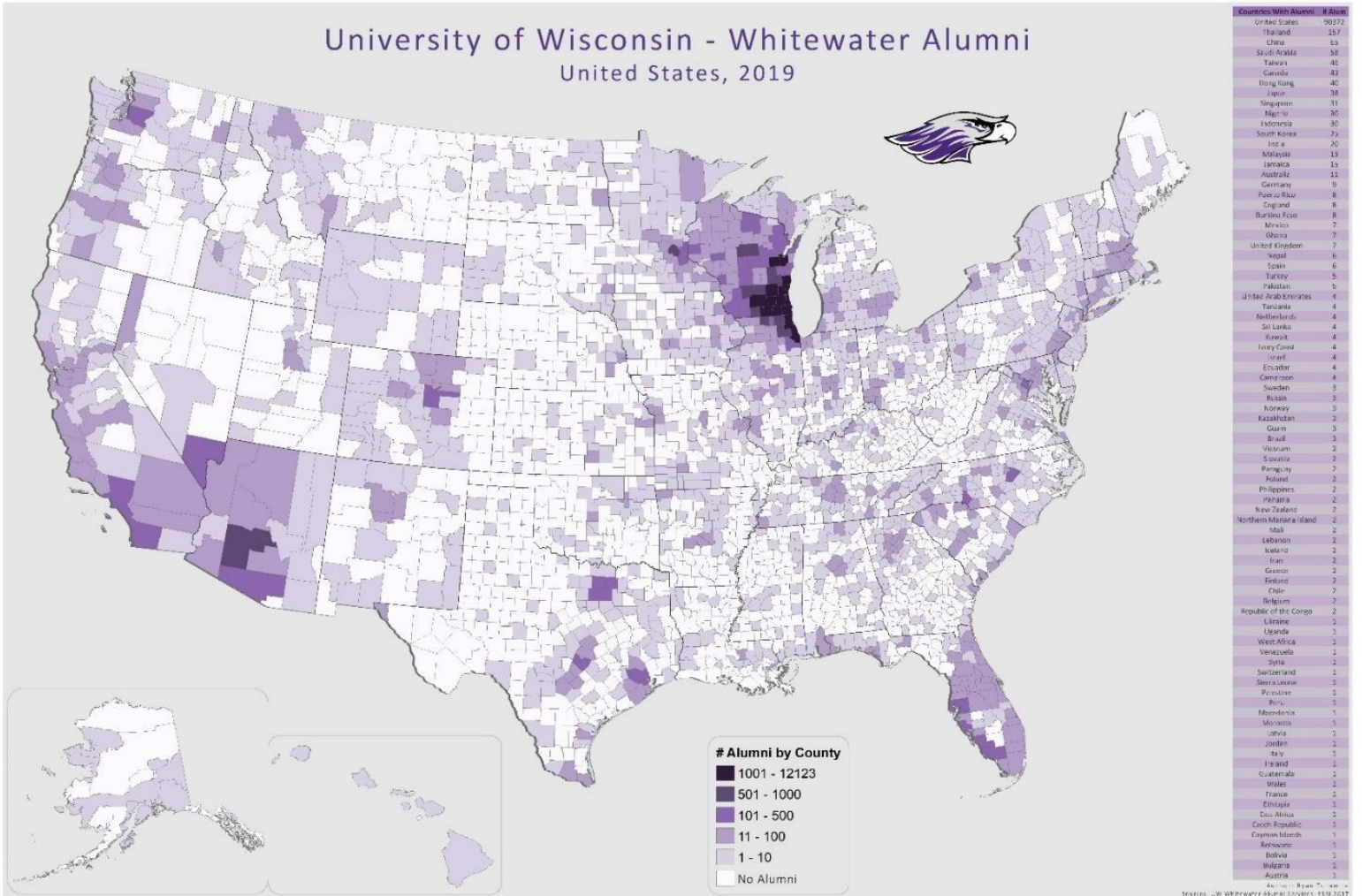
	Facebook	Twitter	LinkedIn	Instagram	YouTube
UW-Whitewater	42,000	14,200	79,876	11,700	521,682 views; 1,460 subscribers
Alumni	5,600	--	8,580	--	6,473 views; 23 subscribers
Athletics	11,000	11,700	--		
Young Auditorium	3100	281	--	--	13,573 views; 151 subscribers
Continuing Education	492				31,057 views; 276 Subscribers

	URL	Page Views	Unique Page Views
UW-Whitewater	UWW.EDU	4,729,958	3,342,579
Rock County	/ROCK	142,625	98,792
Alumni	/ALUMNI	21,075	17,037
Athletics	/ATHLETICS	2,368,335	943,036
Young Auditorium	YOUNGAUDITORIUM.COM	15,240	11,414
Camps & Conferences	/CE/CAMPS	19,811	15,074



UW-Whitewater Foundation, Inc.

A detailed Wisconsin and Illinois Zip Code report is available upon request.



*This map does not include UW-Rock County alumni.*



UW-Whitewater Foundation, Inc.

For more information,  
please contact the UW-Whitewater, University Relations Team:

**Maryam Enterline**  
[enterlim@uww.edu](mailto:enterlim@uww.edu)

**Carrie Kolles**  
[kollesc@uww.edu](mailto:kollesc@uww.edu)

**Kiefer Sullivan**  
[sullivankm14@uww.edu](mailto:sullivankm14@uww.edu)



UW-Whitewater Foundation, Inc.