SPONSORSHIP OPPORTUNITIES

Sept. 22-25, 2022
Homecoming is the largest event on campus when our students are joined by alumni, faculty, staff, parents, trustees, and members of the community. This year's celebration will take place September 22nd to 25th.

Forming a strategic partnership with Alaska Pacific University will strengthen your brand's commitment to bettering the student experience at APU and promoting the future of education in Alaska.

This year is special for so many reasons. Dr. Janelle Vanasse joins us as the 13th President of the University, enrollment is the highest it has been in 5 years, but what is most special to us is that this year APU will host the first homecoming in 13 years.

As our way to commemorate the University's rich traditions and to celebrate its future, Homecoming will be hosted every fall as a way to welcome new students and families to the community while celebrating the University's alumni and achievements.
About Alaska Pacific University

Founded in 1959, APU is an private, independent university that incorporates its students into all aspects of its organization and promotes intentional education where students engage in active learning while learning how they can impact their larger community.

This year Alaska Pacific University turned 63 and plans are underway for a year of celebration of the University's history, legacy, and students.

This is the perfect opportunity to be involved in a historic moment in the university's history.

You will be a part of this celebration and will receive an invaluable amount of exposure.
SPONSORSHIP OPPORTUNITIES

Annual SPONSORSHIP CALENDAR

Friendship Potlach
August 7, 2022

Alaska Pacific University (APU) and the Municipality of Anchorage are honored to partner together to help Ida’ina K’eljeshna (Friendship Dancers, a Dena’ina group) in hosting a Traditional Friendship Potlach, in Anchorage, on August 7. We invite you to have a part in supporting this movement to revitalize local Dena’ina traditions. This is an exciting partnership that aims to strengthen both our respect and collective ties to the land traditional protected by the people of the land.

Homecoming 2022
September 22-25, 2022

Homecoming is the largest event on campus when students are joined by alumni, faculty, staff, parents, trustees, and members of the community in a weekend long celebration of APU’s rich history, legacy, and traditions and welcoming the next generation of students and families to the community.

Indigenous Peoples Day
October 10, 2022

Indigenous Peoples Day is a time, we honor and celebrate Alaska Native peoples and Indigenous peoples around the world. It is an opportunity to lift up and celebrate Indigenous culture, history, and teachings.

Blue & Gold Benefit and Auction
February-March 2023

The Blue & Gold Benefit and Auction is an annual fundraiser for the APU Foundation. APUF provides annual support to the University including many of the scholarships that help keep students’ costs down. The fundraiser allows us to grow the endowments allowing us to award more scholarships to students.

Did you know?
During APU’s Indigenous Peoples Day in 2020, we reached over 27,000 viewers livestreaming the event.

If you are interested in one of the sponsorships, please contact the Office of Advancement at (907)564-8346 or advancement@alaskapacific.edu.
Businesses, interested alumni, and friends are invited to become sponsors of APU Homecoming.

SPONSORSHIP OPPORTUNITIES

$10,000

GENERAL BENEFITS
- TITLE SPONSOR: The Official title sponsor in all media during Homecoming weekend
- Business name displayed on banners at all Homecoming events as the title sponsor
- Business logo printed on spirit items at event (500 items distributed)
- Business allotted one (1) promotional table during APU Immersion Days (September 23-24 from 9:00am to 4:00pm
- Logo with link on Homecoming website

HOSPITALITY
- 16 complimentary tickets (4 per event) to all university events.
- 2 Seats at Presidential Table at Homecoming Dinner and Award Ceremony
- Event Booth throughout the weekend.

ADVERTISEMENT
- One Page Advertisement in the APU Alumni Calendar
- Business name listed in the Fall issue of the Blue & Gold Alumni Magazine

$5,000

GENERAL BENEFITS
- Listed as title sponsor in all media during Homecoming weekend
- Business name displayed on banners at all Homecoming events as the title sponsor
- Business logo printed on spirit items at event (500 items distributed)
- Business allotted one (1) promotional table during APU Immersion Days (September 23-24 from 9:00am to 4:00pm
- Logo with link on Homecoming website

HOSPITALITY
- 8 complimentary tickets (2 per event) to all university events.
- Event Booth throughout the weekend.

ADVERTISEMENT
- One-Half (1/2) Page Advertisement in the APU Alumni Calendar
- Business name listed in the Fall issue of the Blue & Gold Alumni Magazine
Businesses, interested alumni, and friends are invited to become sponsors of APU Homecoming.

**SPONSORSHIP OPPORTUNITIES**

$2,500

**GENERAL BENEFITS**
- Listed as sponsor in all media during Homecoming weekend
- Business name displayed on banners at all Homecoming events as the title sponsor
- Business allotted one (1) promotional table during APU Immersion Days (September 23-24 from 9:00am to 4:00pm)
- Logo with link on Homecoming website

**HOSPITALITY**
- 4 complimentary tickets to all university events.
- Event Booth throughout the weekend.

**ADVERTISEMENT**
- 1/4 Page Advertisement in the APU Alumni Calendar
- Business name listed in the Fall issue of the Blue & Gold Alumni Magazine

$1,000

**GENERAL BENEFITS**
- Listed as sponsor in all media during Homecoming weekend
- Business name displayed on banners at all Homecoming events as the title sponsor
- Business allotted one (1) promotional table during APU Immersion Days (September 23-24 from 9:00am to 4:00pm)
- Logo with link on Homecoming website

**HOSPITALITY**
- 4 complimentary tickets to all university events.
- Event Booth throughout the weekend.

**ADVERTISEMENT**
- 1/4 Page Advertisement in the APU Alumni Calendar
- Business name listed in the Fall issue of the Blue & Gold Alumni Magazine
IN-KIND OPPORTUNITIES

Alaska Pacific University welcomes donors of all levels to participate in the Homecoming 2022 sponsorship efforts. Benefits to those offering in-kind contributions will vary depending on the need, details and value of the contribution.

**BOOTH (8 AVAILABLE) $250**
- Exposure to students, alumni, faculty, staff and community
- Name on Homecoming website
- Option to have 10x10 booth in Vendor Row
  - 10x10 pop up tent, 6 ft. table and 2 chairs

**PHOTO BOOTH SPONSORSHIP (2 AVAILABLE) $1,000**
- Exposure to students, alumni, faculty, staff and community
- Name on Homecoming website

Looking to share your restaurant’s food or beverages with the University community? We are able to offer event presence to local restaurants and breweries in exchange for in-kind donations. Two examples are listed below.

**The Taste of Anchorage**

**Friday, September 23 5:00 pm - 7:00 pm**

APU will be hosting a "Taste of Anchorage" during the welcome reception, where it will feature the exclusive opportunity for restaurants and breweries to advertise their amazing food and beverages for the greater community.

**APU Trivia Night**

**Friday, September 23 7:00 pm - 9:00 pm**

Be an official food or drink caterer for APU Trivia Night where students, faculty, staff, and alumni all test their knowledge of APU.
Want to make sure your company stands out as a sponsor?

The packages listed may be used as a point of reference. A customized package can be created to best suit each business or individual. With your Homecoming 2022 sponsorship, APU wants to ensure that your company is promoted in the best way that meets your specific marketing and sponsorship needs and has a strong relationship with Homecoming 2022 and Alaska Pacific University.

We look forward to a great Homecoming experience and hope you will join us. If you have questions or would like to discuss your opportunity for sponsorship, please contact:

Alaska Pacific University - Office of Advancement at (907)564-8282 or advancement@alaskapacific.edu.
Sponsorship
COMMITMENT FORM

Homecoming 2022 & Alumni Weekend

- $10,000
- $5,000
- $2,500
- $1,000
- Other
- In-Kind

Interested in Other Event Sponsorship?

Full Name: 
E-Mail: 
Address: 
City: State: Zip Code:

Phone: 
Signature of Authorization: 

Check is Enclosed
Credit Card Payment

Make check payable to Alaska Pacific University
Mail to:
Alaska Pacific University
Office of Advancement
4101 University Drive
Anchorage, AK 99508

Card Information (CC #, Exp. Date, and Sec Code)

Or visit www.alaskapacific.edu/donate
Click Donate and proceed through giving form and
in the comments field, write "sponsorship"

Company logos and ads should be sent as a .jpeg or .pdf file via email to:
advancement@alaskapacific.edu

If you have questions or would like to discuss your opportunity for sponsorship, please contact:
Office of Advancement at (907)564-8282 or advancement@alaskapacific.edu.
Thank you for supporting Alaska Pacific University