



# MARKETING OPPORTUNITIES

Boost your business with the Power of Red

**NEBRASKA**  
— ALUMNI —

# THERE IS NO PLACE LIKE NEBRASKA

**T**he Nebraska Alumni Association is your company's connection to more than 200,000 fiercely loyal alumni, fans and friends. We have a wide range of communication channels, programs and events that reach hundreds of thousands of Huskers each year— of all ages, professions and backgrounds.

Nebraska alumni are global leaders in business, agriculture, engineering, journalism, technology and more. The Nebraska Alumni Association is where they come together to engage with their alma mater and carry on the Nebraska tradition.

Put that **Big Red Power** to work for you today!

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# Alumni Profile

Connect with a worldwide network of Huskers through customized, multi-channel opportunities tailored to help reach your customers and achieve your goals.



Total Living Alumni  
**229,000**



## Communication

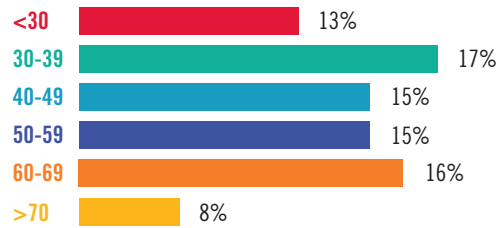


By Mail **209,000**

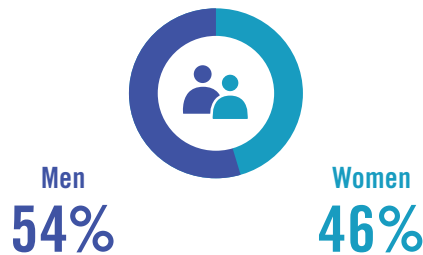


By E-mail **156,000**

## By Age



## Gender\*\*

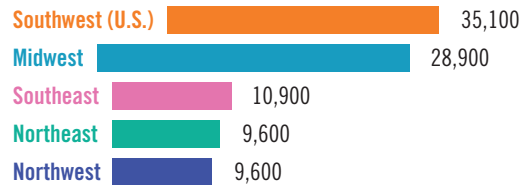


\*\*The NAA values our transgender and nonbinary alumni, who are not represented in the above data. This gender data was collected as binary in the past, and we look forward to reflecting an improved future data set to accurately represent the identities of all UNL alumni.

## Geographic Distribution

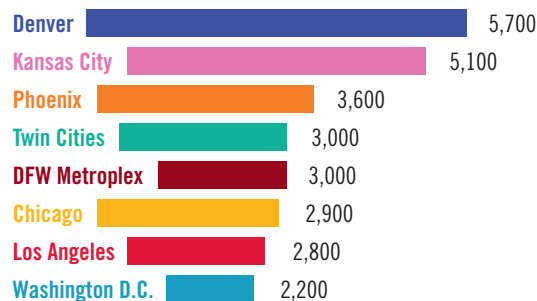


Nebraska **110,800**



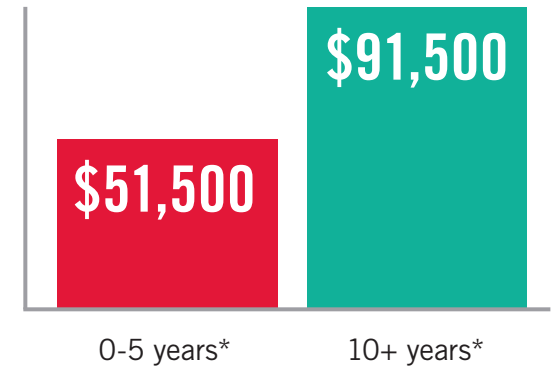
International **3,334**

## Top Metro Areas Outside of Nebraska



## Salary Report (payscale.com)

Average annual salary of alumni:



\*After graduation

## Networks



Chapters  
**62**



Affiliate Groups  
**13**

# Nebraska Quarterly

Our redesigned *Nebraska Quarterly* magazine is sent four times per year. The March, June and December editions go to 20,000 member households, while the special September edition goes to 100,000 alumni households. The magazine received a national award in 2018 and features in-depth stories, university news and profiles you can't get anywhere else.

We're proud to leverage a nationwide network of Nebraska alumni who contribute original writing, photos and artwork to create a one-of-a-kind publication.

**Frequency:** Quarterly – March, June, September and December

**Circulation:** **22,000** (March, June, December) **100,000** (September)



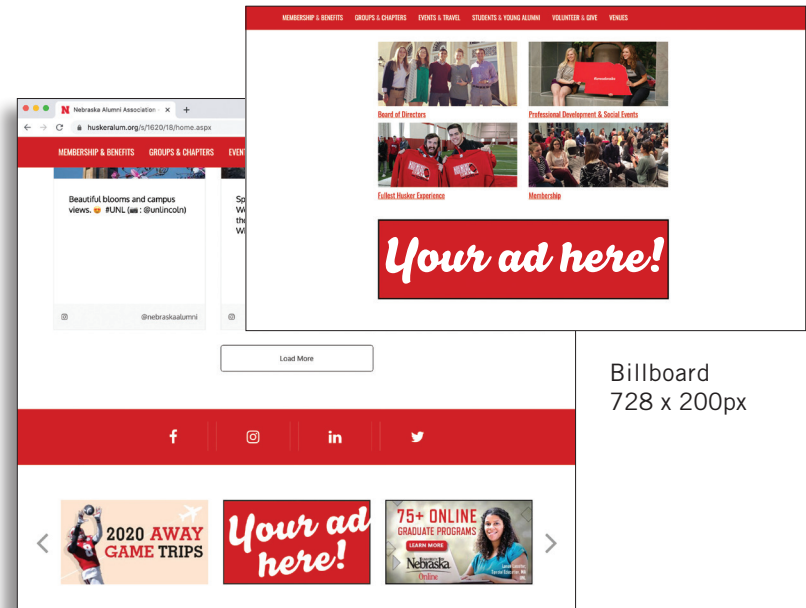
# HuskerAlum.org

Frequently updated content, unique features, and alumni news keep Huskers coming back to **huskeralum.org** which boasts more than 36,000 page views each month.

Official NAA partners can reserve premium ad space with your logo on the home page.

**Total Traffic in 2021: 201,000**

Over **17,000** sessions each month



Home Page Rotator  
350 x 200px

Billboard  
728 x 200px

# E-mail Opportunitites

Dedicated e-mails, banner advertising and sponsorship mentions in a variety of e-mails reaching 100,000 Huskers each month.

## eNUz Newsletter

Featuring alumni, campus and athletics news, the eNUz is sent on the third Tuesday of each month. **Average Open Rate: 23%**

## E-mail Assets

Athletics ticket sales, alumni adventure travelers, event notifications and follow-ups, member benefits, Student Alumni Association, Nebraska Champions Club. Dedicated e-mails available at certain partnership levels.

**NEBRASKA ALUMNI ASSOCIATION**




**Greetings from the Nebraska Alumni Association!**


**NCC Weekly Update**  
Lot & plaza restrooms open at 10 a.m. | Service in Clubhouse begins at 10 a.m. | Kickoff at 1:30 p.m.


Happy Thanksgiving from the Nebraska Alumni Association! We are excited to welcome everyone back to the Nebraska Champions Club as the Huskers take on the Hawkeyes this week. Important details about Friday's game are below.




 **ALUMNI ASSOCIATION**


MAY 2020








ADVERTISEMENTS





Wide Banner  
600 x 88 px

Wide Banner  
600 x 88 px

Footer Ad  
600 x 88 px

## Athletic Events

Husker fans bleed red and love to get fired up before the game. The NAA hosts events before Husker sporting events at home and on the road to unite alumni and fans in Husker spirit.

### AKRS Champions Club

The NAA operates the exclusive AKRS Champions Club, which gives members a one-of-a-kind game day experience right next to Memorial Stadium.

### Away Game Husker Huddles

*(2-3 football games per year, various other sports)* For select road games, the NAA hosts game day events at the destination city to unite traveling Huskers and get fans ready to paint an opposing city red.

### Football Fridays

*(3 home games and 2-3 road games per year)* Football weekends start on Fridays with this family-friendly event featuring pep bands, cheerleaders, appearances by former players and media members to preview the big game.

### Bowl Game Packages

We host hundreds of captive fans on a trip to Nebraska's bowl destination for a fun-filled, multi-day experience including air travel, hotel, game tickets and pregame event.

**Sponsorship packages** can include private event space, AKRS Champions Club passes, e-mail ads, co-branded merchandise, mailing inclusions, event tabling or signage and mention by event hosts.



# Alumni Engagement Programs

Our members and friends are active participants in programs that engage all ages and interests. We bring alumni together to connect, educate, mentor, reunite and honor one another.

## UNL Homecoming

A week-long celebration of the Husker community with on-campus events, including the annual student talent show, parade and Cornstock festival, that unites students, alumni, and friends.

## Over 70 Chapters and Affiliate Groups

Huskers across the country are united by their love of Nebraska and hold special events to network, watch Husker sports and raise scholarship funds.

## Nebraska Women's Leadership Network

The Network recently celebrated 20 years of inspiring, connecting and empowering women leaders with ties to the university.

## Student Alumni Association

UNL's largest Registered Student Organization provides members the full Husker experience through leadership development, social activities and a celebration of the Nebraska tradition.

## Young Alumni Academy

Each year, 40-50 standout alumni under age 40 are invited for professional development and networking opportunities that connect them to each other and to UNL.

## Nebraska Workplace Networks

We take Husker spirit to the workplace to foster networking and develop camaraderie at businesses across the U.S. which employ large numbers of Nebraska alumni.

## Future Huskers

NAA members can share their love of Nebraska with a child in their life. Each Future Husker receives a special birthday greeting, monthly communications and Husker challenges. They're also invited to Future Husker University each summer for a fun-filled campus experience.



**Sponsorships** can include e-mail ads, co-branded merchandise, mailing inclusions, and event tabling or signage.

# Become a Big Red Partner

Align with the Nebraska Alumni Association, and you'll be in good company with these recent sponsors and advertisers:



Are you ready to boost your business with the **Power of Red?**

Contact **Jeff Sheldon**, *Senior Director, Marketing & Business Relations*,  
 (402) 472-8918, [jsheldon@huskeralum.org](mailto:jsheldon@huskeralum.org), [www.huskeralum.org](http://www.huskeralum.org).