



2020 USC Associates Pre-Game Football Picnic

Sponsorship Guide



USC Associates invites you to become a sponsor of one or more of our pre-game picnics before home games throughout the Trojan football season. Picnic sponsors enjoy unique access to this key audience with a demonstrated affinity for USC.

About the USC Associates

The USC Associates is the premier academic support group of the University of Southern California. USC is located in the heart of Los Angeles and is one of the world's leading private research universities, boasting 23 schools and units of the highest academic caliber, with state-of-the-art facilities and renowned faculty.

USC Associates Members

USC Associates members are comprised of USC's highest-level donors, having each committed a minimum of \$50,000 to the university's academic programs. These dedicated members are leaders within USC's academic community, as well as within their own professional and social circles.

Influential and extremely well connected, USC Associates members view their membership as both a prime networking opportunity and a demonstration of their commitment to the Trojan Family.

USC Associates Pre-Game Football Picnics

For nearly 50 years, the USC Associates has hosted elite, members-only pre-game football picnics on campus. For non-members, it is the most sought-after game-day invitation. Approximately 1,500 to 2,200 members and their guests attend each picnic.

As a member of the Pac-12 conference, the USC football team will play six home games at the Los Angeles Memorial Coliseum this year, attracting hundreds of thousands of fans to the USC campus for pre-game picnics and tailgates.

The USC Associates pre-game picnics last approximately three hours and feature elaborate and varied food and dessert buffets, full bars and special appearances by the USC Trojan Marching Band, Spirit Leaders and Song Girls.

Attended by alumni, families, students, faculty and deans, the USC Associates pre-game picnics truly represent the best of the Trojan Family.

Benefits of Sponsorship



ONLINE BRAND PRESENCE

Sponsors are recognized on USC's online reservation system, as well as on the USC Associates website and Facebook page. Sponsors are also recognized on pre-event emails and invitations.



ON-SITE EVENT BRANDING

Two branded, sponsor "thank you" banners are displayed at the event entrance and above the main bar.



GUEST-TABLE DISPLAYS

Sponsor logos are included on all guest-table displays.



GIVEAWAYS

Sponsors enjoy opportunities for on-site display of promotional merchandise and distribution of pre-approved, co-branded giveaways.



ACCESS & TOUCHPOINTS

Sponsors have the opportunity to interact personally with more than 1,500 dedicated and affluent participants, who will recognize the sponsors as members of the Trojan Family.



PHILANTHROPIC OPPORTUNITY

The university is a charitable organization under Section 501(c)(3) of the Internal Revenue Code. Support of USC Associates includes the benefit of tax deductibility.



USC ASSOCIATES MEMBERSHIP

Your tax-deductible sponsorship may also be applied to a new or upgraded membership in the USC Associates.

USC Associates Home-Game Picnic Sponsorship Opportunities

September 12	New Mexico
September 26	Arizona State
October 10	Cal Trojan Family Weekend <i>Sponsored by Usha and Mayan Patel</i>
October 31	Colorado
November 14	Washington Homecoming / Reunion Weekend
November 28	Notre Dame <i>Sponsored by Cathi and John Bendheim</i>

Sponsorship Levels

GOLD SPONSOR - \$35,000

Exclusive sponsorship of 3 home-game picnics

- 8 USC Associates Picnic passes for each sponsored picnic
- Brand/logo integration in all online and print platforms
- 2 large, exclusively branded banners
- Branding opportunities on all table signage
- Promotional tent provided for merchandise giveaways, displays, etc.
- Opportunity to co-brand promotional merchandise with USC Associates

CARDINAL SPONSOR - \$15,000

Exclusive sponsorship of 1 home-game picnic

- 2 USC Associates Picnic passes for sponsored picnic
- Brand/logo integration in all online and print platforms
- 2 large, exclusively branded banners
- Branding opportunities on all table signage
- Promotional tent provided for merchandise giveaways, displays, etc.
- Opportunity to co-brand promotional merchandise with USC Associates

Previous Sponsors



CATHI & JOHN BENDHEIM

DANA & GREGORY LEE

TRADER JOE'S®



MARA AND JOE CARIERI

BLACK, STARR & FROST



CHRISTINE M. OFIESH
CELEBRATING
DR. ARTHUR C. BARTNER'S
50TH YEAR AT USC

Keck Medicine of **USC**

Keck Signature Care
Concierge Medicine Program

The Law Firm of
GW
Greenberg Whitcombe

For more information on sponsoring a USC Associates Picnic,
please email uscassociates@usc.edu.

USC Associates

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