



# Media Benefits for Alumni Reunion Weekend Sponsors



01

## Facebook & Linked In Posts

Reach: 18,000+ Linked In & 24,000+ Facebook followers  
Frequency: Weekly Aug & Sept.



02

## E-newsletters

Alumni, Athletics & YCF e-news  
Reach: 50,000+ combined reach  
Frequency: 1 Aug. & 1 Sept. for each newsletter

03

## YC Internal Promo

Digital Signs & Internal E-Mails  
Reach: 6 Campuses/Centers  
Frequency: Daily boards/weekly emails for 6 weeks



04

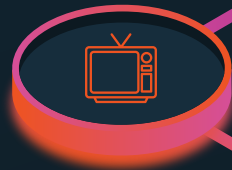
## Radio Live & Recorded

2 Recorded Spots & 7 LIVE local radio spots at KQNA  
Reach: Across Yavapai County  
Frequency: Weekly for 6 weeks

05

## Press Releases

Press releases per event across Yavapai County & Phoenix Metro media outlets  
Reach: ?  
Frequency: ?



06

## TV/Prescott Valley Channel 56

Reach: Households?  
Frequency: 1 LIVE airing

07

## Follow Up

E-newsletters & email campaign after event follow up  
Reach: 50,000+ in 2 e-newsletters  
Frequency: 1-2 emails & 2 e-news per participant



Additional impressions included:

- 50 attendees: Verde Valley Happy Hour/Mixer
- 150 attendees: Athletics Hall of Fame Brunch
- 100 participants: CHP/PTK Fun Run
- 100+ attendees: Golf Classic tournament
- 800+ attended: Little River Band at YC Performing Arts Center



Find out more at:

[WWW.YC.EDU/ALUMNIWEEKENDSPONSORS](http://WWW.YC.EDU/ALUMNIWEEKENDSPONSORS)

