The Osher Lifelong Learning Institute (OLLI) at the University of New Mexico
Corporate Sponsorship Program

Lifetime Learning. Lifelong Growing.

Support UNM and its lifelong learning efforts.

Since it charter in 2007, the Osher Lifelong Learning Institute at the University of New Mexico has hosted thousands of participants in its short courses and special events. With its focus on offering exciting and enriching programs for adults 50 and above, the OLLI at UNM is the primary outreach program for seniors at UNM. In 2017 alone, over 1,500 members participated in more than 460 classes, lectures and performances.

Become an OLLI Corporate Sponsor

Partnering with the Osher Lifelong Learning Institute will raise awareness of your brand among our 1,500 members as well as the larger community. As an OLLI Corporate Sponsor, your business will be listed in the spring, summer and fall semester catalogs. 30,000 catalogs are printed per year, 10,000 per term, reaching current members, past participants, UNM retirees, alumni association members, instructors and supporters. Your business may be included as a sponsor on flyers promoting classes and member events. You may also sponsor an OLLI course or event to associate your product or service directly with a relevant OLLI activity. Your business may be included in our electronic marketing efforts, both through our website and the monthly e-newsletter.

Partner Benefits
• Partner with UNM Osher Institute to offer high-quality lifelong learning opportunities in our community.
• Raise awareness of your business’ goods and services among our members and the UNM community.
• Sponsor a course or activity and have your logo and name displayed on course flyers and event programs.
• Help expand lifelong learning opportunities across central New Mexico.
• Be listed among the Osher Corporate Sponsors in the 10,000 catalogs distributed per term.
• Be listed on our website, http://ce.unm.edu/enrichment/osopher/index.php
• Be listed in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, alumni association members, instructors and supporters
Giving Levels and Recognition

**Diamond:** $5,000: Full Page ad or logo in each semester’s catalog (3 annually) and on our webpage for one year.

*Plus* Inside front catalog cover (one catalog – choice of semester), two scheduled sponsor events – an opportunity to put your business’ goods and services in front of OLLI at UNM members. Your business logo listed on 12 Member Event Flyers throughout the year with an approximate distribution of 6,000. Your company may provide promotional items – pens, calendars, table tents or mouse pads. These will be distributed in OLLI classes and at Member Events while supplies last. Listing in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, alumni association members, instructors and supporters

**Exclusive – One Diamond Sponsor Annually**

**Platinum:** $2,500: Full Page ad or logo in each semester’s catalog (3 annually) and on our webpage for one year. Inside front cover (two catalogs). Your business logo listed on 4 Member Event Flyers throughout the year with an approximate distribution of 2,000. Listing in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, alumni association members, instructors and supporters

**Exclusive – 2 Platinum Sponsors Annually**

**Golden:** $1,000: ½ page ad or logo in each semester’s catalog and on our webpage for 1 year. Listing in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, alumni association members, instructors and supporters

**Silver:** $750: ¼ page ad or logo in each semester’s catalog and on our webpage for 1 year. Listing in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, alumni association members, instructors and supporters

**Cherry:** $500: business card ad or logo in each semester’s catalog and on our webpage for 1 year. Listing in our monthly e-newsletter reaching 3,600 current members, past participants, retirees, past participants, alumni association members, instructors and supporters

**Course and event sponsorships:** $250: name and logo displayed on course flyers and event program. Sponsorship acknowledged by course and event presenters. Name listing in each semester’s catalog for 1 year.

Maralie Waterman-BeLonge  
belonge@unm.edu  
505-277-6179  
ce.unm.edu/oshi
Osher Lifelong Learning Institute at the University of New Mexico

Osher catalog AD SPECIFICATION SHEET

Ad sizes

- Inside Front Cover
  - Full page
  - W 4.875" x H 10"

- 1/2 page Vertical
  - W 2.138" x H 9.32"

- 1/2 page Horizontal
  - W 4.376" x H 4.61"

- 1/4 page Vertical
  - W 2.138" x H 4.61"

- 1/4 page Horizontal
  - W 4.376" x H 2.255"

- Business Card
  - W 3.5" x H 2"

File Specifications

- All files should be in Grayscale mode
- PDF files are preferred—Press optimized
- Embed or outline all fonts
- PDF file exactly to size and shape reserved, no bleeds
- The following formats are also accepted: TIF and EPS
- Submissions should be at 300 dpi

Camera-ready ads must be submitted electronically.
Submit ads to Maralie BeLonge at belonge@unm.edu

Semester Deadlines

- Fall 18: May 30, 2018
- Spring 19: Sep 12, 2018
- Summer 19: February 27, 2018
- Fall 19: May 15, 2018

UNM Continuing Education Osher Lifelong Learning Institute reserves the sole discretion for determining the types of advertising and promotion that will be accepted and displayed in our marketing materials.

For more information or questions, call Maralie Waterman-BeLonge at 505-277-6179.
**UNM CAMPUS**
- CARRIE TINGLEY HOSPITAL
- UNM HUMAN RESOURCES (2)
- UNM BUSINESS CENTER
- UNM HOSPITAL/MAIN ENTRANCE 3RD FL
- INFORMATION TECHNOLOGIES
- MEDICAL CENTER LIBRARY
- PSYCHO THERAPY SERVICES
- COLLEGE OF EDU. & ADVERTISEMENT
- ANDERSON SCHOOL OF MANAGEMENT (3)
- DANE SMITH HALL (UNM)
- ZIMMERMAN LIBRARY
- UNM SCHOLES HALL
- CENTENNIAL LIBRARY
- DAILY LOBO/MARRON HALL
- UNM BOOKSTORE
- GEORGE PEARL HALL
- POPEJOY HALL (2)
- VETERANS RESOURCE CENTER
- UNM STUDENT SUPPORT & SERVICES
- UNM MEDICAL GROUP (3)
- SOUTHWEST CENTER (SCME)
- CNM / BRASHER HALL (2)
- MITCHELL HALL
- COMMUNICATION AND JOURNALISM
- YALE MALL
- MESA VISTA HALL/STUDENT SVCS CTR.
- UNM TELECOMMUNICATIONS OFFICE
- UNM PARKING SERVICES CENTER

**NEAR UNM CAMPUS**
- FRONTIER RESTAURANT
- LA MONTANITA CO-OP
- THE CUBE BBQ
- CENTURY THEATER
- TUCANOS REST
- COPPER CANYON
- SUNPORT AIRPORT
- ANAPURNA
- STANDARD DINER
- GUILD CINEMA
- METROPOLITAN COURT OFFICES
- ALBUQUERQUE CITY HALL

**WESTSIDE**
- NORTH VALLEY SENIOR CENTER
- JOHN MARSHALL HEALTH SERV. CTR.

**LIBRARIES**
- MAIN LIBRARY
- S. BROADWAY / FRANCES PARRISH LIBRARY
- LOS GRIEGOS LIBRARY
- WEST VALLEY LIBRARY
- ALAMOSA / ROBERT L. MURPHY LIBRARY
- TAYLOR RANCH LIBRARY
- ESTHER BONE
- LOMA COLORADO
- NORTH VALLEY
- LOMAS TRAMWAY LIBRARY
- JUAN TABO LIBRARY
- CHERRY HILLS LIBRARY
- ERNA FERGUSSON LIBRARY
- WYOMING LIBRARY
- SAN PEDRO LIBRARY
- ERNIE PYLE LIBRARY
- UNM ZIMMERMAN LIBRARY
- SPECIAL COLLECTIONS GENEALOGY LIBRARY

**EASTSIDE**
- JEWISH COMM CENTER
- CNM MONTOYA CAMPUS
- MARIO’S PIZZERIA
- MANNIES RESTAURANT
- STANDARD DINER
- LA MONTANITA CO-OP
- JOHN BROOKS
- KAFB COMMISSARY
- KAFB MVD/INFO T&T

**NORTH DOMINGO CENTER**
- GENERAL MILLS
- ABQ HEALTH PARTNERS
- NORTHROP GRUMMAN
- US NEW MEXICO FCU
- HARWOOD ART CNTR.
- FIRST FINANCIAL CREDIT UNION
- GAP INC.
- CITY OF ALBUQ. CITY HALL (LOBBY)
- SOCIAL SECURITY ADMIN.
- CITY OF ALBUQ. (ZOO)
- JOHNSON & JOHNSON
- PRESBYTERIAN (HR)
- VA EDUCATION
- RIO GRANDE CREDIT UNION
- FIRST COMMUNITY BANK
- YMCA
- HIGHLAND SENIOR CENTER
- NM DEPT. OF HEALTH
- MANZANO MESA CENTER
- BEAR CANYON SENIOR CTR.
- PALO DURO SENIOR CTR.
- IRS (LOBBY)
- FIRST FINANCIAL CREDIT UNION
- NEW FUTURES SCHOOL
- BANK OF AMERICA

**VALENCIA**
- BURGER KING
- WALMART
- UNM VALENCIA CAMPUS

**EAST MOUNTAIN**
- EAST MOUNTAIN LIBRARY
- WALMART

**SANTA FE**
- FLYING STAR

**OTHER**
- GARCIA’S KITCHEN (5)
- RELISH SANDWICHES
- EL VIVA MEXICAN RESTAURANT
- EL TACO TOTE (2)
- BUFFALO WILD WINGS (2)

**Distribution Locations**
Visit us at [http://ce.unm.edu/enrichment/osher/](http://ce.unm.edu/enrichment/osher/) to view our current classes and events.

Questions? Maralie W. BeLonge, Program Supervisor: (505) 277-6179 or belonge@unm.edu

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**Continuing Education**
UNM Continuing Education