



Osher Lifelong Learning Institute

at The University of New Mexico

Lifetime Learning. Lifelong Growing.

Corporate Sponsorship Program

Support UNM and its Lifelong Learning Efforts

Since its charter in 2007, the Osher Lifelong Learning Institute at the University of New Mexico (OLLI) has hosted thousands of participants in its short courses and special events. In 2013, over 1,200 members attended more than 250 classes, lectures and performances. With its focus on offering exciting and enriching programs for ages 50 and above, the OLLI at UNM is Albuquerque's primary outreach program for adults.

Become an OLLI Corporate Sponsor

Partnering with OLLI is a great opportunity to raise awareness of your brand. As a Corporate Sponsor, you will be listed in the spring, summer and fall catalogs. For a total of 25,500 per year, 8,500 catalogs are printed each of three semesters, reaching current members, past participants, UNM alumni, instructors, supporters, and community members. We welcome your exclusive sponsorship of special events or popular courses and we invite you to associate your business directly with a relevant member activity. We will proudly recognize our sponsors in all of our marketing and social media efforts.

Exclusivity:

Our top 3 sponsors (1 Diamond and 2 Platinum per year) benefit with exclusive front cover placement. We welcome you to speak with us about opportunities to be our exclusive partner in your business field.

Partner Benefits:

- Support high-quality opportunities in our community and across central NM
- Raise awareness of your business
- Receive high volume brand visibility
- Your support of this non-profit program is eligible for charitable tax purposes
- Be recognized among Osher Corporate Sponsors in the 25,500 catalogs distributed each year; on our website, <http://ce.unm.edu/enrichment/osher/index.php>; and in our monthly e-newsletter reaching over 1,700 people

Demographics:

Age: 50+
Over 1,200 current members
1,700 individuals receive monthly e-newsletter

Distribution:

25,500 catalogs and 10,000-15,000 flyers & programs printed yearly. Each semester, 8,500 new catalogs are printed and distributed. Of those, 4,500 are mailed to members, UNM retirees, and individuals who sign up to receive a Continuing Education catalog and the remaining 4,000 are distributed throughout the greater metro area.

505-277-0077
dce.unm.edu/Osher

 **UNM** Continuing Education



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Sponsorship Levels and Recognition

Presenting Partner: \$5,000 (limited to one annually)

- Full page ad in each catalog (3 annually, total of 25,500) *including inside front cover for your choice of semester*
- Invitation to host scheduled events with our members, promoted through our marketing team
- Logo on 12 member event or course flyers throughout the year with an approximate distribution of 6,000
- Distribution of your company's promotional items in OLLI classes and at Member Events while supplies last
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Platinum: \$2,500 (limited to two annually)

- Full page ad in each catalog (3 annually; total of 25,500) *including inside front cover for one semester*
- Logo on 4 member event or course flyers throughout the year with an approximate distribution of 2,000
- Invitation to host a scheduled event with our members, promoted through our marketing team
- Distribution of your company's promotional items in OLLI classes and at Member Events while supplies last
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Golden: \$1,500

- Full page ad in each catalog (3 annually; total of 25,500)
- Invitation to host a scheduled event with our members, promoted through our marketing team
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Silver: \$1,000

- ½ page ad in each catalog (3 annually; total of 25,500)
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Bronze: \$750

- ¼ page ad in each catalog (3 annually; total of 25,500)
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Cherry: \$500

- Logo in each catalog (3 annually; total of 25,500)
- Recognition in each catalog's Sponsor List, monthly e-newsletter, and on our web site

Course and Event Sponsor: \$250

- Logo on one course flyer and event program; sponsorship acknowledged by presenters
- Recognition in each catalog's Sponsor List for one year (3 annually; total of 25,500)



Osher Lifelong Learning Institute at the University of New Mexico

Osher catalog AD SPECIFICATION SHEET

Ad sizes

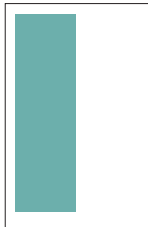
Inside Front Cover
Full page
W 4.875" x H 7.875"



Full page
W 4.62" x H 7.356"



1/2 page Vertical
W 2.26" x H 7.356"



1/2 page Horizontal
W 4.62" x H 3.628"



1/4 page Vertical
W 2.26" x H 3.628"



1/4 page Horizontal
W 4.62" x H 1.764"



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

Summer	January 15, 2015
Fall	April 15, 2015
Spring	September 15, 2015

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 BeLonge at 505-277-6179.



Distribution Locations

Visit us at <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

UNM CAMPUS

CARRIE TINGLEY HOSPITAL
 UNM HUMAN RESOURCES (2)
 UNM BUSINESS CENTER
 UNM EMP. ORG. & DEVELOP.
 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
 ANNAPURNA
 STANDARD DINER
 GUILD CINEMA
 METROPOLITAN COURT OFFICES
 ALBUQUERQUE CITY HALL

WESTSIDE

NORTH VALLEY SENIOR CENTER
 JOHN MARSHALL HEALTH SERV. CTR.

NATIONAL HISPANIC CULTURAL CTR. (3)
 HOUSING AUTHORITY
 MVD (COORS SW)
 AMADEOS PIZZA / SUBS (2)
 LOS VOLCANES SENIOR CTR.
 VISTA GRANDE RETIREMENT
 UNM WEST (2)
 LATITUDES
 JOHN BROOKS (2)
 GARCIA'S KITCHEN
 EL TACO TOTE
 LITTLE ANITAS
 PRO RANCH
 ABQ HEALTH PARTNERS
 FLYING STAR - RIO GRANDE
 LA MONTANITA CO-OP

LIBRARIES

MAIN LIBRARY
 S. BROADWAY / FRANCES PARRISH LIBRARY
 LOS GRIEGOS LIBRARY
 SOUTH VALLEY LIBRARY
 WEST GATE 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)

Osher Lifelong Learning Institute at the University of New Mexico
 Membership Program for 50+

Art & Art History
 Current Events
 Economics & Finance
 History
 Literature & Writing
 Music & Theater
 Philosophy & Religion
 Psychology & Health
 Science & Technology
 Travel & Culture

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MILLY'S (2)
 QUARTERS
 JIMMY'S CAFE
 TAQUERIA MEXICAN RESTAURANT
 LUIGI'S RESTAURANT
 EL SERAPE RESTAURANT
 GRANDMA'S K&I DINER
 WESTERN VIEW STEAKHOUSE
 LOS CUATES (4)
 TURTLE MOUNTAIN
 GREENSIDE CAFE
 BREEZY RAIN CAFE
 KAP'S COFFEE SHOP
 CASA DE BENAVIDEZ
 EL PAISANO
 FLYING TORTILLA
 MARIA'S
 NY DELI
 LOS POTRILLOS RESTAURANT
 BENNY'S KITCHEN
 SOPAS RESTAURANT
 66 DINER
 BANK OF AMERICA
 MVD
 PAGE ONE BOOK STORE
 PNM CUSTOMER SERVICE
 TITLE WAVE BOOKS
 YMCA (3)