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/osopher/index.php](http://ce.unm.edu/enrichment/osopher/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
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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)
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Osher catalog AD SPECIFICATION SHEET

Ad sizes

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

1/2 page Vertical
W 2.26” x H 7.356”

1/4 page Vertical
W 2.26” x H 3.628”

Full page
W 4.62” x H 7.356”

1/2 page Horizontal
W 4.62” 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 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.

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
SOUTHWEST 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
ERINIE 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)

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
MARIAS
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)

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