A Unique Way to Reach RIT Alumni AND Showcase Your Organization

Increase brand awareness, promote your product or service, market a special offer—grow your business by sponsoring meRIT: A Webinar Series for RIT Alumni.

meRIT is a unique and engaging webinar series developed exclusively for alumni of the Rochester Institute of Technology. Spanning a variety of professional topics and presented by RIT faculty and key alumni, meRIT webinars are offered monthly to nearly 70,000 RIT alums around the world. Produced by the Division of Development and Alumni Relations, meRIT reaches a diverse and technology-savvy alumni audience working in a number of fields across a variety of industry and non-profit sectors.

Why Sponsor meRIT: A Webinar Series for RIT Alumni?

meRIT is an interactive virtual event that offers RIT alumni the opportunity to learn, explore, innovate and stay connected and engaged with the university. For you, meRIT offers the opportunity to also connect and capitalize upon a high quality, niche community of young, well-educated, upwardly mobile, and technology-savvy professionals.

We’re passionate about RIT alumni and our alumni are passionate about RIT. As a dedicated group of faculty, staff and volunteers, our mission is to serve, inform, and engage all alumni proud to call RIT their alma mater. We’ve been working at building trusting and everlasting relationships with our alumni for more than one hundred years. Our alumni are engaged with our content, loyal to our brand and responsive to our supporters.

Sponsoring meRIT webinars not only captures the attention of alumni but you can also reach a highly diverse market with many desirable attributes. Our webinars have delivered hundreds of unique participants, our e-mail invitations have above-average open rates, and our companion website pages give sponsors considerable added value as our website garners 108,000 unique visitors annually and 550,000+ impressions.

AUDIENCE PROFILE

meRIT boasts a highly targeted audience of graduates from one of the world’s greatest innovation universities...Rochester Institute of Technology. RIT has grown to become one of the nation’s largest private universities. Our alumni base continues to grow with more than 111,000 alumni around the globe. Demographically-speaking, meRIT reaches a young, heavily male, and upwardly mobile audience.

Audience Demographics
- Male / Female - 68% / 32%
- Average Age - 46 years
- Marital Status: Single - 61%
- Job Level: Director/Manager - 81%
- Employed at Fortune 500 Companies - 7%

ABOUT RIT

Rochester Institute of Technology is internationally recognized for academic leadership in computing, engineering, imaging science, sustainability, and fine and applied arts, in addition to unparalleled support services for deaf and hard-of-hearing students. RIT enrolls 18,000 full- and part-time students in more than 200 career-oriented and professional programs, and its cooperative education program is one of the oldest and largest in the nation.

ABOUT DEVELOPMENT AND ALUMNI RELATIONS

The mission of the Division of Development and Alumni Relations is to develop and maintain a high quality, comprehensive program of purposeful relationship-building and fundraising activities in support of the Rochester Institute of Technology. meRIT is just one of the many relationship-building tools we utilize to not only reach alumni, but to meaningfully connect with alumni on a repeated basis.

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meRIT Sponsorship Opportunity

A meRIT webinar is a free-to-attendees, 60-minute, interactive, captioned for the deaf and hard-of-hearing population, live, online event with facilitated Q&A that occurs at least monthly with esteemed faculty members or alumni who are experts in their fields. Topics are professional in nature and can vary widely but are highly relevant to our alumni population and their career interests.

Each sponsorship opportunity includes the following elements:

1. Logo placement and recognition in the e-mailed invitation to all alumni
2. Logo placement and recognition on the www.rit.edu/alumni website to promote the webinar and acknowledge the sponsorship
3. Logo placement and recognition in the reminder e-mails sent to all registrants
4. Logo placement and recognition in the thank you e-mail sent to all registrants and participants
5. Logo placement and recognition within the visual presentation
6. Verbal recognition at the beginning and end of the webinar
7. Recognition in the recorded and archived webinar viewable on the RIT Alumni Association’s YouTube channel
8. Opportunity to make a special offer available to alumni sent via e-mail on behalf of the sponsor following the webinar

SPECIFICATIONS

Sponsor logo in JPEG or PNG file format e-mailed to RITalum@rit.edu

RATE CARD

is just one of the many relationship-building tools we utilize to not only reach alumni, but to meaningfully connect with alumni on a repeated basis.

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RESERVATIONS AND INFORMATION

To reserve your meRIT webinar sponsorship, please contact Liz Maynard at 585.475.7267 or liz.maynard@rit.edu.