

# 2019 West Point Association of Graduates Sponsorship Opportunity



United States Military Academy, West Point, NY  
August 14 – 17, 2019

*Sponsored by the Class of 1967*

## **PURPOSE:**

To bring West Point Class, Society, and Parent Volunteer Leaders together to receive updates on the Academy, learn about new initiatives, and refine their outreach skills to engage members of the Long Gray Line.

Participants are key volunteers and “influencers” in the extended West Point family, who closely engage with their constituent groups throughout the year, passing along information and recommendations, and coordinating class and regional events with graduates, cadets and families.

## **AUDIENCE:**

West Point Alumni and Parent Community Leaders will be in attendance along with:

- West Point Graduating Class & Regional Society Leaders
- Parent Group Leaders
- USMA Regional Admission Officers (MALOs)

## **SPONSORSHIP BENEFITS:**

Up to 300 West Point Alumni, Parent Community Leaders, and USMA Regional Admission Officers (MALOs) will attend. Your brand will reach a unique audience of key volunteer alumni and parent leaders/influencers from the U.S. Military Academy, the world’s premier leader development institution. You will also reach our population of graduates who are key career decision makers, holding titles such as President, Vice-President, CEO, and Owner at their respective employers.

## ***Attend the Conference and learn more about West Point & the Long Gray Line!***

- Presentations from West Point leadership, staff, faculty, and cadets offer an inside look at the U.S. Military Academy.
- Opportunity to network with alumni leaders, parents, and cadet recruiters.
- Enjoy the pageantry of Acceptance Day, August 18, 2019. Be on hand to witness USMA’s welcome of the new Plebe Class into the Corps of Cadets following the successful completion of summer training. Experience the time-honored tradition of the Acceptance Day Parade.



## STANDARD BENEFITS INCLUDED:

- Logo recognition on conference event page & WPAOG eNewsletter
- Logo recognition in all Conference email promotions
- Logo recognition in conference program

### GOLD LEVEL (\$10,000)

Verbal recognition at sponsored event below

Sponsor Collateral available in welcome bags

(4) invitations\*\*

**Exclusive Sponsorship of (1) event of your choice\*: (includes table for promotional materials & sponsor provided sign\*\*\*)**

- Welcome Reception
- Themed Spirit Dinner
- Dinner with Keynote Speaker

### SILVER LEVEL (\$5,000)

Verbal recognition at sponsored event below

Sponsor Collateral available in welcome bags

(2) invitations\*\*

**Exclusive Sponsorship of (1) event of your choice\*: (includes table for promotional materials & sponsor provided sign\*\*\*)**

- Continental Breakfast (One of two breakfasts)
- Luncheon (One of two luncheons)
- Registration table top signage, opening day \*\*\*



**West Point**  
ASSOCIATION  
OF GRADUATES

**For more information contact:**

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\*All individual events will be allocated on a "first-come, first-served" basis.

\*\* Sponsor may waive this benefit to increase the tax-deductible portion of the sponsorship.

\*\*\* Sponsor signage subject to WPAOG approval.

# Ads à La Carte

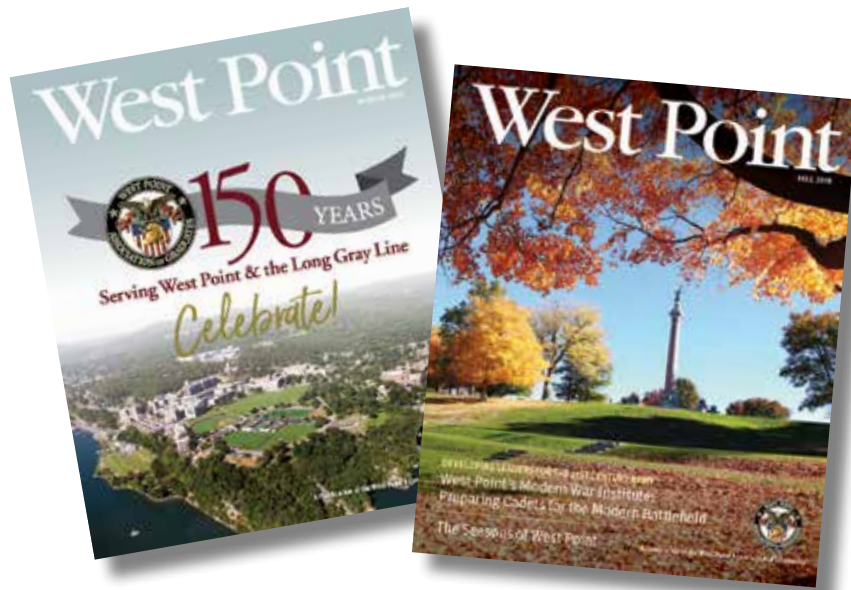
## West Point Magazine Ads-25% off!

**Add on a specially discounted advertisement in West Point magazine!**

**\$3,150 Full page Ad**

**\$2,265 Half Page Ad**

Purchase of this advertisement option must be separate from sponsorship package, and is not tax deductible.



**West Point magazine** is the official alumni magazine of the United States Military Academy at West Point, the world's premier leader development institution, ranked by the *U.S. News & World Report* as the #1 Top Public School in its 2019 Best Colleges list. We welcome you to leverage the reach of *West Point* magazine to raise your visibility among more than 58,000 graduates, parents, and friends.

- ★ All living graduates of the United States Military Academy, the world's premier leader–development institution
- ★ Cadet parents (The U.S Corps of Cadets numbers around 4,400)
- ★ Widows/widowers of deceased graduates
- ★ Faculty & staff at West Point
- ★ Placement at the Academy in high traffic areas

In addition to the quarterly print edition, a digital edition is also offered online. View past issues of *West Point* magazine at: [WestPointAOG.org/WestPointMagazinepastissues](http://WestPointAOG.org/WestPointMagazinepastissues)



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