



Mega Pi Reunion

# Sponsorship Packages

Summer 2022



## $\pi$ What is **Pi Reunion**?

Pi Reunion is the first gathering of MIT undergraduate alumni post-graduation, occurring approximately 3.14 years after graduation..

## $\pi$ What is **Mega Pi Reunion**?

Due to the COVID-19 pandemic, the MIT Class of 2017 and Class of 2018 have had to reschedule their Pi Reunions. As a result, the MIT alumni classes of 2017, 2018, and 2019 are all reuniting this summer in Las Vegas, Nevada for a four-day celebration.



## Who **attends** Mega Pi Reunion?

### Historic (Single Class) Pi Reunion Attendees:

**500-700**

MIT Alumni from the  
Single Class

**200-300**

Additional MIT  
Alumni

**>100**

Additional Guests

### Estimated Three Class Mega Pi Reunion Attendees:

**1,200-2,000**

MIT Alumni who  
Graduated in  
2017, 2018, and  
2019

**>500**

Additional MIT  
Alumni

**>500**

Additional  
Guests



## $\pi$ Why **sponsor** Mega Pi Reunion?

### Target Audience

Pi Reunion and its communications reach a **large group of MIT alumni**, a highly coveted group of potential employees.

According to a study conducted in 2016 by LinkedIn, young professionals are working for about 2.85 different companies within their first five years out of college.<sup>1</sup> Because the majority of attendees will be between three to five years out of college, **Pi Reunion attendees are often in the market for a change of career.**

### Frequent Views


All advertising opportunities will be collocated with **highly trafficked** sources of information for the event. Pi Reunion is considered the first major milestone of the MIT alumni experience, so alumni are very engaged with all relevant communications.

In February, an email from the Pi Reunion Committee with an interest survey received **over 475 responses in the first 24 hours and over 1,000 responses in the first week.**


<sup>1</sup> LinkedIn. <https://blog.linkedin.com/2016/04/12/will-this-year-s-college-grads-job-hop-more-than-previous-grads>

## Sponsorship Packages

The Mega Pi Reunion sponsorship opportunities include three advertisement packages, with options for creative **add-ons**.




Pi Level

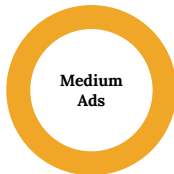


Small Ads


TIER 1



Tau Level




Medium Ads

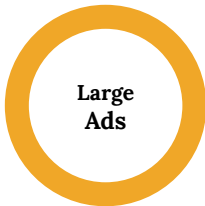


Resume Booklet


TIER 2



oMega Level



Large Ads

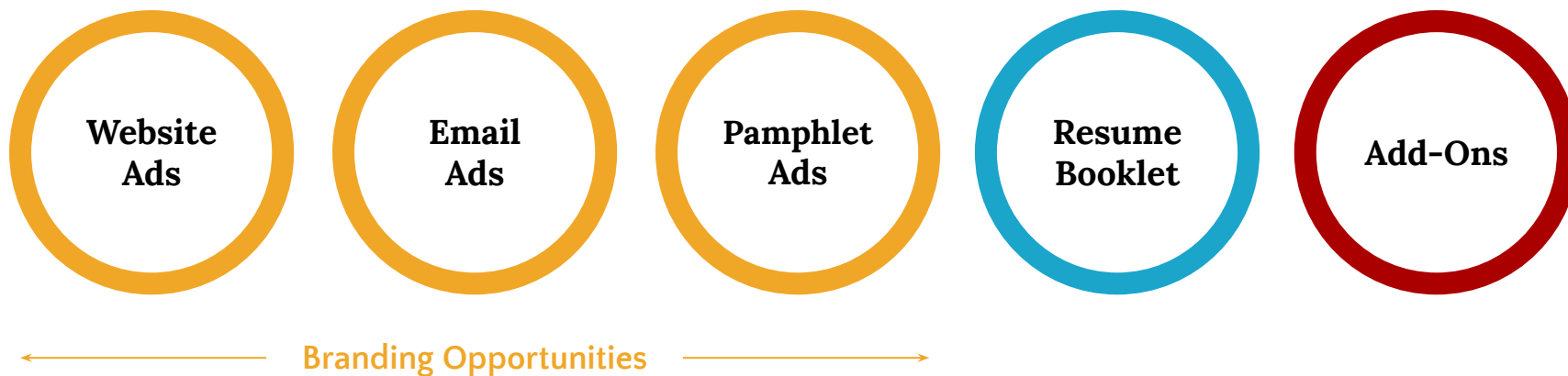


Resume Booklet

TIER 3

## Sponsorship Packages

Sponsorship packages provide opportunities for **branding**, for purchasing **resume booklets**, or for **creative add-ons**.





## Branding Opportunities



The Mega Pi Reunion website provides attendees with all critical information about the event. A “Sponsors” page will be added to the website, displaying the following information, depending on tier.

Sponsor Tier	Logo on Website	Link to Website	100 Word Blurb
Pi	Small	✓	
Tau	Medium	✓	
oMega	Large	✓	✓



## Branding Opportunities



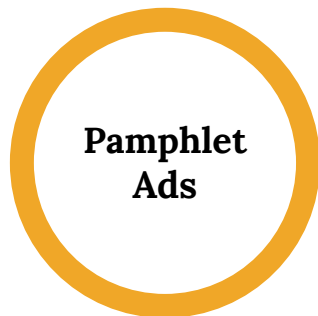
A one-time email will be sent the week before the event thanking our sponsors. For Level 3, logos will be included in the email footer for all big announcements that are sent out to all members of the 2017, 2018, and 2019 alumni classes via email. Our emails reach over 3,300 recent MIT alumni.

Sponsor Tier	Logo on Sponsor Thank You Email	Logo in Every Email Footer	Direct Email to 3,300 MIT Alumni
Pi	Small		✓
Tau	Medium		✓
oMega	Big	✓	✓





## Branding Opportunities

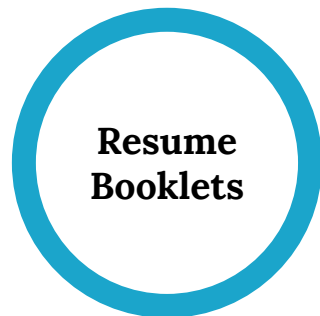


As part of the registration materials for the event, each registered participant will receive a print version of our reunion pamphlet with events for the weekend, updates about their classmates, and a section called the “Quarter Life Crisis Center”, where they can find information about potential career opportunities. An electronic version will also be distributed for convenience. Advertisements will be featured in both the print and electronic versions of our pamphlet.

Sponsor Tier	Logo Inclusion	Information
Pi	Small	Completely custom. Send us your materials by <b>May 31st</b> for review.
Tau	Medium	
oMega	Large	



## Resume Booklets

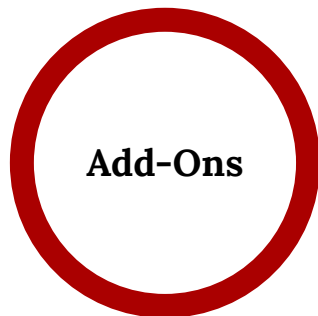


Mega Pi Reunion attendees are between 3–5 years post-graduation. Many of our attendees are in the market for a job change, finishing higher education, or otherwise interested in expanding their networks. Our resume books will compile **hundreds of alumni resumes** from this premiere applicant pool for direct access to hiring qualified individuals.

Resume books will be delivered shortly after the event, no later than **July 31, 2022**.



## Additional Opportunities



The three advertisement packages provide you with the opportunity for additional ways to connect. For example:

- **Registration Packet Goodies** – include your recruiting swag in our registration bundle
- **Event Sponsor** – cover the cost of food and/or drinks at one of our reunion events (includes **Instagram feature**)

The Mega Pi Reunion Committee is happy to work with you to coordinate an additional opportunity.

## Sponsorship Packages

Sponsor Tier	Branding Opportunities			Resume Booklets	Optional Add-Ons	Price*
	Website	Email	Pamphlet			
Pi	Small	One-Time	Small		✓	\$500
Tau	Medium	One-Time	Medium	✓	✓	\$1,500
oMega	Large + Blurb	All Emails	Large	✓	✓	\$3,000

\*Are you a start-up or non-profit? Contact us for discounted rates.



## Contact Us

[pi-finance@mit.edu](mailto:pi-finance@mit.edu)

<https://megapi.party>

Advertisements will go live on our website starting **April 1, 2022**.

We look forward to working with you, and we hope to hear from you soon!