



## Opportunities to reach Microsoft Alumni & Support Philanthropy

Today there are over 125,000 Microsoft alumni scattered all over the world. The majority of these alumni remain active in both for profit and nonprofit activities.

The Microsoft Alumni Network is committed to fostering communications with alumni and providing unique benefits to alumni that elect to become members of the global Network.

As a result, outlined below are opportunities for businesses to work with the Microsoft Alumni Network.

### Business opportunities to reach the Alumni Network:

#### *Alumni member-owned businesses:*

Paid members can have a listing in the Network member business directory, offer special discounts on products or services to the Network, and participate in our Partner Pavilion at our annual Reunion with a Purpose (\$500 fee).

#### *Nonmember-owned businesses:*

Nonmember-owned businesses can have a listing in the Network member business directory, offer special discounts on products or services to the Network, and participate in our Partner Pavilion at our annual Reunion with a Purpose. These businesses will be evaluated by our Business Development team and must have a product or service that is relevant to our community (\$1,000 fee).

#### *Advertising and sponsorship packages:*

Businesses who are looking to gain maximum visibility in front of our growing alumni community can purchase a paid sponsorship package. Current packages detailed on the following page.



## Microsoft Alumni Network

Package Name	Benefits	Price
Bronze	Logo on annual event and sponsorship pages. Logo on sponsor section of Microsoft Alumni Network website with link to business website. One Social Media mention.	\$2,500
Silver	Logo on annual event and sponsorship pages. Logo in annual event PPT and signage. Logo on sponsor section of Microsoft Alumni Network website with link to business website. Two Social Media mentions.	\$5,000
Gold	Logo on annual event and sponsorship pages. Logo in annual event PPT and signage. Logo on sponsor section of Microsoft Alumni Network website with link to business website. Article on web and feature in monthly newsletter. Three Social Media mentions.	\$10,000
Platinum	Logo on annual event and sponsorship pages. Logo in annual event PPT and signage. Logo on sponsor section of Microsoft Alumni Network website with link to business website. Article on web and feature in monthly newsletter. *Title sponsorship at one of our alumni focus events or chapter gathering. Four Social Media mentions.	\$20,000

\*Two or three times a year we bring smaller groups (40–80 people) of local alumni together to experience something special or learn about a specific topic. Historically these have been based in the Pacific NW area, but in the year ahead we will also look to branch out in new areas where we have concentrations of alumni. Likely locations in the near future are Texas, Southern California, New York and Chicago).

For more information on a business directory listing, participation in our Partner Pavilion at our annual Reunion with a Purpose, and/or advertising & sponsorship packages, please send an e-mail to [rhanson@theHMCcompany.com](mailto:rhanson@theHMCcompany.com).



Microsoft Alumni  
Network

## Business opportunities to support philanthropy:

We always welcome gifts of any size to our 501c3 entity, formerly the Microsoft Alumni Foundation now moving to a community fund at the Seattle Foundation, "the Microsoft Alumni Community Fund".

The purpose of our philanthropic efforts remain the same: to catalyze the collective Microsoft Alumni community and leverage our resources to make a difference for others. We do this through grants to alumni led nonprofits, opportunistic matching or challenge campaigns for alumni members, and by connecting people and resources to work together to solve problems and have positive impact on the many challenges our communities face both locally and globally.

*Gifts are recognized on our web properties, and at events and are fully tax deductible.*

This year, we will begin to offer naming opportunities for key grant areas. Current offerings in this category are the ability to fund one of our "Inspired Leaders". These are alumni who have recently stepped out to lead a nonprofit organization. They are early in their journey and we are excited to see where their efforts will lead. We will have 3 or 4 individuals speak at a panel at our Reunion with a Purpose event and we will make a \$5,000 grant to each of their organizations. Corporate sponsors can choose to fund one of these grants and we will name them as the grant is presented and in communication materials.

Another new opportunity for our corporate partners at the \$10,000 level is to fund our support of the Henningsgaard Brain Studio. A memorial to beloved Microsoft alumnus Bill Henningsgaard who's early leadership at I-LABS lead to what we know today as the world's leading interdisciplinary research center on early learning and brain development.

For Further Information, contact:

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Rowland Hanson

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