



SCHOOL OF COMMUNICATION,  
FILM, AND MEDIA

40th Annual  
MEDIADAY

# MEDIA DAY 2023 SPONSORSHIP OPPORTUNITIES

## Fast Facts

- Annual Economic Impact: \$626 Million
- Enrollment: 12,700+
- Average Class Size: 26
- Student-to-Faculty Ratio: 19:1
- Alumni: 73,000+
- Academic Programs: 130+ at all levels
- Campus Size: 645+ Acres
- Scholarships Awarded: \$4 million+ annually
  
- School of Communication, Film, and Media:
  - 1 Graduate Program - Master of Science in Digital and Social Media Communication
  - 2 Undergraduate Majors - Mass Communications and Film and Video Production
  - 4 Concentrations - Digital Media & Entertainment, Film & Video Production, Journalism, and Public Relations
  - 5 Student Experiences - bluestone Public Relations Firm, SCFM Productions, The West Georgian, WOLF Radio, and WUTV

## About UWG SCFM Media Day

The School of Communication, Film, and Media and Media Day are growing to meet the demand for preparing the next generation of communication, film, and media professionals.

Our students have a history of excellence in creating and producing high-quality work. They have earned multiple regional and national honors in competitions like the Broadcast Education Association Festival of Media Arts, College Media Association Pinnacle Awards, College Radio Day, Intercollegiate Broadcasting System Media Awards, National Undergraduate Student Electronic Media Competition - sponsored by NBS-AERho, The National Electronic Media Association, Spirit of College Radio Awards, and more.

Media Day is the signature event for SCFM. Students network with 50+ industry professionals, listen to panels of experts and engage with our alumni to create mutually beneficial opportunities in various media industries.

We would love to partner with your organization to help foster student success.

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## SCFM 2023 SPONSORSHIPS

You are invited to consider our Media Day 2023 sponsorships for the School of Communication, Film, and Media that includes recognition and benefits as outlined in the curated list of opportunities below.



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The School of Communication, Film, and Media is looking to expand students' out of class experiences.

### Media Day Premier Sponsor - \$15,000

- Naming during the Kickoff Keynote
- Name mentioned in LIVE WOLF Radio broadcast during networking session.
- Logo displayed during all events (panels, networking, student & alumni showcase, and reception)
- Logo included on email marketing to students and guests
- Name mentioned before and after reception
- Name mentioned in-between reception activities
- Social media posting and tagging
- Name & logo listed on Media Day website
- Name in program

### SCFM Mogul - \$10,000

- Name mentioned in LIVE WOLF Radio broadcast during networking session.
- Logo displayed during all events (panels, networking, student & alumni showcase, & reception)
- Logo included on email marketing to students and guests
- Name mentioned before and after reception
- Social Media posting and tagging
- Name & logo listed on Media Day website
- Name in program

### SCFM Icon - \$5,000

- Logo displayed during all panel sessions, networking and student & alumni showcase
- Logo included on email marketing to students and guests
- Name mentioned before and after reception (part of programming)
- Social media posting and tagging
- Name & logo listed on Media Day website
- Name in program

### SCFM Influencer - \$2,500

- Logo displayed during networking session
- Logo included on email marketing to students and guests
- Social Media posting and tagging
- Name & logo listed on Media Day website
- Name in program

### SCFM Talent - \$1,000

- Name included on email marketing to students and guests
- Social Media posting and tagging
- Name & logo listed on Media Day website
- Name in program

### SCFM Curator - \$500

- Name & logo listed on Media Day website
- Name in program

### SCFM Writer - \$250

- Name in program



Your support is so very important to the overall success of our university and to the students we serve. We are grateful for your interest in continuing to support UWG through these special opportunities. Your thoughtful consideration is greatly appreciated!