



EÖTVÖS LORÁND UNIVERSITY ALUMNI CENTER



PARTNERSHIP – DISCOUNT PROGRAM AND MEDIA SPONSORSHIP

Our partners have the opportunity to cooperate with the ELTE Alumni Organization in two ways: with Alumni Card discounts or with donations and sponsorship.

1. ELTE Alumni Card discounts

The Community of ELTE Graduates benefits from a number of discounts thanks to the fact that our partners provide this opportunity - i.e. they offer a discount to those who have an Alumni Card. We announce these collaborations on the Alumni platform (<https://www.alumni.elte.hu/page/kedvezmenyek>), in our newsletters and on our social media platforms – advertising at the same time our partners as well.

2. Sponsorship donation

Engaging in sponsorship activities through supporting the ELTE Alumni Foundation the relevant advertising materials of the supporting partners appear in the ELTE Alumni news. We permanently list our sponsors on the Alumni platform: <https://www.alumni.elte.hu/page/szponzoraink>

2.1. Online

a. ELTE Alumni News (in Hungarian language)

We send our online newsletter to registered ELTE Graduates usually every two weeks. Their current number is public and can be seen at the bottom of the [alumni.elte.hu](http://www.alumni.elte.hu) page – currently 17,500. Information is included in the newsletter based on the editorial decision, in the form of blocks.

The target group of the newsletter is the University's graduates. In terms of its content, it reports on news, evening/weekend events of interest to members, calls, tenders, campaigns and the latest discounts.

Sponsored content appears in a block of the newsletter. By clicking on the link in this, the user goes to the website specified by the advertiser (e.g. own website), but - depending on the



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agreement - the link in the newsletter can also point to a longer post appearing on the Alumni platform, in which case it is possible to reach the sponsor's own website from there.

b. ELTE Alumni Junior Magazine (in Hungarian language)

The online newsletter, usually published every 2-3 weeks, is sent to career starters, whose current number is 30,000. Information is included in the newsletter based on the editorial decision, in the form of blocks.

The newsletter with a youthful tone conveys relevant content to all those who have indicated their interest in the Community of ELTE Graduates upon enrollment. Through this we inform them mainly about career and sport opportunities, news, events, calls, tenders, playful competitions, campaigns and Alumni Card discounts.

Sponsored content appears as a block in the newsletter. By clicking on the link in this, the user goes to the website specified by the advertiser (e.g. own website), but - depending on the agreement - the link in the newsletter can also point to a longer post appearing on the Alumni platform, in which case it is possible to reach the sponsor's own website from there.

c. Social media

The ELTE Alumni also provides an interface to its partners on social media, such as Instagram, Facebook, Twitter. The number of our followers is significant and constantly growing.

| Platform | Extent | Required sponsorship |
|--------------------------------|-------------------------|-----------------------------|
| Facebook post | Up until 500 characters | HUF 15,000/occasion |
| Facebook story | | HUF 15,000/occasion |
| Instagram post | Up until 200 characters | HUF 15,000/occasion |
| Instagram story/Facebook story | | HUF 30,000/occasion |

d. Events (online)

See below, what was written for offline events. In the case of an online event, the options listed there are implemented using online methods.

2.2. Offline

a. Graduation gift

ELTE Alumni Center: 1056 Bp., Szerb st. 21-23. • web: www.alumni.elte.hu • e-mail: almamater@alumni.elte.hu



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Fresh graduates of ELTE have been receiving a graduation gift - a badge with the university coat of arms and the inscription ELTE Alumni pinned to a decorative postcard - since 2019. These include master's degree holders, undivided degree holders, doctoral holders and since 2022 vocational training students as well. We offer our partners the opportunity to continue the tradition: to support gifts even at faculty level or to expand them to bachelor students. It is also possible to place a timeless message on the postcard.

b. Events

- spreading handouts on our events (e.g. leaflet, poster, rollup)
- mentioning the name of the sponsor in the welcome speech of our events

Handouts must be delivered by the customer in time to the ELTE Alumni Center and in the language in which they want them to be published – we do not translate and we can filter for language only to a limited extent (see the address below).

| Advertising form - examples | Advertising material | Delivery deadline | Required sponsorship |
|---|----------------------|-------------------|----------------------|
| Poster package | | | HUF 37,500 |
| Leaflet package | | | HUF 37,500 |
| Poster + leaflet package | | | HUF 60,000 |
| Rollup package | | | HUF 45,000 |
| Event package (poster, leaflet, rollup) | | | HUF 75,000 |

2.3. Recommended packages

| Level of sponsorship | Duration | Package contents |
|----------------------|----------|--|
| HUF 60.000 | 1 month | 1-1 Instagram and Facebook posts per week |
| HUF 90.000 | 1 month | 1 Facebook post per week, 2 ELTE Alumni News publications per month |
| HUF 90.000 | 1 month | 1 Instagram post per week, 2 ELTE Alumni Junior Magazine publications per month |
| HUF 150.000 | 1 month | 2-2 publications per month in ELTE Alumni News and ELTE Alumni Junior Magazine |
| HUF 210.000 | 1 month | 1-1 publication per week on our social media pages, 2-2 publications per month in our newsletters |
| HUF 300.000 | 1 month | Online: 1-1 publication per week on our social media pages, 2-2 publications per month in our newsletters Offline: placement of handouts at an Alumni event |



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2.4. General terms and conditions

The terms of use available from the Alumni platform (<https://www.alumni.elte.hu/terms-of-use>) apply to the publication and content of advertisements. If the content that the Sponsor wishes to publish conflicts with any of its provisions, the ELTE Alumni Center is entitled to refuse the publication of the ad without consequence. Such event shall be deemed a waiver by the Sponsor.

The sponsorship amounts indicated in this media offer are indicative.

3. Contact

If you are interested, please contact us at the e-mail address below so that we can discuss the details during a personal consultation.

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ELTE Alumni Center
1056 Budapest Szerb utca 21-23.
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