



Sponsorship Opportunities

The USC Alumni Association (USCAA) presents the annual [Alumni Day of SService](#), a signature global day of community impact that mobilizes the Trojan Family across the United States and around the world. While thousands of alumni and friends will serve in local communities, the influence of this event extends far beyond direct volunteer participation, tapping into USC's extensive global alumni network and brand visibility.

At a Glance

- **Date:** Saturday, March 21, 2026
- **Participants:** 2,000+ alumni and friends expected
- **Projects:** Up to 100 service activities
- **Marketing Reach:** 300,000+ emailable alumni
- **Geographic Reach:** Multiple states and countries organized by regional alumni and USC-affiliated groups.

Why Sponsor?

USC alumni are active, educated, loyal and philanthropic. Sponsorship delivers strategic value by connecting your brand to:

- A highly networked global alumni audience
- A recognized and trusted higher-education brand
- Meaningful community impact across local markets

As a sponsor, you will:

- **STRENGTHEN** your company's reputation as a good corporate citizen.
- **INCREASE** your brand exposure and elevate your corporate identity within the Trojan Family.
- **JOIN** the Trojan Family in their mission to have a positive impact in their neighborhoods and communities across the globe.
- **FIGHT ON** to make a difference!



**Day of SService Supporting Sponsor
\$7,500**

- Listing with hyperlink to company website on the USC Alumni Day of SService dedicated website page
- Company listing with hyperlink included in all dedicated event emails (approx. 3-4), inclusive of emails to prospective project hosts, alumni in regions where projects take place, and post-event thank you email to all participants
- Sponsor content block included in “Thank You” email to all project registrants
- Custom social media graphics to promote sponsorship of event through company’s own social media channels
- Opportunity for company representatives to participate in projects alongside USC alumni
- Opportunity to provide a branded giveaway to all project participants (sponsor to incur all costs of production and shipping)

Additional Activations

- Logo placement on both the event giveaway item and the official event T-shirt, available for purchase through the USC Bookstore. **(\$2,500)**
- Opportunity to host one project, including the option for a creative on-site activation, subject to USCAA approval of location and activation. Confirmed projects will have the opportunity to be showcased in an “Impact Story” feature on our website. **(\$1,500)**

If you are interested in sponsoring the 2026 USC Alumni Day of SService, or have additional ideas about how you would like to showcase your brand through this impactful event, please contact Habiba Radwan, Manager of Business Partnerships at habibara@usc.edu or call 213-740-4870.