From 2008 - 2015, UC Berkeley experienced a fundamental shift in revenue streams.

Operating revenues
Actuals: 2007-08 and 2014-15

- **2008**
  - State Educational Appropriations, $506 (27%)
  - Tuition & Fees, $331 (18%)
  - Contracts & Grants, $543
  - Philanthropy & Endowment Income, $260
  - All Other Revenue Sources, $239

- **2015**
  - State Educational Appropriations, $333 (13%)
  - Tuition & Fees, $730 (29%)
  - Contracts & Grants, $698
  - Philanthropy & Endowment Income, $341
  - All Other Revenue Sources, $402
With the majority of our revenue streams constrained, we must focus on growing the areas we can influence.
• 15 year agreement - Total revenue from life of agreement: ~$18M
• Annual Scholarship and Internship Program
• Annual Donation to the Library
• Veteran hospitality and recognition
• The largest field naming rights agreement in college athletics history
A majority of universities have athletics, alumni, and other departments pursuing partnerships – sometimes working together, sometimes apart – within the same category and procurement working separately to secure a vendor within that category. This often leads to multiple partners within the same category on one campus, with frequent crossover in terms of exposure to the campus constituents.
Under the new model, UPP will provide the infrastructure for campus to join together to create “preferred” partnerships. UPP provides select corporate partners the opportunity to have meaningful engagement with UC Berkeley. UPP offers revenue generation support and partnership expertise to units across campus while providing a consistent, professional approach that adheres to the university’s mission, values and purpose.
Campus Engagement
One University

• **Brand Alignment**
  Supporting UC Berkeley values

• **Priority Campus Services**
  Serving the UC Berkeley student experience

• **Revenue Growth**
  Pursuing significant opportunities
  Unlocking New Revenues
Universities recently engaging the campus wide approach:
UPP Advisory Committee uses Gradients of Agreement to convey agreement with recommendations from Category Working Groups to the OE Executive Committee.
“The University Partnership Program has provided Bank of the West the opportunity to meaningfully support the UC Berkeley community. We are excited to engage in this innovative and collaborative campus-wide approach. I think the comprehensive nature of this arrangement is ground breaking.”

Andy Harmening
Vice Chairman – Consumer Banking
Bank of the West