

Type of Outreach	Number Reached	Content	Audience
General outreach email / monthly bulletins	8 rounds (Sep - Nov), 500-5,000 contacts each, including student organizations or listservs	<ul style="list-style-type: none"> Contest info Category overviews Upcoming events 	<ul style="list-style-type: none"> Eligible campus departments and centers Student groups Partners & sponsors Interested students Past winners Judges & mentors General interest
Category outreach email	3 rounds (Sep - Oct), 800 departments & 850 past winners each	<ul style="list-style-type: none"> Contest info Category-specific requirements Upcoming events 	<ul style="list-style-type: none"> Eligible campus departments and centers Student groups Past Winners
Central campus communications email	1 round (Sep - Oct)	<ul style="list-style-type: none"> Request to promote on respective campus 	<ul style="list-style-type: none"> Eligible central campus communications
Partner promotion email	4 rounds (Sep - Oct)	<ul style="list-style-type: none"> Detailed instructions for contest promotion on each respective campus 	<ul style="list-style-type: none"> Partners & Sponsors UC System Blum Centers HESN Development Labs
Faculty promotion email or class announcements	3 rounds (Sep-Oct) ~150 professors/classes & ~6,000 students reached	<ul style="list-style-type: none"> Request to make a class announcement or have professors share info with students 	<ul style="list-style-type: none"> All eligible campuses Entrepreneurship or category-focused classes and faculty
Event announcements	~20 events (Sep - Nov)	<ul style="list-style-type: none"> General contest info Judge & mentor recruitment 	<ul style="list-style-type: none"> UC Berkeley/ Bay Area events related to innovation, entrepreneurship, or categories
Twitter & Facebook	~120 posts (Sep - Nov), 1 targeted Facebook ad: ~6,000 audience reached	<ul style="list-style-type: none"> General contest info 	<ul style="list-style-type: none"> All eligible campuses Partners and Sponsors Interested Students Past Winners General Public
Posters	8 rounds - UC Berkeley, 2 rounds - other campuses	<ul style="list-style-type: none"> Category strips poster Events posters 	<ul style="list-style-type: none"> All eligible campuses
Dining hall table tents	1 round / 3 weeks	<ul style="list-style-type: none"> Quarter sheet handouts 	<ul style="list-style-type: none"> UC Berkeley