

2021-2022

Impact Report



LETTER FROM

OUR EXECUTIVE DIRECTOR

Fiscal Year 2022 showed a continued resilience within the UC Berkeley community. Students, faculty, staff, alumni and partners came together as we embarked on our return to campus. With one another's support, we were able to emerge from an uncertain time and reinvigorate our commitment to teaching, research and public service.

University Business Partnerships & Services (UBPS) partners expanded their impact across campus through new avenues that focus on priority initiatives including [sustainability](#), [health and wellness](#). Throughout this report, you'll see highlights of the unique support our partners brought to campus this year.

UBPS' ongoing leadership for the University of California Partnership Programs (UC Partnership Programs) helped implement a successful phased expansion of the Farmers GroupSelectSM Program, which provides personal auto, homeowners and renters insurance products to UC employees. The expansion makes this the first multicampus relationship to span the full University of California (UC) system. As the program heads into its fourth year, our team will lead UC Partnership Programs, providing support and guidance as we explore multicampus partnerships in banking, fleet services and pouring rights.

Additionally, UBPS continues to solidify UC Berkeley's role as a national leader within the area of campuswide partnerships through our representation on the University Partnerships Community of Practice. The organization, which was originally co-founded in 2018 by UBPS and a group of peer institutions, [officially incorporated as a not-for-profit professional trade association](#) that shares best practices and industry resources on higher education sponsorships and partnerships. This formalization further establishes the industry and signals to potential partners that this is the future of sponsorships.

As we head into FY23, UBPS would like to express gratitude to our campus community and our partners for their collaborative engagement and for providing us the opportunity to cultivate such invigorating relationships.

Fiat Lux,



Amy Gardner



OUR UPP PARTNERS





UBPS OVERVIEW

UBPS creates multifaceted relationships with businesses through complementary initiatives:

University Partnership Program (UPP) builds innovative campuswide relationships with leading companies.

Partnership Services provides consultation to UC Berkeley units to develop or broaden their own sponsor engagement.

UC Partnership Programs creates dynamic multicampus and systemwide partnerships between businesses and UC campuses.

In FY22, UBPS leveraged the flexible scale and modular scope of these programs to match companies to mutually appropriate university opportunities. The resulting collaborations produced substantial revenue for UC Berkeley, while also addressing campus and systemwide priorities:

UNIVERSITY PARTNERSHIP PROGRAM

\$3,273,025
REVENUE

23 CAMPUS
UNITS

5 PARTNERS

Highlights:
UBPS facilitated Pepsi’s compliance with the campus Food and Beverage Choices policy, which impacted **70+ retail and vending locations** and provided healthier options for more than **330,000 transactions** across campus.

UBPS worked with **Bank of the West**, researchers from the Department of Agricultural and Resource Economics, and the campus Industry Alliances Office to create a data sharing agreement that will generate novel insights on consumer behavior in response to environmental and economic events through the anonymized analysis of more than **360 million annual transactions**.

PARTNERSHIP SERVICES			UC PARTNERSHIP PROGRAMS		
\$161,501 REVENUE	8 CAMPUS UNITS	8 SPONSORS	\$605,000 REVENUE	14 LOCATIONS	1 PARTNER
<p><i>Highlights:</i> UBPS developed 3 tools to help other campus units generate revenue, including a sponsorship contract template, an invoicing overview and a sponsorship valuation guide.</p> <p>These tools helped units to build relationships with leading businesses, including:</p> <ul style="list-style-type: none">• Chipman Relocation & Logistics• Columbia Sportswear• Marriott• MetLife• Moleskine• The National Society of Leadership• Planet Renu• United Airlines			<p><i>Highlights:</i> The UBPS team led the creation of the first systemwide sponsorship agreement between the University of California and a corporate partner. The agreement with Farmers Insurance augments the university’s benefits package, key to talent recruitment and retention, by offering high-quality property-and-casualty insurance coverage to 204,000 employees across 14 locations.</p>		

SUPPORTING CAMPUS

SUSTAINABILITY

One of the most innovative areas of partner investment in FY22 was sustainability. UBPS facilitated the following support for UC Berkeley's green ecosystem:



BANK OF THE WEST

Bank of the West recognized the campus STARS Platinum (highest possible) sustainability rating with a **\$10,000 contribution** to the **Office of Sustainability**. The bank also honored campus sustainability protagonists from **11 departments and students groups** with on-field ceremonies during Cal football games.



METLIFE

MetLife sponsored the campus **Cleantech to Market (C2M)** program, a leading accelerator that leverages UC Berkeley expertise to speed and strengthen the commercialization of promising green technologies.

The company's **\$100,000 investment** will support C2M's annual acceleration cycle and create the **MetLife Climate Solutions Prizes**. These awards will incentivize and reward the optimization of green technologies through C2M.



PEPSI

Pepsi provided **\$30,000 in funding** towards the expansion of campus **solar power**. The funds will support consulting services to optimize the expansion. Once complete, UC Berkeley's solar energy production will increase to 5 megawatts annually, about the same as the annual electricity use of 6,000 Californians.

Pepsi, in collaboration with **Cal Dining**, introduced resealable, canned, still water on campus. The university community purchased approximately **6,000 cans of still water** at Cal Dining locations, with additional sales growth expected in FY23. Such purchases should help to reduce the number of plastic bottles in the campus waste stream, reducing UC Berkeley's overall plastic footprint.



CHIPMAN RELOCATION

Chipman Relocation & Logistics again provided crucial hauling services to **Cal Move-Out's Cooperative Reuse** program, helping students to recycle **802 mattresses** and more than **180,000 pounds of materials** that may have otherwise made it to landfills.



PLANET RENU

UBPS also helped to develop a relationship between **Planet Renu**, a local supplier of reusable and refillable products, and the **ASUC Student Union**.

Through Planet Renu's campus location, students and the campus community were able to conveniently purchase, reuse and refill sustainable products on their way to and from campus.



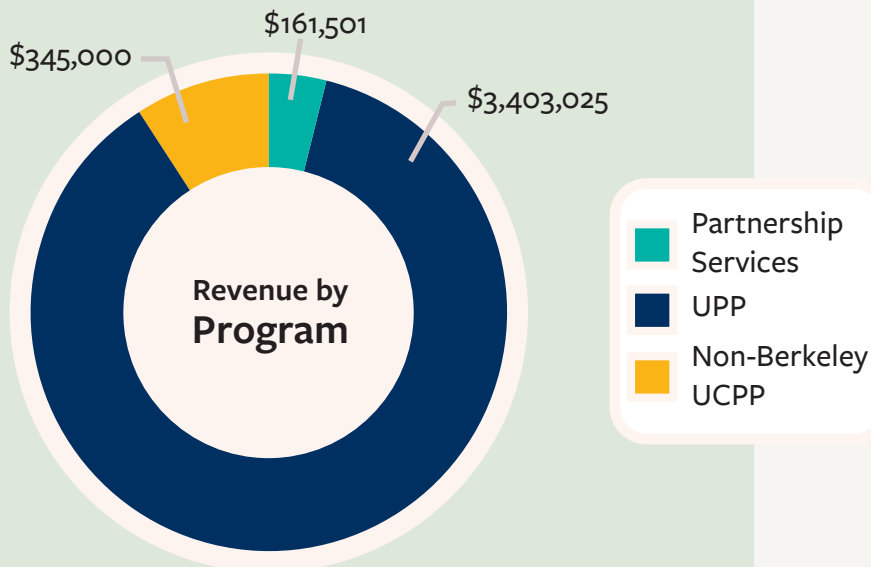
BY THE NUMBERS

UPP, established in 2015, continues to be the principal driver of UBPS revenue generation, with Partnership Services (2019) and UCPP (2020) now complementing this core initiative.

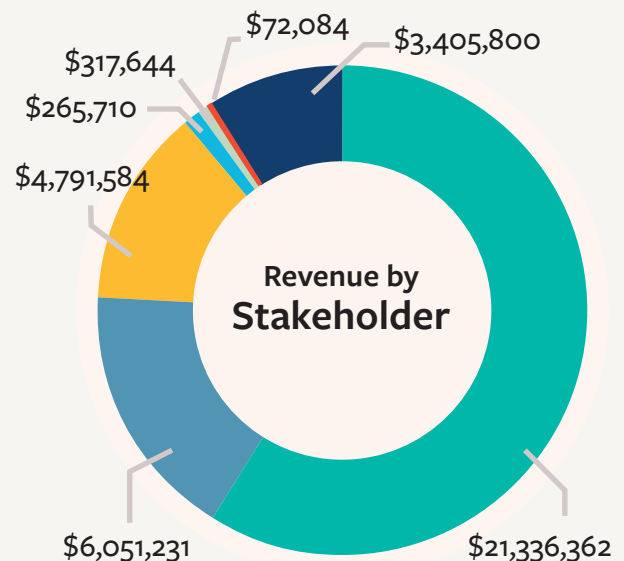
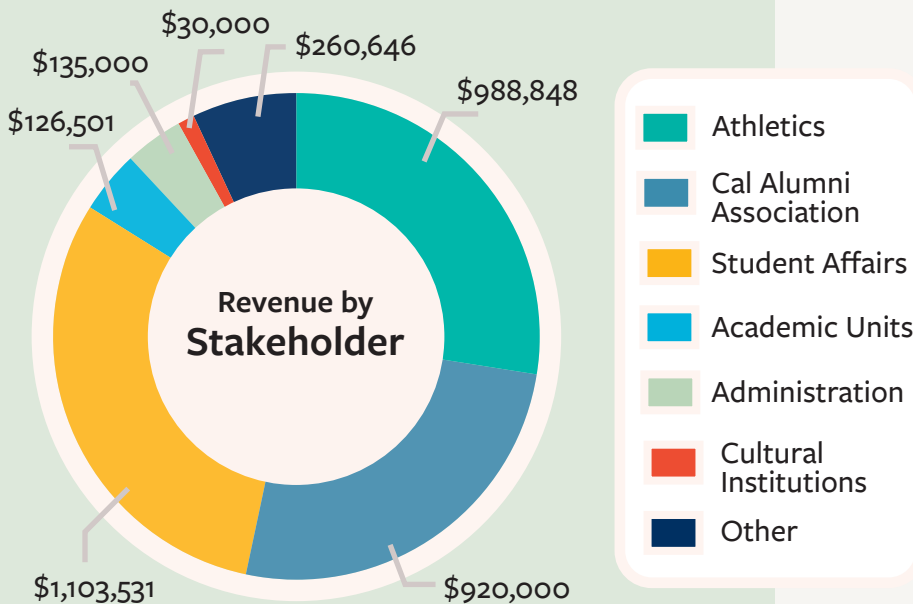
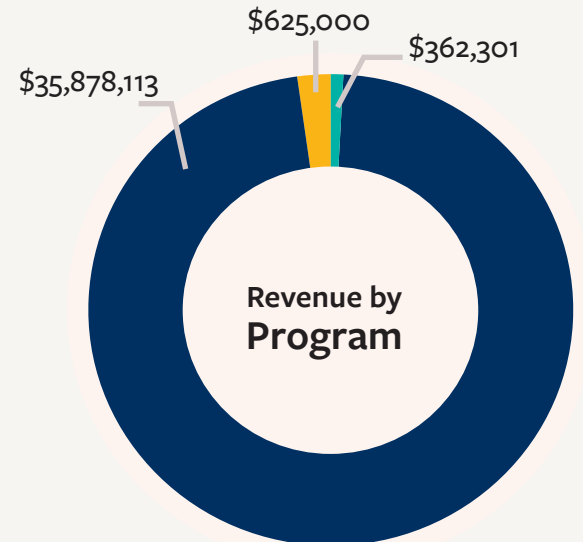
In FY22, UBPS continued to diversify its revenue distribution across campus, providing significant financial support to university priorities and to numerous campus stakeholders. This funding flowed to diversity, equity inclusion, belonging and justice (DEIBJ) initiatives, discovery-oriented activities and sustainability efforts, among other priority areas. Recipients of UBPS-facilitated revenue included groups ranging from academic units to Athletics to campus cultural institutions (arts-related venues, science centers, etc.).

The breadth of this impact can be seen in the number of units or UC locations that work with UBPS. Across programs and locations, UBPS consistently works with a broad mix of partners in creating mutually beneficial relationships with companies. As seen in the cumulative figures below, since 2015 UBPS' overall impact on campus has been significant.

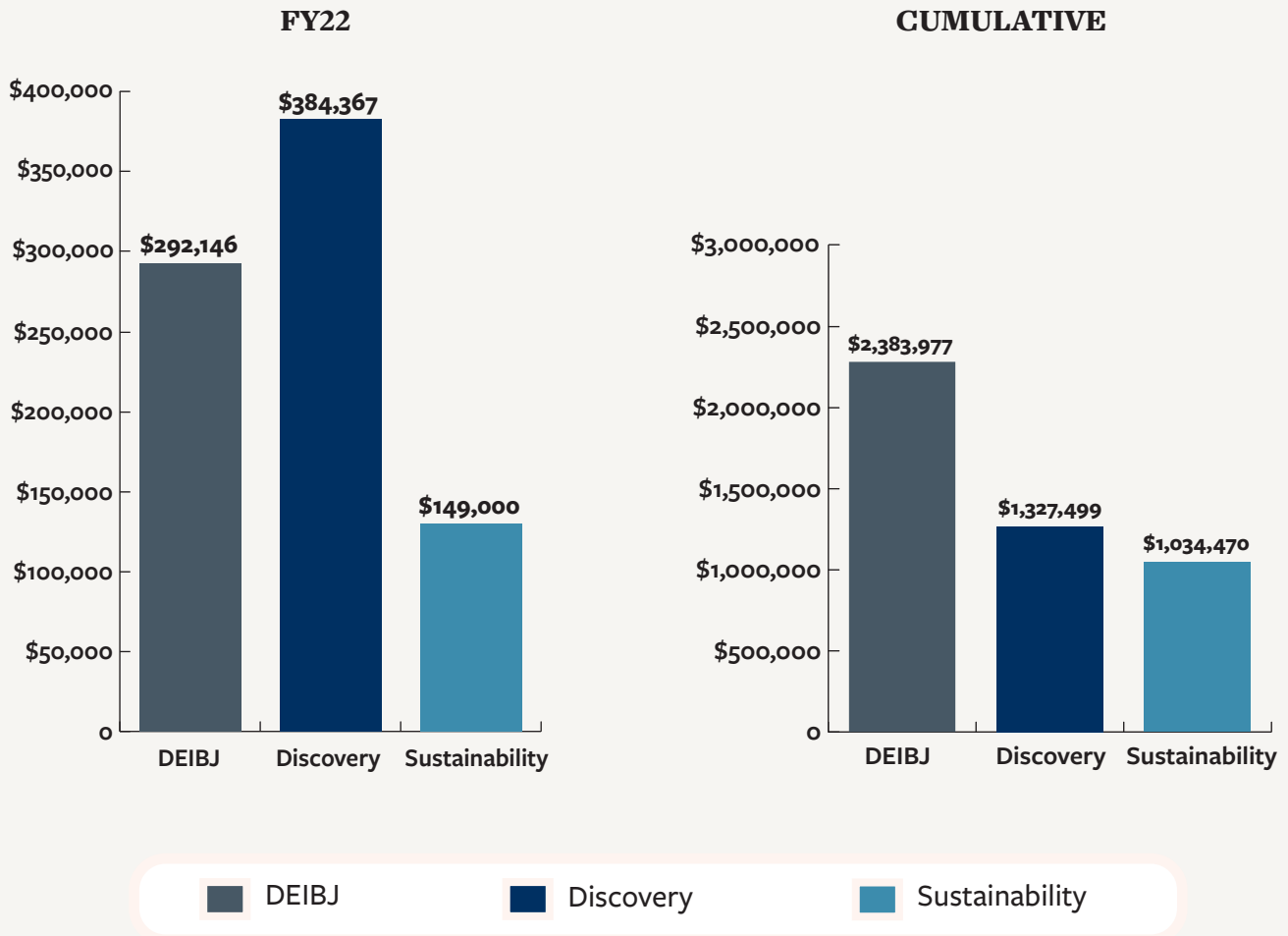
FY22



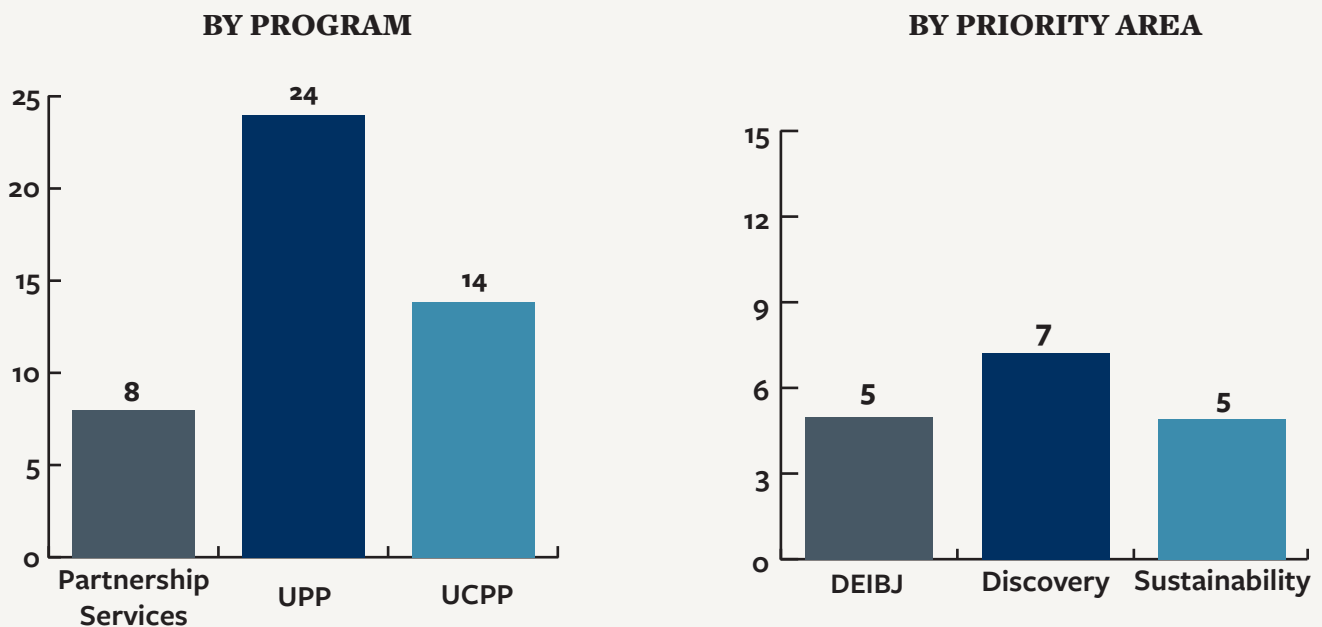
CUMULATIVE



BERKELEY PRIORITY AREA REVENUE



FY22 PARTICIPATING CAMPUS UNITS OR UC LOCATIONS



STAY CONNECTED

Receive updates on what UBPS and our partners are doing to support the UC Berkeley campus by [signing up for our newsletter](#) or by visiting our digital channels below.



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