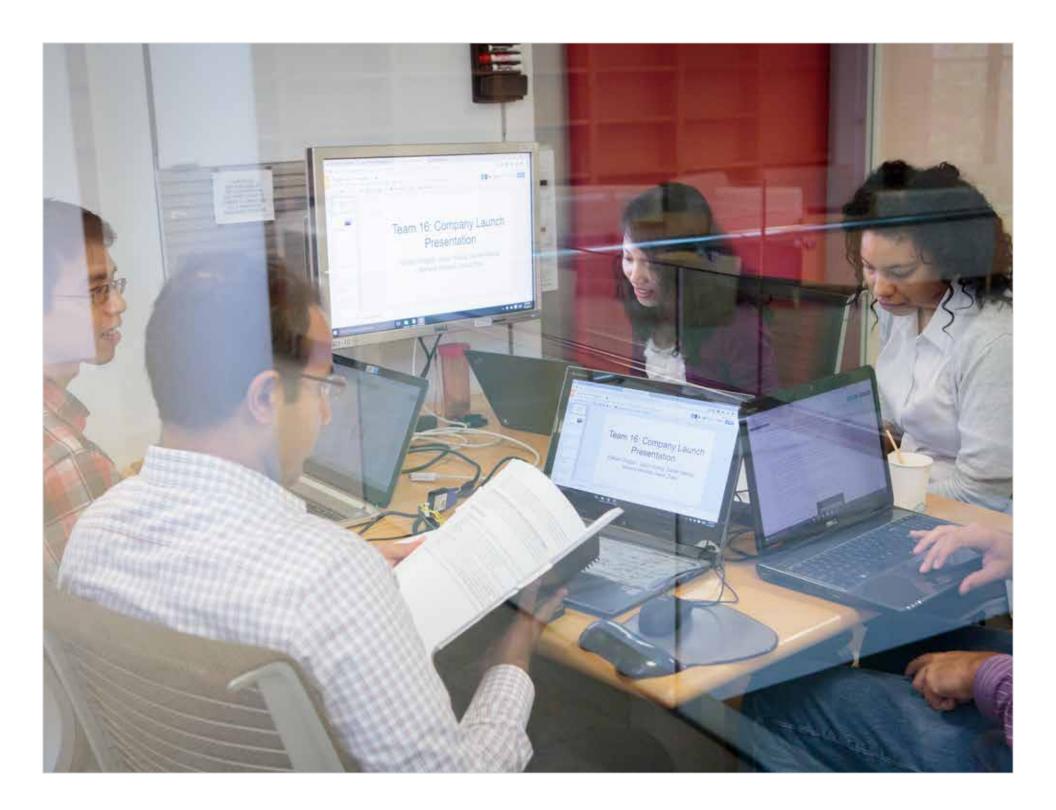






ENVISIONING THE NEXT

Transforming the educational experience is the essential purpose of *INTO THE NEXT: The Campaign for UCLA Anderson.* This \$300 million drive invites each member of the Anderson community to join the campaign as we develop the next generation of leaders who will invent, reimagine and improve how we practice business, sustain communities and live our lives. As part of this campaign, UCLA Anderson aspires to raise \$80 million for a new building that will serve as the learning hub for our programs.



CASE FOR THE BUILDING

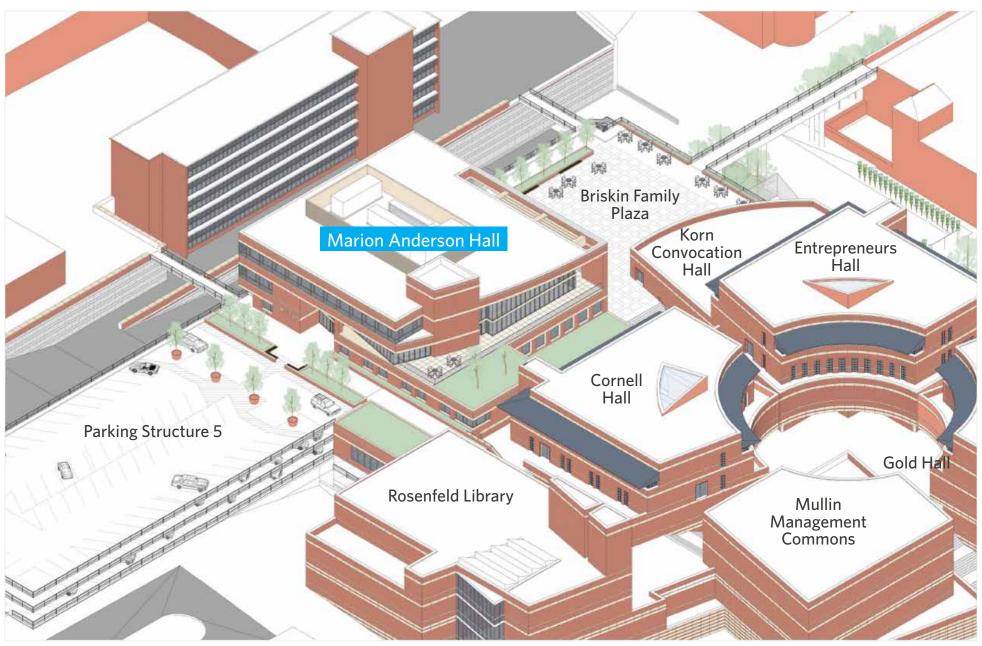
UCLA Anderson is on a growth trajectory — in excellence, and in numbers. Since 1995 when the new Anderson facility was opened, the school has experienced:

- A 64% increase in students, 58% increase in staff and 19% increase in ladder faculty
- Greater alumni and employer engagement
- Growth from three to eight degree programs, three to eight research centers, and one to three career centers
- The addition of the Bloomberg and Behavioral Labs, student team collaboration spaces, recording studios, the Anderson Venture Accelerator, and emeriti and post-doc/visitor offices
- High-touch student and financial aid services
- Hybrid learning environment initiatives

The growth we have experienced, as well as changes in the learning technologies and career needs of the 21st century, have introduced new imperatives for classrooms with the latest technologies for innovative pedagogy and programming, breakout rooms with the flexibility for collaborative learning environments, faculty offices to house a growing community, and meeting and event areas to bring the Anderson community together.

Constructing a new building also presents the opportunity for purposeful design that advances Anderson's culture of sharing success, thinking fearlessly and driving change.

UCLA ANDERSON COMPLEX



MARION ANDERSON HALL - BUILDING FACTS



ATRIUM SETTING THE PULSE

True to its namesake, the Atrium is the heart of Marion Anderson Hall and the Anderson community. Imbuing four floors of activity and collaboration with natural light and open space, inviting seating areas, it encourages conversation and interaction among students, faculty, and visitors. It also represents and supports the school's hallmark collaborative spirit, encouraging cooperation among disciplines and departments. Serving as the seat of all Anderson programs, the Atrium represents the concept of "Think in the Next"— a place for all students to innovate, think fearlessly, and share success.







REPRESENTATIVE IMAGE

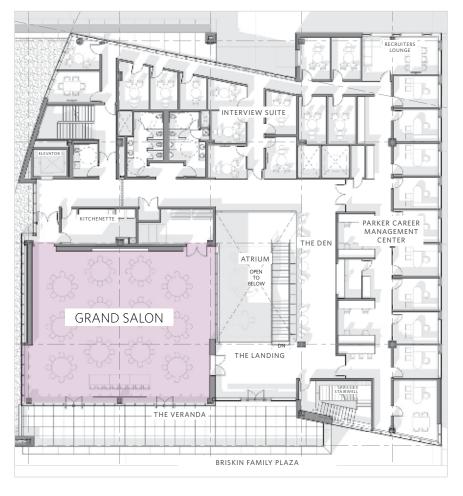


GRAND SALON GREAT GATHERINGS

Furnished with high-tech staging and double-height ceilings, the multi-functional space welcomes guests with a flourish. The Grand Salon will enable Anderson to host dinners, cocktail parties, and other community-building events for the whole UCLA Anderson family, from students and faculty to alumni and donors. State-of-the-art seating and audio visual systems promote multiple uses of the space – both auditorium and event functions meld into one space. Glass walls and doors open up the room and seamlessly connect the Grand Salon with Marion Anderson Hall and the Veranda outside. This continuity reinforces a key message: UCLA Anderson's leadership reaches well beyond its walls.



SPECS: 2,700 SF, ACCOMMODATES MORE THAN 250 PEOPLE STANDING



REPRESENTATIVE IMAGE

A gift to name the the GRAND SALON will help guests gather from across the UCLA Anderson community to learn, share successes, and envision what's next.

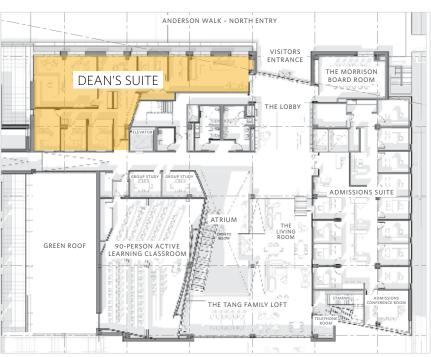


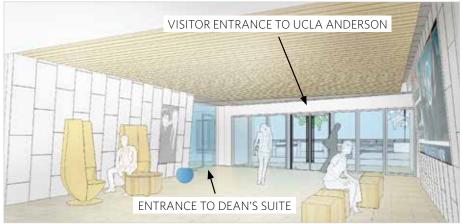


DEAN'S SUITE INVITING SHARED SUCCESS

Located just inside Marion Anderson Hall's threshold, the Dean's Suite illustrates leadership's commitment to sharing success. Housing the Dean's Office and support staff, the accessible space invites students and faculty to express their ideas and envision the future. In the same suite a waiting room and visitor offices welcome alumni, industry professionals, and partners to contribute their expertise and connect with the academic community. A prominent and approachable part of the vibrant building, the Dean's Suite makes everyone feel a part of the Anderson family.





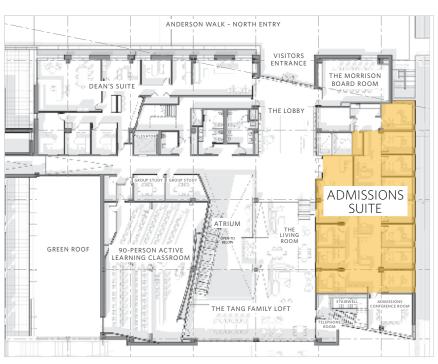


REPRESENTATIVE IMAGE

ADMISSIONS SUITE INSPIRING THE NEXT

Marion Anderson Hall comes alive only with its principal asset— Anderson students. Their initiative and innovation generate the entrepreneurial energy that keeps the school moving boldly into the future. To ensure that UCLA Anderson welcomes the best and brightest each year, the Admissions Suite is situated in an easily accessible, highly visible location near the building's visitor entrance across from the Dean's Suite. Home to the admissions team with offices and a conference room, the Admissions Suite embodies and enables UCLA Anderson's dedication to finding, training, and inspiring the next generation of leaders.





FLOOR 2

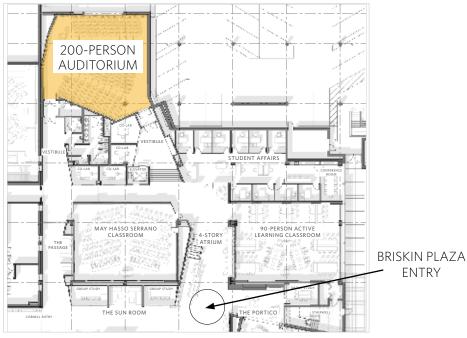


REPRESENTATIVE IMAGE

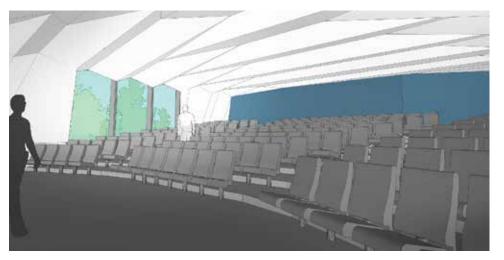
AUDITORIUM ATTRACTING GLOBAL LEADERS

The design of Marion Anderson Hall represents the school's global reach and expansive educational opportunities. The Auditorium will leverage global connections, hosting learning and networking events that engage partners from across the markets and management firms of the Pacific Rim. The Auditorium's multipurpose space provides the capacity for full-scale conferences, guest lectures, and community gatherings, and its upgraded technology integrates virtual features. When UCLA Anderson brings industry leaders from around the world to share their expertise with students, faculty, and local community members, the Auditorium will be the destination for discussions and discovery about how to drive change.





FLOOR 1 / SPECS: 2,400 SF, 200-PERSON, TIERED



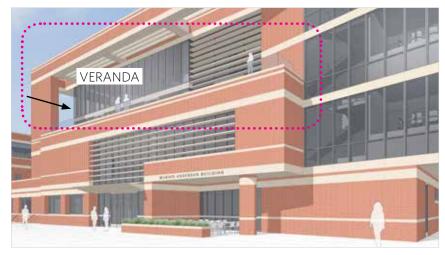
THE VERANDA FIFVATING THE EVERYDAY

The Veranda is more than just overflow. Continuing the connectivity of the entire Marion Anderson Hall, the Veranda links the indoor Grand Salon with a view of the Briskin Family Plaza below and UCLA's iconic Royce Hall beyond—a vantage point that inspires students to build on an established legacy for a dynamic future. The Veranda also links people, with a multi-use space designed to host special events, study groups, lectures and everything in between. From high-end receptions to casual collaboration, its outdoor arena sets the stage for networking and elevates the everyday into the extraordinary. When not in use for events, the Anderson community will enjoy working/relaxing on this perch above campus.



THE VERANDA

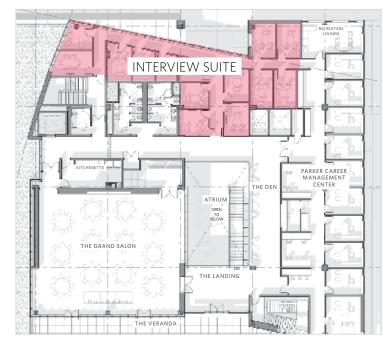
FLOOR 3 / SPECS: 1,500 SF, ACCOMMODATES MORE THAN 200 PEOPLE



LOOKING OUT TO VERANDA FROM EVENT SPACE VIEW FROM BRISKIN FAMILY PLAZA

INTERVIEW SUITE PROVIDING A LAUNCHPAD

No leading business school education is complete without hands-on learning that launches graduates into careers in myriad industries, from finance and consulting to health care and technology. Marion Anderson Hall enhances this education via the Interview Suite, which includes reception, a waiting area, and multi-modal, technology-enabled rooms for student interviews with interested recruiters. From seeking an internship to landing a full-time job, UCLA Anderson students leverage the Interview Suite to gain the experience and employment to launch successful careers in their chosen sectors. When not in use for interviews, the rooms will double as group study and small work rooms for students and visitors.



FLOOR 3 / SPECS: 1,300 SF, 14+ INTERVIEW ROOMS



REPRESENTATIVE IMAG



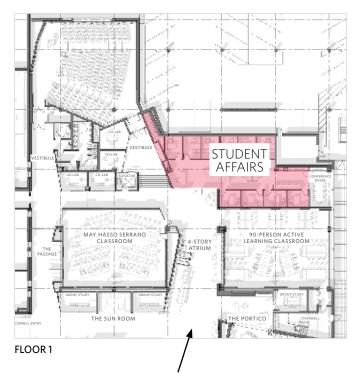
VIEW LOOKING OUT FROM INTERVIEW SUITE

STUDENT AFFAIRS SUITE ENHANCING ACADEMICS

A full educational experience takes more than excellent academics alone.

Accordingly, Marion Anderson Hall houses Student Affairs, a cluster of academic advising, course scheduling and enrollment, tutoring, financial, and other services that support all students and enhance the core of the full-time MBA program. The suite is also home to the Anderson Student Association, international exchange program and various clubs that reflect the diverse interests and identities among the student body. Welcoming all students, Student Affairs reinforces a holistic approach to education and the value of student-centered spaces.

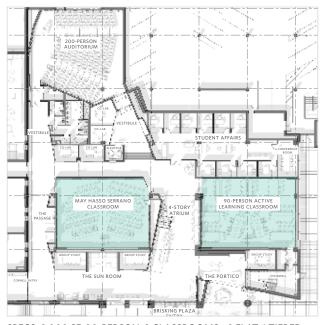




BRISKIN FAMILY PLAZA ENTRY

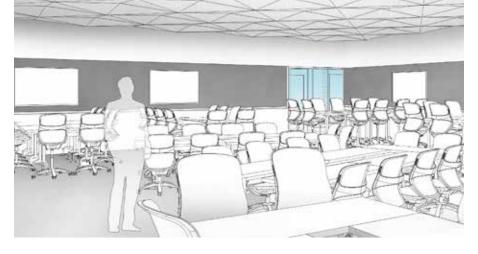
ACTIVE LEARNING CLASSROOMS LAYING THE GROUNDWORK

A 21st century education demands 21st century spaces. Marion Anderson Hall has classrooms that rise to the challenge. Each Active Learning Classroom is built for collaboration and features enhanced technology and moveable furniture designed to support multi-modal learning. The rooms accommodate a variety of teaching strategies--from lectures to group work to business simulation--to fuel teamwork and innovation that prepare students for future business ventures. Students gain knowledge and skills while cultivating the courage to think fearlessly.



SPECS: 2,000 SF, 90-PERSON, 3 CLASSROOMS - 2 FLAT, 1 TIERED



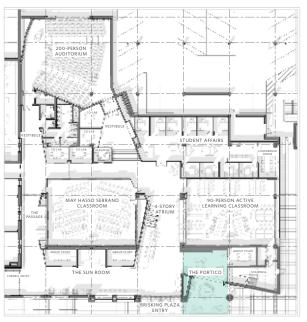


REPRESENTATIVE IMAGE

THE PORTICO LEARNING INSIDE-OUT

Reflecting a continuum of learning and achievement, The Portico defines the building's main student entryway as a space for sharing success. A place to see and be seen and to hear and be heard, this center of activity transitions from the Briskin Family Plaza to inside Marion Anderson Hall through clusters of tables and chairs for team meetings and study groups and a welcoming fireplace. Whether students are working on class projects or incubating new ideas, the Portico invites the bright California sun and bright ideas.





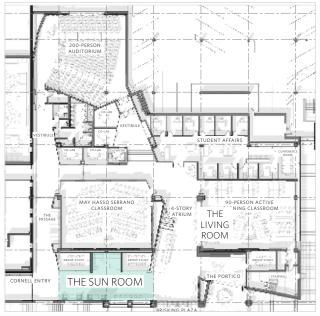
FLOOR 1 / SPECS: CAN ACCOMMODATE MORE THAN 25 PEOPLE



REPRESENTATIVE IMAGE

THE SUN ROOM BRINGING THE OUTSIDE IN

Celebrating our southern California climate, The Sunroom offers a welcoming place to connect with friends or take some personal time for reflection. The Sunroom, sits just inside the Briskin Family Plaza and features a seated bar overlooking the plaza and two light-filled seating areas with comfortable furniture. The space will buzz with activity serving as the main interior connector between Cornell and Marion Anderson Hall. The Sunroom reflects the optimistic and open Anderson culture.

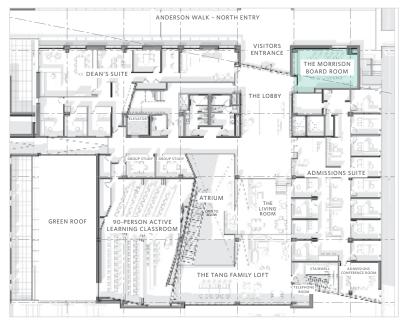


FLOOR 2



THE BOARD ROOM INSPIRING INFLUENCE

As Marion Anderson Hall raises the school's profile, The Board Room is a notable and highly visible centerpiece. Located across from the Dean's Suite at the school's visitor entry, the room welcomes distinguished alumni, visiting faculty, business leaders, and board and committee members with an impressive taste of the building. And while the Board Room presents the Anderson image to these dignitaries, it also showcases their influence—and connection with UCLA Anderson—to inspire current and prospective students.



FLOOR 2 / SPECS: 525 SF

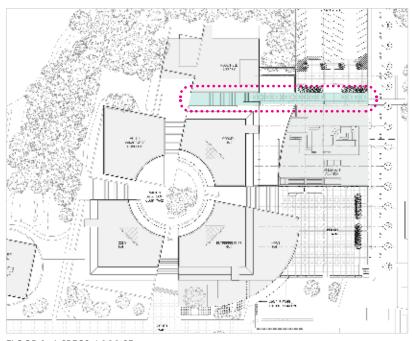


REPRESENTATIVE IMAGE

ANDERSON WALK CONNECTING THE COMMUNITY

A new home needs a welcome mat, and Anderson Walk is UCLA Anderson's. The covered outdoor area is landscaped and hardscaped with planters and benches. Intersecting with the campus walkway, it serves as an entrance to Marion Anderson Hall, a gateway to the UCLA campus, and a hub for arriving guests. Whether meeting to study, attending an event, or touring the school, students and visitors alike can connect on the Anderson Walk. Moreover, as a public institution, UCLA Anderson connects with the community—a road that starts at the Anderson Walk and goes toward the public good.





FLOOR 2 / SPECS: 1,000 SF



UCLA Anderson's communications, connecting people, places, and ideas with

\$1 MILLION NAMING OPPORTUNITIES

MEDIA WALLS SENDING A MESSAGE

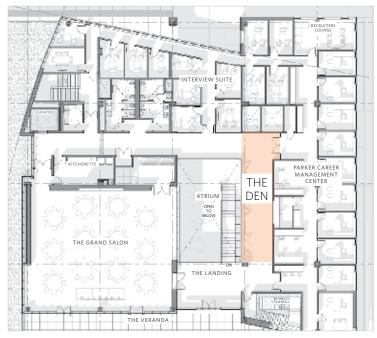
UCLA Anderson keeps connected with Media Walls in Marion Anderson Hall and its grounds. As nerve centers for content, these plasma screens use the latest technology to share real-time information about the school, the university, and the world. Each Media Wall is interactive and can be programmed as separate panels or a single screen. Located in the Event Space, at the visitor entry, and campus pedestrian entrance, the Media Walls provide students, faculty, and visitors with a next-generation message board and affirm the school's commitment to cutting-edge creativity.



SPECS: 3 WALLS, SIZES VARY; APPROXIMATELY 15'X10'

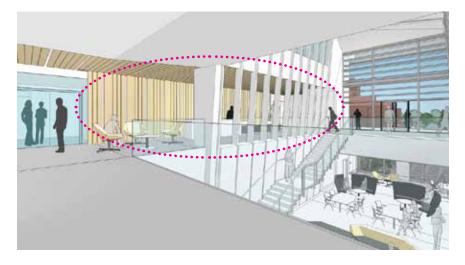
THE DEN PREPARING FOR THE FUTURE

Tucked outside the Parker Career Center and Interview Suite, The Den provides students a place to contemplate their future careers and to prepare for allimportant interviews. The busy lifestyle of an Anderson student leaves little time to gather their thoughts before moving on to the next challenge. The Den offers a comfortable place to stop and think, "what will be my impact?"



FLOOR 3 / SPECS: SEATS MORE THAN 20 STUDENTS





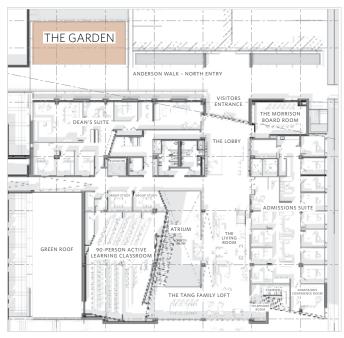
REPRESENTATIVE IMAGE

THE GARDEN GOING GREEN

Although UCLA Anderson's footprint in the business world grows ever larger, it's taking steps to keep its carbon footprint modest. As the crowning feature of Marion Anderson Hall's LEED Gold Certification, a beautiful rooftop garden improves energy efficiency and enhances sustainability. Adjacent seating lets faculty and students enjoy nature while taking a moment to converse or unwind. Visible from the Dean's Suite, a unique enhancement to the building and the school, the Sustainable Garden is a perfect illustration of UCLA Anderson's commitment to conserving the environment.



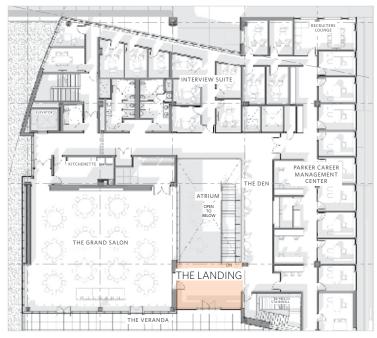




FLOOR 2

THE LANDING A VANTAGE POINT LIKE NO OTHER

The Landing provides dramatic views of the action-filled Atrium below, the Grand Salon and the Veranda through soaring glass walls, and the UCLA campus beyond. Serving many functions – the Landing acts as the threshold to events, lectures, and social gatherings in the Grand Salon and on the Veranda; offers a special place to connect with friends, alumni and visitors; and, the all-important walk-way to the Career Management and Interview Suites.



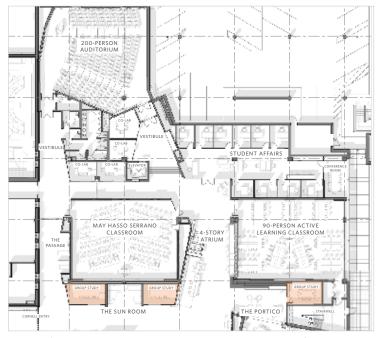
FLOOR 3



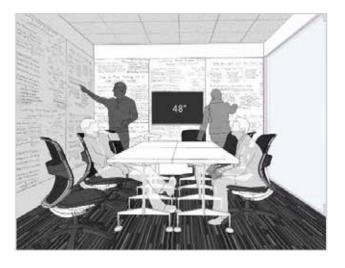


GROUP STUDY ROOMS DIVERSE IDEAS CREATE THE BEST **SOLUTIONS**

Group Study Rooms enable students to test ideas and share solutions beyond the classroom. Each Group Study Room features technology connections, sizable screens, writeable walls, moving furniture, and focused acoustics, creating an environment conducive to deliberate discussion for teams of six to eight students. Throughout Group Study Rooms, natural light illuminates students' progress and reflects bright futures as they take learning into their own hands.

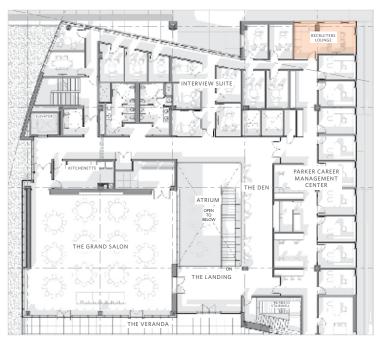


FLOOR 1 (GROUP STUDY ROOMS LOCATED ON FLOORS 1 AND 3)



RECRUITERS LOUNGE PART OF THE FAMILY.

At Anderson, we understand the critical role our corporate partners play in delivering a world-class educational experience for our students through internship and full-time positions. Our recruiting companies deserve an environment that welcomes and offers the amenities of a top-tier organization. The new Recruiter's Lounge is purposefully designed with areas for working and comfortable furniture for relaxing during a long day of interviews. We want our partners to feel they are part of the Anderson family.



FLOOR 3

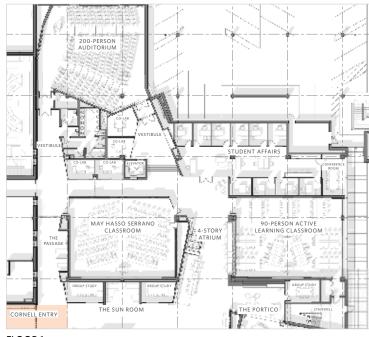




REPRESENTATIVE IMAGE REPRESENTATIVE IMAGE

CORNELL ENTRY SEAMLESS TRANSITION

Cornell Entry, a major thoroughfare for students traveling to and from Marion Anderson Hall, sets the tone for the new building. A seamless transition from present to future, a warm, wood-paneled ceiling and substantial stone walls flanking glass doors transition to generous, sunlit spaces to connect with friends and classmates. Cornell Entry says "you've arrived."



FLOOR 1

OTHER \$500 THOUSAND NAMING OPPORTUNITIES FFMBA SUITE **EMBA SUITE** CAREER CENTER CONFERENCE ROOM STUDENTS AFFAIRS WORK ROOM

4TH FLOOR CONFERENCE ROOM



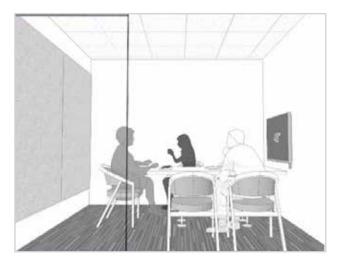
A gift to name a INTERVIEW ROOM supports students entry into the workforce.

A gift to name a CO-LAB will equip UCLA Anderson students to keep learning outside the classroom and take active ownership of their education.

\$250 THOUSAND NAMING OPPORTUNITIES

INTERVIEW ROOMS STRIDING INTO THE FUTURE

Housed within the Interview Suite, technology-enabled rooms for student interviews with interested recruiters. From seeking an internship to landing a full-time job, UCLA Anderson students leverage the Interview Suite to gain the experience and employment to launch successful careers in their chosen sectors.

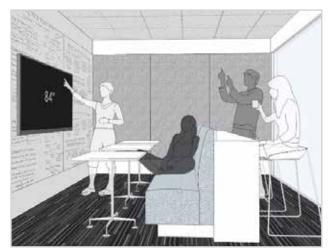


OTHER \$250 THOUSAND NAMING OPPORTUNITIES
AUDITORIUM VESTIBULES

\$100 THOUSAND NAMING OPPORTUNITIES

CO-LABS DRIVING NONSTOP LEARNING

Often, the best learning happens after the lecture—and Marion Anderson Hall offers space just for that. Designed for collaboration in name and layout, each co-lab features technology connections, sizable screens, writeable walls, moving furniture, and focused acoustics for up to four students.



FLOOR 1 / SPECS: 100 SF, 8 ROOMS

YOUR LASTING IMPACT...

With your investment, UCLA Anderson will develop today's learners into tomorrow's leaders to achieve lives of purpose and significance. Your contributions will be essential drivers of the future excellence of an Anderson education — by attracting the most talented students and by enabling a world-class learning facility. Your leadership also will encourage other alumni and friends to join us in sustaining a bright future for our school.

NAMING OPPORTUNITIES BY GIVING LEVEL

\$12,000,000 Opportunities (1 Available)

Atrium - 4 story - Core of Building

\$6,000,000 Opportunities (1 Available)

The Grand Salon - 3rd Floor

\$5,000,000 Opportunities (3 Available)

Dean's Suite – 2nd Floor Auditorium – 1st Floor Admissions Suite - 2nd Floor

\$2,500,000 Opportunities (3 Available)

The Veranda - 3rd Floor

Interview Suite - 3rd Floor

Student Affairs Suite - 1st Floor

\$1,000,000 Opportunities (10 Available)

90-Person Active Learning Classrooms

- 1st & 2nd Floors (Qty 2)

Anderson Walk - North Entry - 2nd Floor Board Room - North Entry - 2nd Floor The Portico – 1st Floor
Sun Room - 1st Floor

Media Wall - North entry, event space, Briskin entry (Qty 3)

\$500,000 Opportunities (12 Available)

Large Group Study Room – 1st Floor

Conference Rooms - (Qty 3) Recruiters Lounge - 3rd Floor

The Den – 3rd Floor

FEMBA Suite - 4th Floor

The Landing - 3rd Floor

GEMBA/EMBA Suite - 4th Floor

The Green Roof (Qty 2)

\$250,000 Opportunities (12 Available)

Auditorium Lobbies - 1st Floor (Qty 2)

Individual Interview Rooms - 3rd Floor (Qty 10)

\$100,000 Opportunities (9 Available)

Co-Labs - 1st & 4th Floors (Qty 8)

\$50,000 Opportunities (80 Available)

Touchdown Spaces (Qty 12)

Offices (Qty 63)

Elevator

Benches (Qty 5)

DONOR RECOGNITION AND STEWARDING BY GIVING LEVEL

GIVING LEVEL	\$12M	\$6M	\$5M	\$2.5M	\$1M	\$.5M	\$.25M	\$.1M
Most prominent interior signage, in multiple locations, in named space. Design of donor signage reflective of gift level								
Dedicated, interactive plasma screen in named space telling the donor story with photos, videos, images.								
Prominent recognition in front of named space with large quote								
Recognition in front of named space with donor image and quote up to 75 words								
Recognition in front of named space with donor quote up to 30 words								
Recognition in front of named space								
Inclusion on building donor wall by giving level								
Inclusion in interactive digital montage of \$1M+ donors								
Private event held in donor space								
Customized tour to see first-hand impact of support								
Donor story and video on UCLA Anderson's website								
Gift announcement mailed to engaged alumni								
Invitations to exclusive events and major openings								
Invitation to building opening								



1ST FLOOR NAMING **OPPORTUNITIES**

\$12 MILLION (A)

\$6 MILLION (B)

C \$5 MILLION

\$2.5 MILLION (D)

(E) \$1 MILLION

 (\mathbf{F}) \$500 THOUSAND

 $\left(\mathsf{G}\right)$ \$250 THOUSAND

(H) \$100 THOUSAND



2ND FLOOR NAMING OPPORTUNITIES

A \$12 MILLION

86 MILLION

C \$5 MILLION

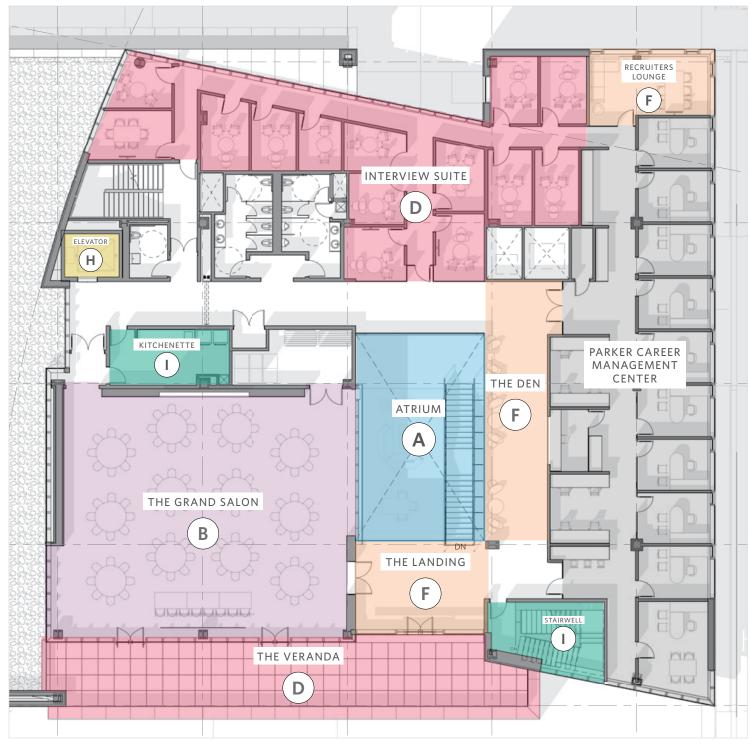
D \$2.5 MILLION

E \$1 MILLION

\$500 THOUSAND

G \$250 THOUSAND

H \$100 THOUSAND



3RD FLOOR NAMING OPPORTUNITIES

A \$12 MILLION

B \$6 MILLION

\$5 MILLION

D \$2.5 MILLION

E \$1 MILLION

\$500 THOUSAND

G \$250 THOUSAND

(H) \$100 THOUSAND

(1)



4TH FLOOR NAMING OPPORTUNITIES

A \$12 MILLION

B \$6 MILLION

\$5 MILLION

D \$2.5 MILLION

(E) \$1 MILLION

\$500 THOUSAND

G \$250 THOUSAND

(H) \$100 THOUSAND

THANK YOU FOR YOUR SUPPORT IN CREATING THE LEADERS OF TOMORROW.

