2023 SPONSORSHIP OPPORTUNITIES
Dear Prospective Community Sponsor:

The University of Miami’s Department of Orientation and Commuter Student Involvement (OCSI) is a multipurpose office within the Division of Student Affairs. Our department serves new students and families as well as first-year commuter students and off-campus transfer students through a variety of programs and initiatives. The Great Start program has been a tradition of the commuter student experience since 1989.

Designed with the specific needs of commuter students in mind, Great Start helps students prepare for a smooth start to their time at the University of Miami and to be successful throughout their college experience. Great Start gives new ’Canes the opportunity to meet fellow new commuters, hear from current commuters about their experiences, and become familiar with the Coral Gables campus. Taking place before the ’Cane Kickoff orientation program, Great Start gives incoming commuter students a preview of daily life on campus and how to make the most of their time as a Miami Hurricane.

This summer the University of Miami is expecting over 150 new first-year and transfer students to attend one of the three weekend-long Great Start experiences. The vast majority of Great Start participants are residents of Miami-Dade and Broward counties who are eager to learn about the offerings in the Coral Gables and greater Miami area.

This summer, Great Start is taking place on the following weekends:
Weekend 1: July 8-9
Weekend 2: July 22-23

For your convenience and consideration, we have attached our sponsorship packages via this letter which outlines the many ways in which your organization can engage with this unique experience.

As always, we want to partner with you, so if you have any activation or marketing ideas that you’d like us to consider, please email our office at greatstart@miami.edu or call (305) 284-2660.

We appreciate your time and consideration in advance. The University of Miami and the commuter community genuinely appreciate your support.

Sincerely,
Orientation & Commuter Student Involvement’s Great Start Team
Thank you for your interest in partnering with University of Miami’s Great Start program. Feel free to contact us with questions regarding sponsorship opportunities and benefits.

Great Start primarily seeks monetary and in-kind donations to help support events. All donations go directly towards the planning and execution of Great Start events.

In recognition of their generous support, sponsors will receive the following:

<table>
<thead>
<tr>
<th>In-kind Donations</th>
<th>$250+</th>
<th>$500+</th>
<th>$750+</th>
<th>$1000+</th>
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</thead>
<tbody>
<tr>
<td>Logo placement on the OCSI website</td>
<td>![Checkmark]</td>
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<tr>
<td>One time group recognition (with other sponsors) on OCSI social media (/Canestagram, @Canestagram)</td>
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<tr>
<td>One time individual recognition on OCSI Instagram stories (/Canestagram, @Canestagram)</td>
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<td>Verbal Recognition at either the opening or closing sessions of Great Start</td>
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<td>Verbal Recognition at the opening and closing sessions of Great Start</td>
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<tr>
<td>Organization name on Great Start 2023 PowerPoint slides</td>
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<td>![Checkmark]</td>
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<tr>
<td>Opportunity to table at one Great Start weekend</td>
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<tr>
<td>Opportunity to table at both Great Start weekends</td>
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<tr>
<td>Digital signage recognition (with other sponsors) on Student Center Complex screens</td>
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<td>Promotional item displayed during meals</td>
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<td>![Checkmark]</td>
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<tr>
<td>Promotional item in Great Start 2023 participant bags</td>
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<tr>
<td>Organization promotional material shared via e-mail to all program participants</td>
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<tr>
<td>A certificate of recognition</td>
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PACKAGE OPTIONS

GREAT START LEGACY PACKAGE ($1000+)

Singular donations of $1000 or more will be designated a Great Start Legacy Sponsor and will receive the following benefits:

• Your organization will have the opportunity to have direct face time with new and current students. Your organization will have the option of participating in the Great Start Involvement Fairs for each of the two Great Start weekends which will allow your organization to meet with over 80 students each weekend.
• Your organization’s name and logo will appear on the Great Start website.
• Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at the opening and closing ceremonies of the Great Start program each weekend.
• At the end of each Great Start weekend, your organization’s information (e-mail or social media account) would be shared in an email to all program participants.
• Your organization’s name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 6,500 followers.
• Your organization will be able to insert a promotional item into the Great Start 2023 participant bags.

COMMUTER COMMITMENT PACKAGE ($750+)

Singular donations of $750 or more will be designated a Commuter Commitment Sponsor and will receive the following benefits:

• Your organization will have the opportunity to have direct face time with new and current students. Your organization will have the option of participating in the Great Start Involvement Fairs for one of the Great Start weekends which will allow your organization to meet with 80 students.
• Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at either the opening or closing ceremonies of the Great Start program each weekend.
• Your organization’s name and logo will appear on the Great Start website.
• Your organization’s name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 6,500 followers.
• Your organization will be able to insert a promotional item into the Great Start 2023 participant bags.

ORANGE AND GREEN PACKAGE ($500+)

Singular donations of $500 or more will be designated an Orange and Green Sponsor and will receive the following benefits:

• Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at either the opening or closing ceremonies of the Great Start program each weekend.
• Your organization’s name and logo will appear on the Great Start website.
• Your organization’s name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 6,500 followers.
• Your organization will be able to insert a promotional item into the Great Start 2023 participant bags.

‘CANES ON THE MOVE PACKAGE ($250+)

Singular donations of $250 or more will be designated a ‘Canes on the Move Sponsor and will receive the following benefits:

• Your organization’s name and logo will appear on the Great Start website.
• Your organization will have the opportunity to provide a promotional item that will be displayed for students during the dinner portion of the program. Promotional items will be placed on the dinner tables where students will be enjoying their meal.
• Your organization’s name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 6,500 followers.
This page is for the use of potential Great Start 2023 food sponsors. All in-kind food donations will correspond to the sponsorship level that covers the cost of the food donated. The requested meals options are listed below for the following dates:

**GREAT START**

**WEEKEND 1**
- **Sat. July 8** (80 people)
  - Breakfast
  - Lunch
  - Dinner
  - Snacks/ Dessert
- **Sun. July 9** (80 people)
  - Breakfast
  - Lunch
  - Dinner
  - Snacks/ Dessert

**WEEKEND 2**
- **Sat. July 22** (80 people)
  - Breakfast
  - Lunch
  - Dinner
  - Snacks/ Dessert
- **Sun. July 23** (80 people)
  - Breakfast
  - Lunch
  - Dinner
  - Snacks/ Dessert