Great Start 2024
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 first-year commuter students in mind, Great Start is a required program for new commuters that helps them 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 350 new first-year students to attend one of the four weekend-long Great Start experiences. The 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: June 29-30**
**Weekend 2: July 13-14**
**Weekend 3: July 27-28**
**Weekend 4: August 3-4**

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>Sponsorship Benefit</th>
<th>$250 +</th>
<th>$500 +</th>
<th>$750 +</th>
<th>$1,000 +</th>
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<tbody>
<tr>
<td>Logo placement on the OCSI website</td>
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<td>One time group recognition (with other sponsors) on OCSI social media (@Canestagram)</td>
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<td>Promotional item in Great Start 2024 participant bags</td>
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<td>A certificate of recognition</td>
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<td>Verbal recognition at either the opening or closing sessions of Great Start</td>
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<td>Organization name and logo on Great Start 2024 PowerPoint slides</td>
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<td>Opportunity to table at one Great Start weekend</td>
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<td>Organization promotional material shared via e-mail to all program participants</td>
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<td>One time individual recognition on OCSI Instagram stories (@Canestagram)</td>
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<td>Opportunity to table at two Great Start weekends</td>
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<td>Opportunity to table at all four Great Start weekends</td>
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<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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**Great Start Legacy Package ($1,000+)**

Singular donations of $1,000 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 all four Great Start weekends which will allow your organization to meet with over 100 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 7,400 followers.
- Your organization will be able to insert a promotional item into the Great Start 2024 participant bags.

**Commuter Commitment ($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 two of the Great Start weekends which will allow your organization to meet with 100 students each weekend.
- 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 7,400 followers.
- Your organization will be able to insert a promotional item into the Great Start 2024 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 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 100 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 7,400 followers.
- Your organization will be able to insert a promotional item into the Great Start 2024 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 7,400 followers.
This page is for the use of potential Great Start 2024 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. 06/29
  - 100 people
- Sun. 06/30
  - 100 people
- Breakfast
- Lunch
- Snacks/Dessert

**Weekend 2**
- Sat. 07/13
  - 100 people
- Sun. 07/14
  - 100 people
- Breakfast
- Lunch
- Snacks/Dessert

**Weekend 3**
- Sat. 07/27
  - 100 people
- Sun. 07/28
  - 100 people
- Breakfast
- Lunch
- Snacks/Dessert

**Weekend 4**
- Sat. 08/03
  - 100 people
- Sun. 08/04
  - 100 people
- Breakfast
- Lunch
- Snacks/Dessert
Great Start 2024 Sponsorship Contacts

Hospitality and Sponsorship Chair: Katrina Hernandez
Phone Number: (786) 620-7477
E-mail: kah254@miami.edu

Associate Director and Faculty Advisor: Stephanie Fleitas
Phone Number: (305) 284-2660
E-mail: s.fleitas@umiami.edu

Great Start Program
greatstart-sponsorship@miami.edu