



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. In a nutshell, our purpose is to assist incoming students and families in transitioning to the university environment. OCSI facilitates programs and resources to successfully and holistically acclimate all new undergraduate students to the institution's academics and social fabric. Our mission is to engage all students, families, and community members to pursue student success.

This year the University of Miami enrolls over 3,700 new first-year and transfer students accompanied by over 6,000 parent and family members during our Fall and Spring 'Cane Kickoff orientation programs. In addition, we will host 4,600 students and family members in our annual Family Weekend program. With students and family members in mind, your organization has the opportunity for sponsorship and in return allows you to showcase your goods and services. As these high-profile events collectively encompass over 14,000 people on the University of Miami campus, our past sponsors have had a strong return on their investment.

To participate in this event, our department would like to identify our sponsors by **Monday, May 1, 2023**. For your convenience and consideration, we have attached our sponsorship packages via this letter for your organization that outlines how your organization can engage with our 'Canes community.

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 [orientation@miami.edu](mailto:orientation@miami.edu) or call (305) 284-5646. We appreciate your time and consideration in advance. The University of Miami and the 'Canes community genuinely appreciate your support.





Sincerely,

Orientation & Commuter Student Involvement Team



## PACKAGE OPTIONS:

For sponsorship packages below, the Department of Orientation & Commuter Student Involvement may consider *in-kind donations* (catering, event materials, etc.) that enhance our program. Once again, thank you in advance for your consideration.

1. **Green Package**   
**Cost \$500.00**
  - Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees.
  - Logo available on sponsorship website + mobile schedule application.
2. **Orange Package**   
**Cost \$1,000.00**
  - Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees.
  - Corporate logo on 'Cane Kickoff Orientation and Family Weekend t-shirts, distributed to students and families.
  - Logo available on sponsorship website + mobile schedule application.
3. **White Package**   
**Cost \$1,500.00**
  - **For 'Cane Kickoff-** Company table activation with 1- 6ft table & two chairs for **Fall orientation (August 14-16, 2023)** and **Spring orientation (Jan. 10-11, 2024)**.
  - **For Family Weekend (October 5-6, 2023)-** Company table activation at the Student Center Complex with 1-6ft table & two chairs.
  - Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees.
  - Corporate logo on 'Cane Kickoff Orientation and Family Weekend t-shirts, distributed to students and families.
  - Logo available on sponsorship website + mobile schedule application.
  - **Note: For additional activation space (1-6ft table & two chairs) will require an additional cost of \$300.00** in addition to the base cost of the package.
4. **Canes Package**   
**Cost \$2,500.00**
  - **For 'Cane Kickoff-** Company space 10x10 at designated vendor area with 1- 6ft table & two chairs for **Fall orientation (August 14-16, 2023)** and **Spring orientation (Jan. 10-11, 2024)**. *Note: Vendors are encouraged to bring their own tailgate style tent with prior approval. If unable to provide, then tent will be provided.*
  - **For Family Weekend (October 5-6, 2023)-** Company table activation at the Student Center Complex with 1-6ft table & two chairs.
  - Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees.
  - Corporate logo on 'Cane Kickoff Orientation and Family Weekend t-shirts, distributed to students and families.
  - Logo available on sponsorship website + mobile schedule application.
  - Logo visual display/recognition as a sponsor during Fall 'Cane Kickoff 'Canes Take Flight Welcome Event.
  - **Note: For additional activation space (10x10 space with 1-6ft table & two chairs) will require an additional cost of \$400.00** in addition to the base cost of the package.



- **No direct sales on site**
- ***The reflected dates and sponsorship cost are subject to change.***
- Logo submissions must be saved as a high-resolution image. Preferably in EPS file format.
- Digital Ads:
  - Design for this must be 1080 px W x 1920 px H.
  - If your group is returning, please let us know if you would like to use the ad from the previous year.
- Within the sponsorship timeline, a small promotional item/brochure must be in quantity listed below. This ensures that your item is included in the student bags of all incoming students during Fall and Spring Orientation.

**IMPORTANT NOTES:**

Participation and sponsorship package selection must be approved via email by **Monday, May 1, 2023**.

Payment must be received no later than **Thursday, June 1, 2023**, to confirm package details, advertisement, and logo placements. To ensure payment is received by our office, payment must be in the form of a check or money order made out to the **University of Miami** via one of the following options:

1. Via UPS or FedEx (*must include a tracking number*) to
 

**Attn: Ashley R. Brown**  
**Orientation & Commuter Student Involvement**  
 1330 Miller Drive, Shalala Student Center Suite 203  
 Coral Gables, FL 33146
2. Delivered in person Monday-Friday between 9:00am -4:00pm

**Sponsor Timeline:** *(The reflected dates and times are subject to change.)*

<b>Participation Requests</b>	NOW through Monday, <b>May 1, 2023</b> , by 5 pm ET
<b>Payments</b>	Due no later than <b>Thursday, June 1, 2023</b> , by 5pm ET after participation request has been approved.
<b>Logo Submission &amp; Digital Ad (if applicable)</b>	<b>Thursday, June 1, 2023</b> , by 5pm ET
<b>Promotion Item/ Flyer Inclusion Deliveries (if applicable)</b>	<p><b><u>Fall ‘Cane Kickoff (August 14<sup>th</sup>-16<sup>th</sup>, 2023): 6,000 Qty</u></b>          Deliveries will be accepted starting Monday, June 5, 2023, through Friday, July 7, 2023, by 5pm ET.</p> <p><b><u>Family Weekend (October 5<sup>th</sup>-6<sup>th</sup>, 2023): 1,600 Qty</u></b>          Deliveries will be accepted T starting Monday, August 28, 2023, through Friday, September 22, 2023, by 5pm ET.</p> <p><b><u>Spring ‘Cane Kickoff (January 10<sup>th</sup>- 11<sup>th</sup>, 2024): 1,000 Qty</u></b>          Deliveries will be accepted starting Monday, November 27, 2023, through Friday, December 15, 2023</p>

For additional information, please do not hesitate to contact Ashley R. Brown via email at [arbrown@miami.edu](mailto:arbrown@miami.edu) or by phone at (305) 284-9363. Email communication is preferred.

We look forward to working with you!