

Dear Prospective Community Sponsor:

The Department of Orientation and Commuter Student Involvement (OCSI) is a multipurpose office within the Division of Student Affairs at the University of Miami. In brevity, our mission is to support new students and families in their transition to the university's environment. OCSI facilitates programs and resources to successfully and holistically acclimate all new undergraduate students to the academic and social fabric of the institution. It is our goal to effectively engage all students, family, and community members towards student success.

This year the University of Miami is expecting over 3,500 new first-year and transfer students accompanied by over 3,000 parent and family members during our Fall and Spring 'Cane Kickoff orientation programs. In addition, we will host an additional 3,500 student 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 allow you to showcase your goods and services. As these high-profile events collectively encompass over 10,000 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 **Wednesday, June 12, 2019**. For your convenience and consideration, I have attached our sponsorship packages via this letter for your organization that outlines the many ways in which your organization can engage with our 'Canes community.

As always, we want to partner with you, so if you have any ideas for your activation or marketing efforts for us to explore, please feel to contact us at orientation@miami.edu or via phone at (305) 284 – 5646. We thank you in advance for your time and consideration. Your support is greatly valued by the University of Miami and the 'Canes community.

PACKAGE OPTIONS:

For sponsorship packages below, the Department of Orientation & Commuter Student Involvement may consider in-kind donations 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
- **One of the Following Options:**
 - Guidebook mobile schedule application banner that continuously rotates and loops through all ads for 10 seconds each and has the ability to link directly to your company/ organization website. The image for this banner must be 600 px by 110 px.
 - Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by 3,500 students and 3,000 families.

2. Orange Package



Cost \$950.00

- 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
- Guidebook mobile schedule application banner that continuously rotates and loops for 10 seconds each, and has the ability to link directly to your company/ organization website. The image for this banner must be 600 px by 110 px
- Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members

3. White Package



Cost \$1,500.00

- Company activation table set-up at the Student Center Complex during 'Cane Kickoff (Aug. 12-14; Jan. 8-9) and Family Weekend (Oct. 3-4) programs
- Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees
- Corporate logo on 'Cane Kickoff Orientation/ Family Weekend t-shirts, distributed to students and families
- Guidebook mobile schedule application banner that continuously rotates and loops for 10 seconds each, and has the ability to link directly to your company/ organization website. The image for this banner must be 600 px by 110 px
- Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members

4. Canes Package



Cost \$2,500.00

- **For Fall 'Cane Kickoff-** Company space 10x10 on designated vendor area located on the Student Center Complex Lakeside Patio with three-day visibility from **August 12 -14**. Will include 1 - 6ft table & two chairs per tent.
Note: Branded tents may be used with prior approval.
- **For Family Weekend (October 3-4, 2019) and Spring 'Cane Kickoff (January 8-9, 2020)** - Company table activation at the Student Center Complex
- Flyer or promotional item in 'Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees
- Corporate logo on 'Cane Kickoff Orientation/ Family Weekend t-shirts, distributed to students and families
- Guidebook mobile schedule application banner that continuously rotates and loops for 10 seconds each, and has the ability to link directly to your company/ organization website. The image for this banner must be 600 px by 110 px
- Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members
- Corporate logo visual display/recognition as sponsor during Fall 'Cane Kickoff 'Canes Take Flight Welcome Event **Wednesday, August 14** attended by over 5,500 new students and family members

All sponsorship packages described above are guaranteed the following:

- Corporate logo listed as an official sponsor on the Department of Orientation & Commuter Student Involvement website with link to company website.
- **No direct sales on site**
- Logo submissions must be saved as a high-resolution image. Preferably in EPS file format.
- *Full-screen advertisement guidelines are as follows:
Dimensions 1080 px W X 1920 px H
- **Small promotional item/brochure quantities list below. Please specify event/population in confirmation.
 - o Students Fall ‘Cane Kickoff – 3,000 pieces – by August 2
 - o Families Fall ‘Cane Kickoff – 2,500 pieces – by August 2
 - o Family Weekend – 1,500 pieces – by Sept. 20
 - o Students Spring ‘Cane Kickoff – 400 pieces – by Dec. 6
 - o Families Spring ‘Cane Kickoff – 400 pieces – by Dec. 6

IMPORTANT NOTES:

- Participation and sponsorship package selection must be approved via email by **Wednesday, June 12, 2019**.
- Payment must be received no later than **Friday, July 12, 2019** to confirm package details, advertisement, and logo placements. To ensure payment is received by our office, payment must be in the form of check or money order made out to the **University of Miami** via one of the following options:
 1. Via United States Postal Service, UPS, or FedEx (must include a tracking number) to

Attn: Ashley R. Morning
Orientation & Commuter Student Involvement
1330 Miller Drive, Suite 203
Coral Gables, FL 33146
 2. Delivered in person Monday-Friday between 8:30am -5:00pm

Sponsor Timeline:

Participation requests	NOW through Wednesday, June 12, 2019 by 5pm EST
Payments	Due no later than Friday, July 12, 2019 by 5pm EST after participation request has been approved
Logo submission	Friday, July 12, 2019 by 5pm EST
Color advertisement (if applicable)	Friday, July 12, 2019 by 5pm EST
Promotional item / flyer inclusion (if applicable)	Deliveries will be accepted starting Friday, August 2, 2019 through Wednesday, August 7, 2019 by 5pm EST
Fall ‘Cane Kickoff	Monday, August 12 – Wednesday, August 14, 2019
Family Weekend	Thursday, October 3 – Friday, October 4, 2019
Spring ‘Cane Kickoff	Wednesday, January 8 – Thursday, January 9, 2020

For additional information, please do not hesitate to contact Ashley R. Morning via email at a.morning@miami.edu or by phone at (305) 284-9363. Email communication is preferred.