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 2,800 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 upwards of 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 24, 2020. 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 $600.00
   - 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 W x 110 px H
     - Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by 2,500 students and 2,000 families → 1080 px W x 1920 px H

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
   - 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 W x 110 px H
   - Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members → 1080 px W x 1920 px H

3. **White Package**
   - Cost $1,600.00
   - Company activation table set-up at the Student Center Complex during ‘Cane Kickoff (Aug. 17-19; Jan. 13-14) and Family Weekend (Oct. 1-2) 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 W x 110 px H
   - Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members → 1080 px W x 1920 px H

4. **Canes Package**
   - Cost $2,600.00
   - **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 17-19. Will included 1 - 6ft table & two chairs per tent
     - Note: Branded tents may be used with prior approval.
   - **For Family Weekend (October 1-2, 2020) and Spring ‘Cane Kickoff (January 13-14, 2021)** - 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 W x 110 px H
   - Full-screen color advertisement distributed as an electronic sponsor booklet to be viewed by over 10,000 students and family members → 1080 px W x 1920 px H
   - Corporate logo visual display/recognition as sponsor during Fall ‘Cane Kickoff ‘Canes Take Flight Welcome Event Wednesday, August 19 attended by over 4,500 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 – 2,800 pieces – by July 24
  o Families Fall ‘Cane Kickoff – 3,000 pieces – by July 24
  o Family Weekend – 3,000 pieces – by Sept. 15
  o Students Spring ‘Cane Kickoff – 400 pieces – by Dec. 1
  o Families Spring ‘Cane Kickoff – 400 pieces – by Dec. 1

**IMPORTANT NOTES:**
- Participation and sponsorship package selection must be approved via email by Wednesday, June 24, 2020.
- Payment must be received no later than Wednesday, July 1, 2020 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:**

<table>
<thead>
<tr>
<th>Participation requests</th>
<th>NOW through Wednesday, July 1, 2020 by 5pm EST</th>
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</thead>
<tbody>
<tr>
<td>Contracts signed by sponsor</td>
<td><strong>Wednesday, July 1, 2020 by 5pm EST</strong></td>
</tr>
<tr>
<td>Payments</td>
<td>Due no later than Wednesday, July 1, 2020 by 5pm EST after participation request has been approved</td>
</tr>
<tr>
<td>Logo submission</td>
<td><strong>Wednesday, July 1, 2020 by 5pm EST</strong></td>
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<tr>
<td>Color advertisement (if applicable)</td>
<td><strong>Wednesday, July 1, 2020 by 5pm EST</strong></td>
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<tr>
<td>Promotional item / flyer inclusion (if applicable)</td>
<td>Deliveries will be accepted starting Monday, July 20, 2020 through Friday, July 24, 2020 by 5pm EST</td>
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<tr>
<td>Fall ‘Cane Kickoff</td>
<td>Monday, August 17 – Wednesday, August 19, 2020</td>
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<tr>
<td>Family Weekend</td>
<td>Thursday, October 1 – Friday, October 2, 2020</td>
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<tr>
<td>Spring ‘Cane Kickoff</td>
<td>Wednesday, January 13 – Thursday, January 14, 2021</td>
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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.