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 Tuesday, June 1, 2021. For your convenience and consideration, we 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 our office at orientaion@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.

Sincerely,

Orientation & Commuter Student Involvement Team
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**
   - Flyer or promotional item in ‘Cane Kickoff Orientation and Family Weekend bags to be distributed to attendees
   - Available on sponsorship website + mobile schedule application.

2. **Orange Package**
   - 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
   - Available on sponsorship website + mobile schedule application.

3. **White Package**
   - Company activation table set-up at the Lakeside Patio during ‘Cane Kickoff (Aug. 16-18; Jan. 12-13) and Family Weekend (Sept. 23-24 ) 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
   - Available on sponsorship website + mobile schedule application.
   - **Masks or face coverings are required to be worn while on campus (whether indoors or outdoors). In addition, participants must maintain 6 feet of separation between any other vendor representatives, students, families, staff, etc.**

4. **Canes Package**
   - **For Fall ‘Cane Kickoff** - Company space 10x10 on designated vendor arear located on the Lakeside Patio from **August 16-18.** Will included 1 - 6ft table & two chairs per tent.
     - **Note:** Branded tents may be used with prior approval.
   - **For Family Weekend (September 23-24, 2021) and Spring ‘Cane Kickoff January 12-13** - 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
   - Available on sponsorship website + mobile schedule application.
   - Full-page 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 18** attended by over 5,500 new students and family members
   - **Masks or face coverings are required to be worn while on campus (whether indoors or outdoors). In addition, participants must maintain 6 feet of separation between any other vendor representatives, students, families, staff, etc.**
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.
- *Advertisement guidelines are as follows:
  Horizontal Half-page ad – Trim Size: 8” x 4”, Bleed Size: 8.125” x 4.25”
  Full page ad – Trim Size: 8” x 8”, Bleed Size: 8.25” x 8.25”
- **Small promotional item/brochure must be in quantity of 4,000. This will ensure that all incoming students in the Fall & Spring Orientation will receive your item in the student bags.

**IMPORTANT NOTES:**

- Participation and sponsorship package selection must be approved via email by **Tuesday, June 1, 2021**.
- Payment must be received no later than **Tuesday, June 1, 2021** 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>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation requests</td>
<td><strong>NOW through Tuesday, June 1, 2021</strong> by 5pm EST</td>
</tr>
<tr>
<td>Payments</td>
<td>Due no later than <strong>Tuesday, June 1, 2021</strong> by 5pm EST after participation request has been approved</td>
</tr>
<tr>
<td>Logo submission</td>
<td><strong>Friday, June 25, 2021</strong> by 5pm EST</td>
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<tr>
<td>Color advertisement (if applicable)</td>
<td><strong>Friday, June 25, 2021</strong> by 5pm EST</td>
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<tr>
<td>Promotional item / flyer inclusion (if applicable)</td>
<td>Deliveries will be accepted starting Monday July 5, 2021 through Friday, August 6, 2021 by 5pm EST</td>
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<tr>
<td>Fall ‘Cane Kickoff</td>
<td>Monday, August 16 – Wednesday, August 18, 2021</td>
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<tr>
<td>Family Weekend</td>
<td>Thursday, September 23 – Friday, September 24, 2021</td>
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<tr>
<td>Spring ‘Cane Kickoff</td>
<td>Wednesday, January 12- Thursday, January 13, 2022</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.

We look forward to working with you!