



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 successfully engage all students, families, and community members to pursue 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 3,500 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 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 **Friday, April 29, 2022**. 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 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 on sponsorship website + digital ad in 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 on sponsorship website + digital ad in mobile schedule application.

### **3. White Package**



**Cost \$1,500.00**

- Company activation table set-up during 'Cane Kickoff (Aug. 15-17; Jan. 11-12) and Family Weekend (Oct. 6-7) 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
- Logo on sponsorship website + digital ad in mobile schedule application.

### **4. Canes Package**



**Cost \$2,500.00**

- **For Fall 'Cane Kickoff-** Company space 10x10 at designated vendor area with 1- 6ft table & two chairs per tent from **August 15-17**. *Note: Branded tents may be used with prior approval.*
- **For Family Weekend (October 6-7, 2022) and Spring 'Cane Kickoff January 11-12** - 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 and Family Weekend t-shirts, distributed to students and families
- Available on sponsorship website + mobile schedule application.
- Logo visual display/recognition as a sponsor during Fall 'Cane Kickoff 'Canes Take Flight Welcome Event on **Wednesday, August 17** 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 a link to the company website.
- **No direct sales on site**
- 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 the 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 **Friday, April 29, 2022**.

Payment must be received no later than **Wednesday, June 1, 2022** 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:**

|   |   |
|---|---|
| <b>Participation Requests</b>                                     | NOW through <b>Friday, April 29, 2022</b> by 5 pm ET  |
| <b>Payments</b>   | Due no later than <b>Wednesday, June 1, 2022</b> by 5pm ET after participation request has been approved.   |
| <b>Logo Submission &amp; Digital Ad (if applicable)</b>           | <b>Wednesday, June 1, 2022</b> by 5pm ET  |
| <b>Promotion Item/ Flyer Inclusion Deliveries (if applicable)</b> | <p><b><u>Fall ‘Cane Kickoff ( August 15<sup>th</sup>-17<sup>th</sup>, 2022): 6,000 Qty</u></b><br/>         Deliveries will be accepted starting Monday, May 2, 2022 through Tuesday, May 31, 2022 by 5pm EST</p> <p><b><u>Family Weekend( October 6<sup>th</sup> -7<sup>th</sup>, 2022): 1,600 Qty</u></b><br/>         Deliveries will be accepted starting Tuesday, September 6, 2022 through Friday, September 16, 2022 by 5pm ET</p> <p><b><u>Spring ‘Cane Kickoff ( January 11<sup>th</sup>- 12<sup>th</sup>, 2023): 800 Qty</u></b><br/>         Deliveries will be accepted starting Monday, November 28, 2022 through Friday, December 9, 2022 by 5pm ET</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!