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THE UNIVERSITY OF MIAMI

ORIENTATION AND FAMILY WEEKEND

CELEBRATING
100 YEARS

SPONSORSHIP
OPPORTUNITIES



1330 MILLER DR
CORAL GABLES, FL

(305) 284-5646
ORIENTATION@MIAMI.EDU

WELCOME, HONORARY CANE

Let's take a moment to figure out how we can best serve your organization as a sponsor of Orientation and Family Weekend Programming.

PACKAGE PRICING

GREEN.....	\$650.00
ORANGE.....	\$1,200.00
WHITE.....	\$2,200.00
CANES.....	\$3,350.00

Start here.

You want to become a sponsor for Orientation and Family Weekend



"Marketing"

Great! Consider our **Green** or **Orange** packages. Targeted marketing without physical presence.

"Do you see yourself **on-campus** or focusing on **hands-off marketing opportunities?**"

"On-campus opportunities"

Great! Let's figure out the best setup for your needs:

White Package

Physical presence on campus with tabling opportunities in a shaded outdoor venue for both fall and spring orientation, and indoor tabling at family weekend

Canes Package

Physical presence on campus with 10ft x 10ft space to activate with more freedom. Bring your branded company tent to draw even more eyes.




















Beyond...

Physical presence on campus on **your** terms. Request a space or experience and we will work with you to make it happen! Promotional vehicles, interactive experiences, large-scale games, etc.

PACKAGE OFFERINGS

Thank you for your interest in partnering with the University of Miami's Department of Orientation and Commuter Student Involvement (OCSI) for our orientation and family weekend events. You and your team are on the way to becoming a valued sponsor as well as an honorary member of our Canes family.

OCSI primarily seeks financial contributions to enhance the quality of our programs and services. If you are interested in making in-kind donations, we kindly request you contact us at orientation@miami.edu. All amounts paid are tax-deductible and will be utilized directly to support the planning and execution of our orientation and family events. In recognition of your generous support, your organization will receive the benefits listed below based on their package selection. Be mindful that as a sponsor you agree to provide us with digital assets, marketing materials, certificates of insurance, etc, in a timely manner to ensure we can honor your benefits.

	Green	Orange	White	Canes
Flyer in Cane Kickoff Orientation/Family Weekend booklet				
Corporate logo on sponsorship "Thank You" website				
Digital advertisement in mobile schedule application				
Corporate logo on Cane Kickoff Orientation t-shirts for students and families				
Company table activation on Coral Gables campus				
10x10 table activation space (excludes Whitten Breezeway and Lakeside Canopy).				
Logo on LED mega screen during Fall Cane Kickoff <i>Canes Take Flight</i> event				

Specifications [\[CLICK HERE TO LEARN MORE\]](#)

- Physical advertisement
 - 5 inches wide by 8 inches tall (vertical in booklet)
 - Highlight promotions, coupons, QR codes (physical booklet not ideal for URL links)
 - Do NOT include "U" logo or respective University of Miami logos on your design
- Digital advertisement
 - 1080 pixels wide by 1920 pixels high (vertical in digital booklet)
 - Highlight promotions, QR codes, or clickable links
 - Do NOT include "U" logo or respective University of Miami logos on your design
- Logo
 - Design file, PNG file, etc.
 - If multiple formats exist, send visual guide for usage of corporate logo
- Certificate of Insurance (applies to White or Canes package with on-campus presence)
 - University of Miami listed as *additional insured* on General Liability Policy
 - University of Miami listed as *additional insured* on Automobile Policy (if applicable)
- Table activation (White and Canes packages only)
 - One 6 foot table (70.9" length x 27.6" width) and two chairs provided
 - Promotional tablecloths, standing signs, and giveaways are welcomed
 - No alcohol or alcohol-adjacent promotional items allowed (ping pong balls, plastic solo cups, whiskey glasses, etc.)
- Branded company tent (Canes package only)
 - Vendor may not bring or use 3rd party tent rental services on campus
- Overnight storage (White and Canes packages only)
 - Vendors may store valuable items or activation materials on site on the nights following an event, ask us about your storage needs

BENEFITS

ORIENTATION AND FAMILY WEEKEND

Physical Advertisement Booklet

Share your brand with a highly targeted and engaged audience page in our printed flyer booklet. Available at all package levels.



Sponsor Logo Showcase

Feature your corporate logo on our dedicated "Thank You" website, expressing our gratitude to our sponsors. Accessible to the entire university community, including students, faculty, staff, and alumni.

[View Here](#)

Digital Advertisements in Mobile Application

Display a digital advertisement within our mobile application. Student schedules for Orientation and Family Weekend are only available to incoming students through the UMiami app - guaranteed traffic for your ad. Ad displayed as PDF within application.



Visible logo, shirt back.

Your company logo featured on the back of our 3,800 Fall and Spring Orientation shirts, which will be distributed to students during check-in.



BENEFITS

ORIENTATION AND FAMILY WEEKEND

White Package Tabling

Secure a prime on-campus presence with a table and two chairs in the Whitten Breezeway or Lakeside Canopy areas, offering a cost-effective way to engage students directly.



Canes Package Tabling

Expand your impact with a larger space at the Rock Place or Lakeside Patio, including a 10x10 tent area, one table, and two chairs, allowing for more interactive experiences and greater visibility.

Beyond Our Package Offerings

Tailor your engagement to your specific needs, from vehicle displays to large-scale interactive experiences; we'll work with you to create a custom campus presence, with potential additional fees for overnight security of large materials.



**WHITE/CANES
PACKAGE
VENDOR FAIR DATES
& EXPECTED
ATTENDANCE**

**FALL 2025 CANE KICKOFF
ORIENTATION**

**2,800 STUDENTS,
4,800 FAMILY MEMBERS**

MONDAY.....AUGUST 11

TUESDAY.....AUGUST 12

WEDNESDAY....AUGUST 13

FAMILY WEEKEND 2025

**1,700 STUDENTS,
4,100 FAMILY MEMBERS**

THURSDAY.....SEPT 11

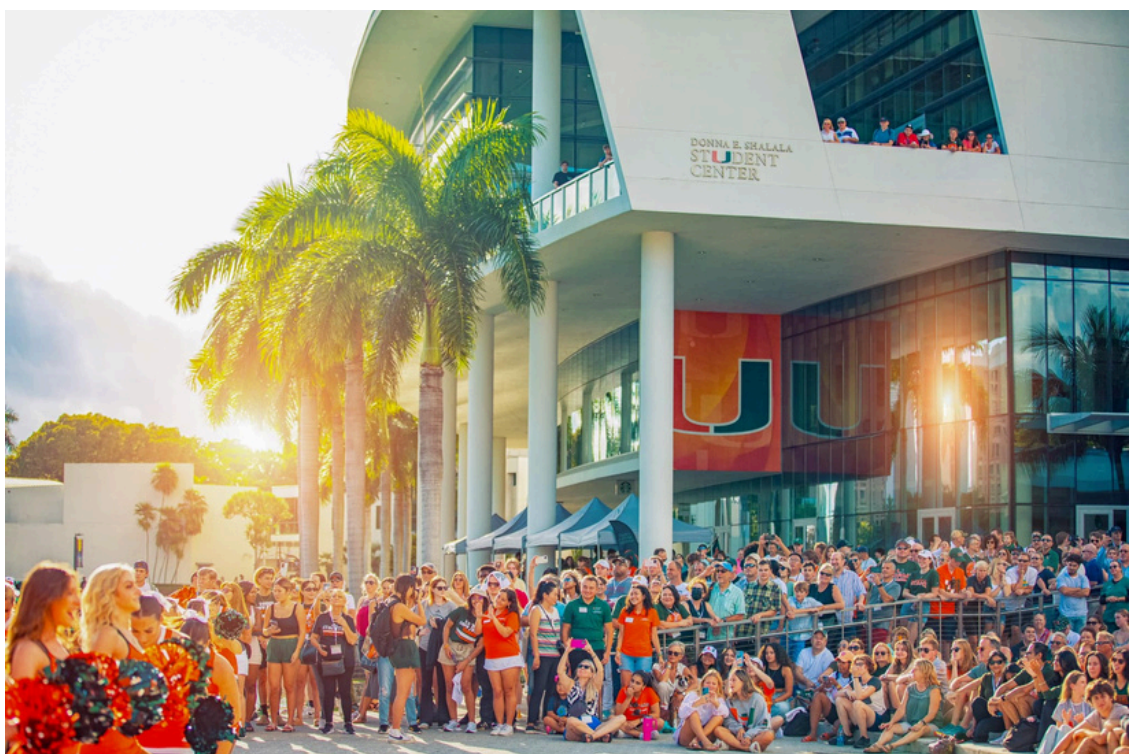
FRIDAY.....SEPT 12

**SPRING 2026 CANE KICKOFF
ORIENTATION**

**600 STUDENTS,
820 FAMILY MEMBERS**

WEDNESDAY.....JANUARY 7

THURSDAY.....JANUARY 8



UNIVERSITY OF MIAMI
DEPARTMENT of
ORIENTATION & COMMUTER
STUDENT INVOLVEMENT



Thank You!

Questions? Contact us:
orientation@miami.edu

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