



STEPHEN F. AUSTIN STATE UNIVERSITY

Orientation Programs

Baker Pattillo Student Center 2.402

P.O. Box 6074, SFA Station • Nacogdoches, Texas 75962-6074

Phone (936) 468-6641 • Fax (936) 468-6732 • www.sfasu.edu/ccs/orientation • orientation@sfasu.edu

October 6, 2015

Dear Community Business,

Stephen F. Austin State University Orientation Programs is offering you several marketing opportunities to reach new SFA students and their family members! This summer, roughly 2,000 parents and 2,500 students will attend new student orientation. What better way to reach these students *before* they get to campus! We are offering you an advertising opportunity for your business. Space is limited, so make sure you submit your ad as soon as possible!

Spotlight your business this summer by taking part in our marketing opportunities that can be purchased as a package or à la carte! Advertise your business in our parent and student program booklets, this allows them a hands-on look at the services you offer. In addition, contribute your name or logo to the back of our spirit t-shirts that are given away to new SFA students at our heart-pounding Spirit Rally!

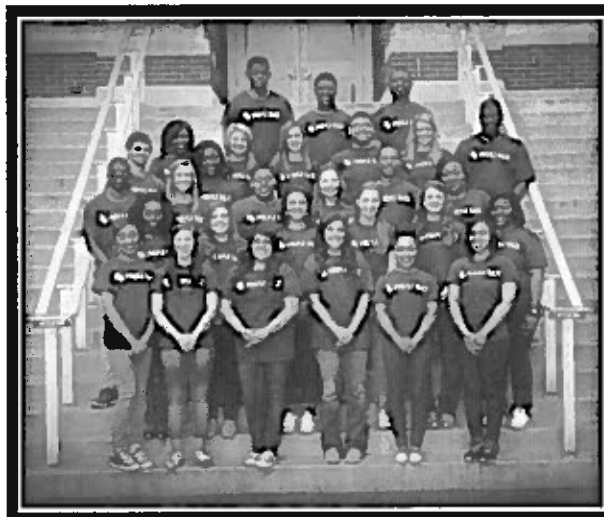
Wanting to get more bang for your buck? Become a Platinum Sponsor and save \$270.00! In addition to all that has been mentioned above, your name will automatically be included in our newly designed Orientation schedule that incoming students and parents view periodically throughout their two-day stay and your business's banner will be displayed in the residence hall in which the students will check-in.

If you're not looking for a commitment of this size, Orientation Programs will also gladly accept a donation of any amount!

We know the positive outcome of marketing your business will far outweigh the small investment you will make in advertising space in our new students and parents orientation booklet. Again, you will be reaching over 2,500 students and 2,000 parents who are new to the SFA community. If you have any questions, do not hesitate to contact the Orientation office at (936) 468-6641 or the Orientation staff member that presented you this information.

Thank you for your support and we look forward to working with you!

Sincerely,
2015-2016 Orientation Staff



SFA Orientation Marketing Opportunities

Packages

Platinum Sponsor \$975

You save \$270.00!

Staff t-shirt with logo on back (must email logo)
Full Page Ad in Orientation program (must email ad)
Logo on back of Spirit t-shirt
Banner hung at residence hall (must supply banner)

Gold Sponsor \$875

You save \$120!

Staff t-shirt with logo on back (must email logo)
Full Page Ad in Orientation packet (must e-mail ad)
Name on back of Spirit t-shirt

Silver Sponsor \$545

Staff t-shirt with logo on back (must email logo)

***Exclusive Offers* (only one sponsorship at this level will be accepted)**

Jerseys worn by Orientation Staff during Spirit Rally- \$1500
Staff backpacks- \$500
Reusable water bottles for Orientation Staff with name and logo- \$375
Staff Ponchos- \$300
University Handbook Sponsor (limited to 2 sponsors) - \$1000

À la Carte Items

Full Page Ad in Orientation program - \$400
Half Page Ad in Orientation program - \$225
Quarter Page Ad in Orientation program - \$165
Name on back of Spirit t-shirt- \$50
Logo on back of Spirit t-shirt (must email logo) - \$75
Slide in Orientation Opening Welcome PowerPoint (limited to 6 sponsors)- \$25 per session (\$125 for all sessions)
Banner hung in residence hall - \$225

Other Donations we Accept

Prize Donations (i.e. tickets, gift certificates, merchandise)
Parent Reception
Food Donations (meals for Orientation staff and/or students during Orientation sessions)
Monetary Donations
Bottles of Water/drinks (May have company labels)

****Business must email ads and/or logos to Orientation@sfasu.edu
by March 4th, 2016 at 5:00pm!***

*If you would like to contribute in a different way, contact Orientation Programs
and we will work with you in finding a creative solution!*

Orientation Staff Contact Information

Please contact me if you have any questions!

Name: _____ Phone Number: _____

SFA Orientation Marketing Opportunities

Business Name: _____

Mailing Address: _____

Will you need an invoice mailed to you? Yes No

Business Packages

- Platinum Sponsor \$975
- Gold Sponsor \$875
- Silver Sponsor \$545

Subtotal: \$ _____

Exclusive Offers

- Jerseys worn by Orientation Staff during Spirit Rally \$1500
- Staff backpacks \$500
- Reusable water bottles for Orientation Staff with name and logo \$375
- Staff Ponchos \$300
- University Handbook Sponsor \$1000

Subtotal: \$ _____

À la Carte Items

- Full Page Ad in Orientation program \$400
- Half Page Ad in Orientation program \$225
- Quarter Page Ad in Orientation program \$165
- Name on back of Spirit t-shirt \$25
- Logo on back of Spirit t-shirt \$50
- Slide in Orientation Opening Welcome PowerPoint \$25
- Banner hung in residence hall \$225

Subtotal: \$ _____

Other Donations We Accept

- Prize Donations
- Food Donations
- Parent Reception
- Monetary Donations (\$ _____)
- Bottles of water/drinks (\$ _____)

Subtotal: \$ _____

Total: \$ _____

Payment Type:

Check

Cash

Money Order

Major Credit Card Card Type _____ Credit Card # _____

V-Code _____ Expiration Date _____

Name on Card _____

Billing Address _____

FOR INTERNAL USE ONLY

Orientation Staff Member Name: _____

Payment Type: _____ Payment Received: _____ Received Date: _____

Invoice Mailed: _____ Receipt Mailed: _____