ORIENTATION AND TRANSITION PROGRAMS

UNT
UNIVERSITY OF NORTH TEXAS
STUDENT AFFAIRS
"Where Students Matter"

Why sponsor UNT's Orientation & Other Signature Transition Programs?

Dear Valued Orientation Partner,

The University of North Texas welcomed approximately 10,000 students, parents and family members to campus in 2011. For our students and their families, the orientation program offers a glimpse into campus life, and the sessions offer valuable information and resources about the college transition. Students receive academic advising and register for classes during orientation, and they also begin to build connections with their future peers, campus leaders and the Denton community.

You have the unique opportunity to help us make a positive, lasting first impression by become a program sponsor of UNT Orientation and our other signature programs.

The Office of Orientation and Transition serves as a central location for students to make connections across campus. Our programs and activities are intended to help facilitate successful academic and developmental transitions to the University of North Texas by connecting students and their family members to campus resources, to faculty and staff, and to each other.
Our signature programs are:
ORIENTATION

- *Freshman and Transfer Orientation which connect incoming students with current students, faculty and staff, while teaching about university resources, traditions and academic expectations. Students receive academic advising in preparation for registering for classes.*
- *Parent Orientation runs concurrently with Freshman Orientation and Transfer Orientation and gives, family members an opportunity to learn about the many resources, services, and academic programs UNT has to offer.*

***EAGLE CAMP** is a retreat for new students designed to ease the transition to UNT and takes place before school starts each summer. After Eagle Camp, students have more friends and feel more comfortable starting the school year.*

***FAMILY WEEKEND:** UNT Family Weekend offers events for the entire family, including the President's Breakfast, a fun run and Scrappy's Extravaganza and a football game. This signature event is usually held mid-fall.*

Our office is also responsible for:

- *The Transfer Center*
- *Class Cause and Class Identity Programs*
- *First Flight Activities*
- *Mentoring Programs*
- *The Summer Send Off Party Program*

More information on these programs can be found on our website at http://transition.unt.edu

By partnering with us, you have the opportunity to reach many of North Texas' newest, and often most enthusiastic, consumers .Our partnership opportunities range from full-scale, comprehensive support of our programs to advertising and specific vendor participation events. But, if you don't find an opportunity that suits your needs, let us know. We look forward to discussing alternatives. If you are interested in providing in-kind donations, particularly gift certificates or prizes we can give away during our programs, please contact us.

We know UNT students and their families are going shop in your stores, stay in your hotels, eat in your restaurants and take advantage of your services. The question is what are you doing to make sure they are connected to YOU?

We look forward to working with you as you cultivate those relationships.

Jaime Blanton, M.A.
Coordinator of Orientation and Transition Programs
Contact Jaime for General Sponsorship and Advertising Questions
Phone: 940.369.8033
jaime.blanton@unt.edu

Lisa Wallace, M.Ed.
Advancement Officer
Contact Lisa for Donor Payment Questions
Phone: 940.369.8302

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Signature Program Sponsorship Opportunities

Signature Partners receive the year-long visibility with UNT's incoming families, and are rewarded for their investment through the contacts and connections our programs offer for outreach to potential customers.

Emerald Partner: $25,000

Designated the Official Sponsor of Orientation and Transition Programs

Sponsor is entitled to all the benefits of the Platinum Partner ***PLUS*** these exclusive Orientation benefits:

- Logo presence in all student and parent schedules
- One-color logo presence on one side of the tote bag distributed to all Parent Orientation attendees
- Ability to include a separate promotional piece in the parent tote bags
- Opportunity to address attendees at each Orientation Welcome
- Three additional full-page color ads in the Connections Magazine

AND these exclusive Family Weekend benefits:

- Public address and video screen recognition during the tuition drawing conducted at half-time of the Family Weekend football game
- Sponsorship recognition in all event advertisements and on the official event website
- Logo presences in all event schedules

AND these exclusive Eagle Camp benefit:

- Logo presence on the water bottle given to all campers (white logo only)
- Opportunity to speak at the Eagle Camp kickoff

AND this exclusive First Flight Program benefit:

- Logo presence in the program book shared with all participants

Platinum Partner: $15,000

Sponsors are entitled to all the benefits of the Gold Partner ***PLUS*** these exclusive Orientation benefits:

- Recognition to include logo in the slideshow for the Orientation Welcome
- Ability to address parents at one breakfast during each Freshman Parent Orientation session
  (Address date to mutually agreed on by sponsor and program staff)
- Ability for representatives to network with parents at both orientation receptions
  (These events occur during Freshman Parent Orientation only)
- An additional half-page color ad in the Connections Magazine

AND this exclusive Family Weekend benefit:

- Sponsorship recognition, with a live-link logo on the official event website

AND this exclusive Eagle Camp benefit:

- Logo presence on a small promotional item given to all campers (TBD) (ie: sunscreen or hand sanitizer)
- Logo presence on the agenda/program provided to all campers
- Logo presence and live link on program website

Gold Partner: $10,000

Sponsors are entitled to all Transition Partner benefits and these exclusive Orientation benefits:

- A table at all Orientation Resource Fairs*(***University commitments prevent certain vendors from participating in one or both Resource Fairs. For questions regarding exclusions, contact Jaime Blanton at Jaime.blanton@unt.edu**)
- Name listed as sponsor in the Orientation Welcome slideshow
- Sponsorship recognition at the Parent Orientation Coffee Break
- Ability for representatives to network with parents at one Parent Orientation reception
- One full-page color ad in the Connections Magazine

AND this exclusive Family Weekend benefit:

- Name listed as sponsor on the official event website

AND these exclusive Eagle Camp benefit:

- Logo presence on the promotional card distributed leading up to Eagle Camp
- Name and logo included in the confirmation email sent to all attendees

Additional Sponsorship Opportunities

We realize not every business has the resources to serve as a signature sponsor. By sponsoring at the program level, you show that your business values students and families who are making the transition to and through the college experience.

Orientation and Transition Partner--$5,000

Sponsors are entitled to all the Transition Partner benefits and:

- Participation in Transfer Orientation Resource Fair only
- Name listing on a table center piece used at least two Orientation and Transition Program events, such as Send Off Parties or Family Weekend
- A full-page color ad in the Connections magazine

Transition Partner--$2,000

Sponsors are entitled to all the Friend of Orientation benefits and:

- Signage at Orientation and Family Weekend
- A half-page color advertisement in the Connections magazine

Friend of Orientation and Transition Programs –$1,000

Sponsors at this level are entitled to:

- One quarter-page color advertisement in the Connections Magazine
- Recognition on the Orientation and Transition website

In-Kind Donations

In kind donations are reviewed on a case-by-case basis, and cannot exceed $500 in value per interested party. Please contact Jaime Blanton for more information at 940.369.8033 or Jaime.blanton@unt.edu

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Orientation Resource Fair & Advertising Opportunities

Each orientation session has time designated for students and family members to visit booths representing various aspects of the community. Resource Fair participants have the unique opportunity to interact one-on-one with orientation participants, and share marketing and promotional materials.

Resource Fair Type	Participant Price
Transfer ONLY	**$2,000**
Freshman ONLY	**$2,000**
BOTH	**$3,500**

The **Freshman Orientation** Resource Fair will be held from 2 to 3 p.m. on Day One of each session in the UNT Coliseum concourse. *The **Transfer Resource** Fair will be held from 8 to 9 a.m. of each transfer session. Reminder emails will be sent two business days prior to each session.

***** University commitments prevent certain vendors from participating in one or both Resource Fairs. For questions regarding exclusions, contact Jaime Blanton at Jaime.blanton@unt.edu or 940-369-8033.*****

* The Resource Fair for session 7 will take place at different time. Check the reminder email for details.

The Office of Orientation and Transition Programs is also working on Resource Fair opportunities for graduate students. All partners who participate in either the freshman or transfer Resource Fair will receive an invitation to participate once details are finalized.

Orientation Advertising

EVERY Orientation participant, students and family members, receives a copy of the "Connection Magazine." This full-color publication offers a convenient and affordable way for local businesses and services to reach the Orientation audience. The magazine also includes information from on-campus departments, programs and services.

We would love for you to consider designing your Connections ad like a coupon. You'll be able to measure the impact of your investment, and this tactic might motivate our students and parents to pay your establishment a visit.

Ad Size	Advertiser Price	
Ad Type	**Black & White**	**Color**
¼ Page Ad	**$400**	**$550**
½ Page Ad	**$600**	**$750**
Full Page Ad	**$900**	**$1,500**

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When Is Orientation?

The Orientation dates for 2012 are listed below. Please note: Parent Orientation runs concurrently with each session.

Freshman Orientation Dates:

Freshman 1	Wednesday, June 13 – Friday, June 15, 2012
Freshman 2	Sunday, June 17 – Tuesday, June 19, 2012
Freshman 3	Monday, June 25 – Wednesday, June 27, 2012
Freshman 4	Monday, July 9 – Wednesday, July 11, 2012
Freshman 5	Sunday, July 15 – Tuesday, July 17, 2012
Freshman 6	Wednesday, July 18 – Friday, July 20, 2012
Freshman 7	Wednesday, August 22 – Thursday, August 23, 2012

Transfer/Summer Orientation Dates:

Early Eagle	Friday, May 4, 2012
Transfer 1	Friday, June 1, 2012
Transfer 2	Friday, June 29, 2012
Transfer 3	Friday, July 6, 2012
Transfer 4	Friday, July 13, 2012
Transfer 5	Friday, July 27, 2012
Transfer 6	Friday, August 3, 2012
Transfer 7	Friday, August 24, 2012
Late	Tuesday, August 28, 2012