

2014 SPONSORSHIP INFORMATION

UNIVERSITY OF MARYLAND · OFFICE OF PARENT AND FAMILY AFFAIRS

LEAD CORPORATE PARTNER: \$25,000

Benefits

Parent and Family Affairs publications:

- Placement of logo and hyperlink on Terp Parent Website home page for a period of 12 months
- Corporate profile in special sponsor section on Division of Student Affairs Website for a period of 12 months
- Logo and hyperlink in all eight editions of 2014-2015 *eConnection*, our monthly electronic newsletter distributed to over 15,000 Maryland Parents Association members
- Opportunity to place a banner ad in *eConnection* once per semester (Fall and Spring)
- Full page, full color advertisement in the 2014 edition of *Terrapin Parent*, the University handbook distributed to over 5,500 parents during summer and winter orientation programs

Presenting Corporate Sponsor for Family Weekend 2014:

- Sole sponsor of one signature Family Weekend event (includes display table/exhibit space at the event) and opportunity to have a display table/exhibit space at up to two additional Family Weekend events
- Placement of logo on Family Weekend postcard sent to over 22,000 UMD parents and families
- Placement of banner ad on Family Weekend mobile app home page
- Placement of logo and hyperlink on Family Weekend Website home page for period of 3 months
- Presenting Corporate Sponsor acknowledgement on Family Weekend signage
- Verbal acknowledgement during major Family Weekend activities
- Opportunity to provide gifts/giveaways for Family Weekend attendees with corporate logo/recognition
- Opportunity to provide one PDF ad for inclusion in Family Weekend virtual (online) folder distributed electronically to Family Weekend participants and over 15,000 Maryland Parents Association members.
- Opportunity to provide items for the Annual Maryland Parents Association Silent Auction, with additional recognition at the auction

6 tickets to UMD events:

- Two (2) Terps Football tickets in President's Box with the Parent Advisory Council (Fall 2014)
- Two (2) tickets to CSPAC/Dept. of Theatre production (Fall 2014)
- Two (2) tickets to Family Weekend event/performance (Fall 2014)

MAJOR CORPORATE PARTNER: \$15,000

Benefits

Parent and Family Affairs publications:

- Placement of logo and hyperlink in special sponsor section on Terp Parent Website for a period of 12 months
- Logo and hyperlink in all eight editions of 2014-2015 *eConnection*, our monthly electronic newsletter distributed to over 15,000 Maryland Parents Association members
- Opportunity to place a banner ad in one edition of *eConnection*
- Full page, full color advertisement in the 2014 edition of *Terrapin Parent*, the University handbook distributed to over 5,500 parents during summer and winter orientation programs

Major Corporate Sponsor for Family Weekend 2014:

- Placement of logo on Family Weekend postcard sent to over 22,000 UMD parents and families
- Placement of banner ad on Family Weekend mobile app home page
- Placement of logo and hyperlink on Family Weekend Website home page for period of 3 months
- Major Corporate Sponsor acknowledgement on Family Weekend signage
- Verbal acknowledgement during major Family Weekend activities
- Opportunity to have a display table/exhibit space at one Family Weekend event
- Opportunity to provide gifts/giveaways for Family Weekend attendees with corporate logo/recognition
- Opportunity to provide one PDF ad for inclusion in Family Weekend virtual (online) folder distributed electronically to Family Weekend participants and over 15,000 Maryland Parents Association members.
- Opportunity to provide items for the Annual Maryland Parents Association Silent Auction, with additional recognition at the auction

4 tickets to UMD events:

- Two (2) tickets to CSPAC/Dept. of Theatre production (Fall 2014)
- Two (2) tickets to Family Weekend event/performance (Fall 2014)

PARENT AND FAMILY AFFAIRS · SPONSORSHIP INFORMATION

CORPORATE PARTNER: \$10,000

Benefits

Parent and Family Affairs publications:

- Placement of logo and hyperlink in special sponsor section on Terp Parent Website for a period of 12 months
- Logo and hyperlink in all eight editions of 2014-2015 *eConnection*, our monthly electronic newsletter distributed to over 15,000 Maryland Parents Association members
- Full page, full color advertisement in the 2014 edition of *Terrapin Parent*, the University handbook distributed to over 5,500 parents during summer and winter orientation programs

Corporate Partner for Family Weekend 2014:

- Placement of logo on Family Weekend postcard sent to over 22,000 UMD parents and families
- Placement of banner ad on Family Weekend mobile app home page
- Placement of logo and hyperlink on Family Weekend Website home page for period of 3 months
- Verbal acknowledgement during major Family Weekend activities
- Opportunity to have a display table/exhibit space at one Family Weekend event
- Opportunity to provide gifts/giveaways for Family Weekend attendees with corporate logo/recognition
- Opportunity to provide one PDF ad for inclusion in Family Weekend virtual (online) folder distributed electronically to Family Weekend participants and over 15,000 Maryland Parents Association members.
- Opportunity to provide items for the Annual Maryland Parents Association Silent Auction, with additional recognition at the auction

2 Tickets to UMD events:

- Two (2) tickets to Family Weekend event/performance (Fall 2014)

CORPORATE SPONSOR: \$5,000

Benefits

Parent and Family Affairs publications:

- Full page, full color advertisement in the 2014 edition of *Terrapin Parent*, the University handbook distributed to over 5,500 parents during summer and winter orientation programs (Note: full page ads are based on availability)

OR

- Placement of logo and hyperlink in special sponsor section on Terp Parent Website for a period of 12 months
- Opportunity to place a banner ad in two editions of *eConnection*, our monthly electronic newsletter distributed to over 15,000 Maryland Parents Association members

Corporate Sponsor for Family Weekend 2014:

- Recognition as Corporate Sponsor (with logo and hyperlink) on Family Weekend Website for period of 3 months
- Recognition as Corporate Sponsor on Family Weekend mobile app sponsor page
- Opportunity to have a display table/exhibit space at one Family Weekend event
- Opportunity to provide one PDF ad for inclusion in Family Weekend virtual (online) folder distributed electronically to Family Weekend participants and over 15,000 Maryland Parents Association members.
- Opportunity to provide items for the Annual Maryland Parents Association Silent Auction, with additional recognition at the auction

COMMUNITY SPONSOR: \$2,500

Benefits

Parent and Family Affairs publications:

- Half page, full color advertisement in the 2014 edition of *Terrapin Parent*, the University handbook distributed to over 5,500 parents during summer and winter orientation programs (Note: half page ads are based on availability)

OR

- Placement of logo and hyperlink in special sponsor section on Terp Parent Website for a period of 6 months
- Opportunity to place a banner ad in one edition of *eConnection*, our monthly electronic newsletter distributed to over 15,000 Maryland Parents Association members

Community Sponsor for Family Weekend 2014:

- Recognition as Community Sponsor (with logo and hyperlink) on Family Weekend Website for period of 3 months
- Recognition as Community Sponsor on Family Weekend mobile app sponsor page
- Opportunity to provide one PDF ad for inclusion in Family Weekend virtual (online) folder distributed electronically to Family Weekend participants and over 15,000 Maryland Parents Association members.
- Opportunity to provide items for the Annual Maryland Parents Association Silent Auction, with additional recognition at the auction

ABOUT PARENT AND FAMILY AFFAIRS

The Office of Parent and Family Affairs serves the parents and family members of the University of Maryland's undergraduate population of more than 27,000 students. The mission of Parent and Family Affairs is to provide parents an opportunity to play an active, supporting role in the education of their student; to provide a forum for fellowship and networking with other families; and to further the educational goals of the University of Maryland by improving communication between parents and the University community.

ABOUT FAMILY WEEKEND

Family Weekend is the largest University sponsored event for the parents and families of undergraduate students. Each year, more than 6,000 parents and family members from around the country visit College Park to participate in this exciting weekend of events. Visit www.familyweekend.umd.edu for more information.

Parent and Family Affairs does not endorse, directly or by implication, any products, services or ideas advertised by our corporate sponsors. Parent and Family Affairs reserves the right to refuse sponsorship that is not appropriate for our office or the University. Furthermore, the University of Maryland and Office of Parent and Family Affairs will not accept advertising or corporate sponsorships for certain categories of products and services, including alcohol products, illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, gambling opportunities or casinos, weight loss products or plans, check cashing services and credit cards.