



UNIVERSITY OF MARYLAND

2014-2015 FALL WELCOME SPONSORSHIP MENU

Fall Welcome | August 27-September 1, 2014

The Department of Resident Life sponsors the annual Fall Welcome program to assist new students in getting acclimated to the University of Maryland. Fall Welcome features fun programs and events geared towards introducing new students to new friends, University resources and services and the many opportunities awaiting them here at University of Maryland.

Fall Welcome is a free program; students do not RSVP. Past Fall Welcome events have included:

- Terp Market – a table fair where students can gain information about area vendors and the services and resources offered by on-campus departments and pick up some neat giveaway items as well
- Saturday Night Comedy Club, featuring the great comedy of Michael Dean Ester, a comedian who puts a funny spin on a serious message about college
- The Closing Act—our culminating outdoor event where students can enjoy the performances of University of Maryland student groups and engage in various fun activities and contests

Platinum Sponsor*

\$10,000

- Corporate profile, logo, hyperlink on the Fall Welcome website for the 2014-2015 academic year**Date Specific*
- Presenting corporate sponsor of an existing event during Fall Welcome**Per Staff Approval*
- Table/Booth to provide contact with event attendees at this named existing event
- Opportunity to provide giveaways to event attendees at table at this named existing event
- Corporate Logo on all Fall Welcome printed materials (limited to posters in all campus residential communities and flyers posted on approximately 5,000 residence hall student room doors)
- Verbal acknowledgement at Terp Market and other Fall Welcome large-scale events**1,000-2,000 attendees per event*
- Corporate Name on Terp Market Sponsor Signage
- Prime location at table/booth to provide contact with event attendees at Terp Market
- Opportunity to provide giveaways to event attendees at table at Terp Market
- Opportunity to provide prizes for Fall Welcome events, with additional recognition at the drawing
- Opportunity to display certificate of sponsorship recognition at your business

Gold Sponsor*

\$5,000

- Corporate Logo on all Fall Welcome printed materials (limited to posters displayed in all campus residential communities and flyers posted on approximately 5,000 residence hall student room doors)
- Table/Booth to provide contact with event attendees at an existing Fall Welcome event
- Opportunity to provide giveaways to event attendees at the existing Fall Welcome event
- Corporate Logo on the Fall Welcome website for Fall 2014 semester
- Verbal acknowledgement at Terp Market and other Fall Welcome large-scale events**1,000-2,000 attendees per event*
- Corporate Name on Terp Market Sponsor Signage
- Prime location at table/booth to provide contact with event attendees at Terp Market
- Opportunity to provide giveaways to event attendees at table at Terp Market
- Opportunity to provide prizes for Fall Welcome events, with additional recognition at the drawings
- Opportunity to display certificate of sponsorship recognition at your business

Silver Sponsor* **\$2,500**

- Corporate Logo on all Fall Welcome printed materials (limited to sponsor signage, posters displayed in all residential communities on campus and flyers posted on approximately 5,000 residence hall student room doors)
- Corporate Logo on the Fall Welcome website for Fall 2014 semester
- Verbal acknowledgement at Terp Market and other Fall Welcome large-scale events, reaching approximately 1,000-2,000 participants each
- Corporate Name on Terp Market Sponsor Signage
- Prime location at table/booth to provide contact with event attendees at Terp Market
- Opportunity to provide giveaways to event attendees at table at Terp Market
- Opportunity to provide prize packages for Fall Welcome event drawings, with additional recognition at the prize drawing
- Opportunity to display certificate of sponsorship recognition at your business

Bronze Sponsor* **\$1,000**

- Corporate Logo on the Fall Welcome website for Fall 2014 semester
- Corporate Logo on all Fall Welcome printed materials (limited to Fall Welcome posters displayed in all residential communities on campus)
- Corporate Name on Terp Market Sponsor Signage
- Prime location at table/booth to provide contact with event attendees at Terp Market
- Opportunity to provide giveaways to event attendees at table at Terp Market
- Opportunity to provide prize packages for Fall Welcome event drawings, with additional recognition at the prize drawing
- Opportunity to display certificate of sponsorship recognition at your business

Terp Market Event Sponsor **\$350**

- Corporate Name on Terp Market Sponsor Signage
- Table/Booth to provide contact with event attendees at Terp Market
- Opportunity to provide giveaways to event attendees at table at Terp Market
- Opportunity to provide prize packages for Fall Welcome event drawings, with additional recognition at the prize drawing

** Acknowledgments in Fall Welcome publications requires sponsorship commitment deadlines of July 1, 2014 for community t-shirts and July 15, 2014 for Fall Welcome poster displays.*

Fall Welcome events subject to change in format and title.