

Jacks Back Weeks of Welcome Marketing Opportunities 2016 *Businesses*

Stephen F. Austin State University Orientation Programs is offering an exciting marketing opportunity to reach all new and current students of SFA! The Orientation Programs Department plans and implements Jacks Back, SFA's Weeks of Welcome activities. Jacks Back events will take place from August 26th - September 10th. During this time over 50 events will be held! The purpose of Jacks Back is to welcome new students to campus, and introduce them to campus life. For returning students, Jacks Back is a way for students to become involved and interact with new students and campus organizations.

In the past, the total attendance for events during Weeks of Welcome has been over 11,000, which shows that SFA students attend multiple Jacks Back Welcome events during the first few weeks of school. By becoming a sponsor for Jacks Back Weeks of Welcome you will have a chance to reach these students as soon as they return to campus in the fall.

Spotlight your business this summer by adding your logo on the back of our staff or student shirts! Staff shirts will be given to our staff of 30-35 Welcome Week Leaders and coordinators, who will wear the shirts throughout the entire duration of Weeks of Welcome.

Want to reach more students? Sponsor the official 2016 Jacks Back student shirts which will be given out to SFA students throughout various events.

In addition, to add a more personal touch to Weeks of Welcome? Add your information to our brand new **SWAG BAGS!** These bags will be given out to all students who attend our events. With these bags, we will be able to give up to 2,000 of your flyers, giveaways, coupons or other information.

There are plenty of opportunities, although space is limited, so make sure you take advantage of these opportunities as soon as possible! More details of the advertising options are located on the attached form.

We know the positive outcome of marketing your business will far outweigh the small investment you will make in advertising space on our staff and student shirts. Again, you will be reaching thousands of new and returning SFA students. If you have any questions, do not hesitate to contact the Orientation office at (936) 468-6641 or the Jacks Back staff member that presented you this information.

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

Sincerely,

2016 Jacks Back Weeks of Welcome Staff

Packages

Gold Sponsor \$450

You save \$150!

- Staff t-shirt with logo on back (must email logo)
- Logo on the back of Weeks of Welcome Student Shirt (must email ad)
- Flyers inserted in swag bags (must provide flyers)

Silver Sponsor \$375

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

***Exclusive Offers* (limited sponsorships at this level will be accepted)**

- “Class of 2020” shirts to be given out to all incoming freshmen during Weeks of Welcome- \$5,000
(Can be split between businesses if needed)
- Student Shirt to be given out at SFA Athletic Events- \$550
- Weeks of Welcome Supervisory Staff Polo’s (will be worn at all major events)- \$300
- Reusable water bottles for staff- \$300

Swag Bag Opportunity

___ Items, coupons, or flyers in Weeks of Welcome Swag bags- \$125.00

À la Carte Items

- Name on the back of the Student Weeks of Welcome t-shirt- \$75
- Logo on the back of Student Weeks of Welcome Shirt- \$100

Other Donations We Accept

- *Prize Donations (i.e. tickets, gift certificates, merchandise)*
 - These will be given out for our Jacks Back Event and Instagram Challenge for Students.
 - If providing sponsorship your name will be included on the Jacks Back Event Challenge cards
- *Food Donations (All food sponsorship sponsors)*
 - Needed: Meals for Staff socials, end of the year reception, WOW Leader Training
 - In exchange for meal donations, you will be given a sponsorship opportunity that will be determined by the staff.
 - If you are interested in donating food for WOW events please email sfawow@sfasu.edu for more information
- *Monetary Donations*
- *Bottles of Water/Sodas (May have company labels)*

Jacks Back Weeks of Welcome Sponsorship Form

Contact Name: _____

Business Name: _____

Contact Number: _____ Email: _____

Sponsorship Selection:

Packages:

_____ Gold Sponsorship- \$450.00

_____ Silver Sponsorship- \$375.00

Exclusive Offers

_____ Class of 2020 shirts- \$5000.00

_____ Student shirt to be given out at SFA Athletic Events- \$550.00

_____ Staff Polo's for supervisory staff- \$300.00

_____ Reusable Water bottles for staff- \$300.00

A la Carte Items:

Student Weeks of Welcome Shirt to be given out to students during Weeks of Welcome events

_____ Name on back of the Weeks of Welcome Shirt t-shirt- \$75

_____ Logo on back of the Weeks of Welcome Shirt (must email logo) - \$100

_____ Giveaways inserted in Weeks of Welcome "Swag bags" \$125.00

Other Donations we accept:

_____ Bottles of Water/drinks (May have company labels)

_____ Various prizes to give to students at Jacks Back Events

_____ Food Sponsorships

Total Sponsorship Amount: \$ _____

Payment Type (*circle one*): Cash Check Credit Card

Check Number: # _____ (*please enclose check with sponsorship form*)

Credit Card Type: V MC AE Disc. (*circle one*) Cardholder: _____

Card Number: _____ Exp. Date: _____ Security Code: _____

Please return all forms to the Orientation Programs office, Student Center Room 2.402 or mail to SFA P.O. Box 6074, Nacogdoches, TX 75962. If you have any questions please contact Orientation Programs at (936) 468-6641.

*** Must email logos to sfawow@sfasu.edu by July 29th, 2016 at 5:00pm!**

If you would like to contribute in a different way, contact us and we will work with you in finding a creative solution! More information about Weeks of Welcome can be found at www.sfasu.edu/welcomeweek