WHY SPONSOR?
Cal Poly’s New Student & Transition Programs is home to Open House, Student Life Orientation Days and the Week of Welcome. Our programs help welcome 40,000 guests, providing you an opportunity to highlight your business as a member of the SLO community. Support this 60 year tradition and partner with us to celebrate new & current students, supporters, alumni and community members as part of the Mustang family.

PROGRAM PACKAGES

Mustang Legacy:
Be involved with all three of our programs! You will attain all the benefits of the Open House Sponsorship Package, SLO Days Sponsorship Package and the WOW Sponsorship Package.

Payment Price: $5,000
Payment Deadline: 2/17/2017

OPEN HOUSE: April 6-8, 2017
Program Overview: Open House is an annual Cal Poly event that showcases our campus to newly admitted students, current students, their supporters, alumni, and the San Luis Obispo community. The three-day event is a culmination of an entire year of hard work and dedication by a committee of student volunteers on behalf of Cal Poly’s New Student & Transition Programs.

Program Package: The Open House Sponsorship Package includes opportunities to be involved as a Friday Nite Invite host, on-campus booth, social media partner, and additional features on our volunteer T-shirt, website banner(s), and Guidebook Application.

Payment Price: $2,000
Payment Deadline: 2/17/2017

STUDENT LIFE ORIENTATION DAYS: July & August, 2017 (Exact session dates online)
Program Overview: Student Life Orientation Days, or SLO Days, is part 1 of orientation programs for new students and their families. SLO Days is a two-day, overnight, summer orientation that provides an opportunity for new students to connect with one another, preview their academic journey, and begin to prepare for life at Cal Poly.

Program Package: The SLO Days Sponsorship Package will allow you to provide printed promotion for check-in materials, booth at three of our SLO Days check-in sessions, be a social media partner, be featured on our SLO Days Staff package T-shirt, receive recognition on our website, sponsor banner, and Guidebook Application.

Payment Price: $1,800
Payment Deadline: 6/30/2017

WEEK OF WELCOME: September 10-17, 2017
Program Overview: Week of Welcome, or WOW, is part 2 of orientation programs for new students. We are celebrating 60 years of this eight-day program that familiarizes new students with our campus culture and expansive resources, introduces them to (literally) hundreds of new people, and guides them through the first week of classes.

Program Package: Being involved through the Week of Welcome Sponsorship Package provides the opportunity to host a booth at our Sponsor Fair during WOW check-in, provide printed promotion for Orientation Leader morning meetings, present at one of our Orientation Leader meetings, be a social media partner, and receive recognition on our website, sponsorship banner, and Guidebook Application.

Payment Price: $1,800
Payment Deadline: 6/30/2017

APPLY NOW
See more details and the application at orientation.calpoly.edu/sponsors
Contact cporientationmarketing@gmail.com with your questions
Create Your Own

Build your own sponsorship package by selecting the menu items for each program below:

**OPEN HOUSE:** April 6-8, 2017

- Friday Nite Invite Host ($400): Booth on-campus for the prospective students social on the evening of April 7.
- On-Campus Booth ($400): Booth at admitted students day on April 7.
- Social Media Partner ($250): Develop a strategic social media plan for April with NSTP.
- T-shirt logo ($350): See your logo featured on our 200+ volunteer shirts
- Mustang News Open House Special Editions advertisement (see website for pricing).

**Payment Deadline:** 2/17/2017

**STUDENT LIFE ORIENTATION DAYS:** July & August, 2017

- Printed Promotion ($500): Provide printed material for 5,000 student bags and/or 2,500 supporter bags.
- Booth at SLO Days check-in ($400): Booth on-campus during the morning for three of our check-ins.
- Social Media Partner ($250): Develop a strategic social media plan for June and July with NSTP.
- SLO Days Staff T-shirt logo ($350): Be one of six sponsors on our 50+ SLO Days Staff T-shirts.

**Payment Deadline:** 6/30/2017

**WEEK OF WELCOME:** September 10-17, 2017

- Booth at Sponsor Fair ($500): Booth on-campus during WOW check-in on September 9 & 10.
- Printed Promotion ($500): Provide printed material for 900 leaders and/or 5,000 new students.
- Present at Orientation Leader meeting ($250): Have time to present in front of 900 Orientation Leaders.
- Social Media Partner ($250): Develop a strategic social media plan for August and September with NSTP.

**Payment Deadline:** 8/11/2017

To discuss opportunities to be an event host, provide in-kind donations, place an advertisement with Mustang News Special Editions and pursue custom sponsorship options, please email cporientationmarketing@gmail.com

**APPLY NOW**

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