I. Boothing
   a. All sponsors with boothing during Open House, SLO Days, and/or WOW will receive communication about booth location, parking information, and set up times prior to boothing dates.
   b. Sponsors boothing will receive one table and two chairs in addition to their 10’x10’ booth at their assigned location. Sponsors should bring their own pop-up tent and table cloth or banner.
   c. SLO Days boothing is for 2 sessions, additional sessions can be purchased for $100 each.
   d. A campus parking pass will be issued per sponsor per session.

II. Printed Material
   a. Sponsors are responsible for printing all distributed materials and delivering them to New Student & Transition Programs (NSTP) a minimum of two weeks prior to selected program.
   b. 5,000 copies are required for distribution to students during SLO Days.
   c. 3,750 copies are required for distribution to supporters during SLO Days.
   d. 8,750 copies are required for distribution to both students and supporters during SLO Days.
   e. 900 copies are required for all WOW Orientation Leader distribution.

III. Social Media & Logo Standards
   a. All sponsors with social media introduction will receive communication from a sponsorship coordinator confirming a specific date on which the introduction will be posted.
   b. Sponsor will provide a caption and/or corresponding hashtags, links, etc.
   c. NSTP can provide a high-quality image (300dpi) in congruence with our publication standards to associate with each sponsor’s introduction.
   d. Sponsorship logos for banner and shirts must be sent as high-resolution PDF (300 dpi) at actual size.

IV. Corporate vs. Local Business
   a. Sponsors may qualify for either corporate or local business program package and à la carte pricing options.
   b. A corporate business is defined as follows:
      i. Any business whose headquarters is located outside the boundaries of San Luis Obispo County.
   c. A local business is defined as follows:
      i. Any business whose headquarters is located within the boundaries of San Luis Obispo county.
V. In-Kind Donations
   a. Sponsors may agree with NSTP in advance to provide sponsorship in the form of product or service donation instead of monetary payment
   b. Standard value of donated product(s) must be equal to the monetary value of the package(s) selected

VI. Payment Process & Deadlines
   a. Open House packages payment and application must be received by Friday 3/16/18.
   b. SLO Days packages payment and application must be received by Friday 6/29/18.
   c. WOW packages payment and application must be received by Friday 8/10/18.
   d. Payments collected after the set deadline may incur a late fee.
   e. All checks payable to “Cal Poly”
   f. Deliver or mail checks to:
      Attn: Nate Alcorn, New Student & Transition Programs
      Cal Poly State University, Bldg 52-E10
      1 Grand Ave, San Luis Obispo, CA 93405

VII. Additional & Overarching
   a. New Student & Transition Programs reserves the right to reject a sponsorship at any time, for any reason.
   b. WOW Orientation Leader Morning Meetings are 1 meeting base, additional meeting appearances $100/each