What is NSTP?

New Student & Transition Programs serves as a home and resource to all new students and their supporters and to ensure their successful transition to Cal Poly. It is responsible for the planning and execution of Open House, SLO Days, and Week of Welcome. NSTP is fueled by a small professional staff, a student-led executive council, and over 1,000 student volunteers. The program strives to give back to the community in every way possible, especially through sponsorship opportunities that you’ll see here.

Open House

Open House is an annual three-day event that showcases our campus to newly admitted students, current students, their supporters, alumni, and the San Luis Obispo community. Sponsors of this program get the opportunity to connect with over 10,000 people over all three days. This program’s package allows your business to interact with all Open House attendees.

SLO Days

Student Life Orientation Days, or SLO Days, is the first part of mandatory orientation programming for new students and their supporters. Each session sees approximately 450 students and their supporters, all of whom will be exposed to sponsors.

WOW

Week of Welcome, or WOW, is the second part of mandatory orientation programming for new students. Spanning an entire week, this program is put on by 900 orientation leaders for nearly 5,000 new students. WOW sponsors get the opportunity to connect with all new students and leaders alike.
**PACKAGE**

**SPONSORSHIP OPTIONS**

**LEGACY**

- $4,660
- Corporate
- $3,880
- Local & Nonprofit

- Benefits of all three program packages

**OPEN HOUSE**

- $1,230
- Corporate
- $1,000
- Local & Nonprofit

- Be the host of an on-campus engagement for students or supporters
- Have an on-campus booth
- Receive an introduction on all three of our social media sites
- Get your logo featured on volunteer t-shirts
- Receive recognition in our Guidebook application

**SLO DAYS**

- $2,050
- Corporate
- $1,880
- Local & Nonprofit

- Distribute printed promotion at check-in (not sure how many)
- Get featured in the sponsorship slideshow before each presentation
- Set up a booth at check-in during all 7 sessions
- Receive an introduction on all three of our social media sites
- Get your logo featured on SLO Days Staff shirts
- Receive recognition in our Guidebook application

**WOW**

- $1,900
- Corporate
- $1,430
- Local & Nonprofit

- Have a booth at Sponsor Fair during both days of check-in
- Distribute printed promotion to Orientation Leaders
- Present at one Orientation Leader meeting
- Receive an introduction on all three of our social media sites
- Receive recognition in our Guidebook application

**CREATE YOUR OWN SPONSORSHIP OPTIONS**

**OPEN HOUSE**

- On-Campus Booth
  - Corporate: $800
  - Local: $700
- Logo on Volunteer Shirts
  - Corporate: $420
  - Local: $280
- Guidebook Feature
  - Corporate: $230
  - Local: $200

**SLO DAYS**

- Printed Promotion
  - Corporate: $600
  - Local: $400
- Slideshow Feature
  - Corporate: $600
  - Local: $400
- Booth During 4 Check-Ins
  - Corporate: $460
  - Local: $400
- Additional 3 Check-Ins
  - Corporate: $230
  - Local: $200
- Newsletter Feature
  - Corporate: $420
  - Local: $280
- Logo on Staff T-Shirts
  - Corporate: $420
  - Local: $280
- Guidebook Feature
  - Corporate: $290
  - Local: $250

**WOW**

- Booth at 2-Day Sponsor Fair
  - Corporate: $690
  - Local: $600
- Printed Promotion
  - Corporate: $600
  - Local: $400
- Present at 1 OL Meeting
  - Corporate: $420
  - Local: $280
- Orientation Leader Newsletter Feature
  - Corporate: $300
  - Local: $200
- Guidebook Feature
  - Corporate: $230
  - Local: $200

All sponsors will have their logo and website link featured on our website and on a banner hanging in a popular campus location.

For questions and opportunities to be an event host or provide in-kind donations, email orientationmarketing@calpoly.edu.