Orientation Sponsorship Policies 2019

1) Boothing
   a) All sponsors with booths 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 space at their assigned location. Sponsors should bring their own pop-up tent and table cloth or banner.
   c) SLO Days boothing is for the 5 weekday sessions, the two additional weekend sessions can be purchased for $300.
   d) One campus parking pass will be issued per sponsor per session.
   e) New Student & Transition Programs (NSTP) is not responsible for lost and/or damaged equipment.
   f) NSTP cannot provide staff or volunteers for set up/take down of booths.

2) Printed Material
   a) Sponsors are responsible for printing all distributed materials and delivering them to NSTP a minimum of one week prior to selected program
      i) Drop off in Building 52, Room E10
      ii) Mailing address:
         Attn: Nate Alcorn, New Student & Transition Programs
         Cal Poly State University, Bldg 52-E10
         1 Grand Ave, San Luis Obispo, CA 93405
   b) 5,500 copies are required for distribution to students during SLO Days
   c) 3,500 copies are required for distribution to supporters during SLO Days
   d) 9,000 copies are required for distribution to both students and supporters during SLO Days
   e) 5,500 copies are required for distribution to students during WOW
   f) 1,000 copies are required for distribution to Orientation Leaders during WOW
   g) 6,500 copies are required for distribution to both students and Orientation Leaders during WOW

3) Social Media, Logo, and CP Now 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 high-quality image (300dpi), caption and/or corresponding hashtags, links, etc.
   c) Sponsorship logos for our website and t-shirts must be sent as high-resolution PDF (300 dpi) at actual size
      i) Sponsors will provide a URL for their website link
   d) Logos for t-shirts must be received by NSTP 30 days before the event date.
   e) Sponsorship banner ad for CP Now much be sent as a 600px by 110px .jpeg file
4) Corporate vs. Local Business
   a) Sponsors may qualify for either corporate or local business package rates
   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
   d) Local rates are discounted at 20% of corporate rates

5) 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 or greater than the monetary value of the package(s) selected
   c) Sponsors will work with a NSTP Sponsorship representative to reach an agreement on the service being delivered and monetary worth of that service

6) Payment Process & Deadlines
   a) Payments and applications must be received by NSTP before service is delivered.
   b) Upon submission of the sponsorship application, sponsor will be issued an invoice for check, cash, or credit payment.
   c) Payments collected after the set deadline may incur a late fee.
   d) All checks payable to “Cal Poly New Student & Transition Programs”
   e) 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

7) 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