



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 must 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