New Student and Family Programs (NSFP) is responsible for the transition of new students and their families at Clemson University with the ultimate goal of retaining them through graduation. We believe college is a transformational experience that prepares and empowers lives. New Student and Family Programs has the honor to support students and families through transition periods as they explore their academic and personal goals from their first year at Clemson through graduation. Our programs are designed to support all new students with focused attention on populations with unique needs and interests. All of our programs aim to connect each new Clemson student and their family to personalized support and meaningful opportunities by promoting academic excellence and successful transitions.

Our Major Programming Includes:

- **New Student Orientation 2015**
  - Freshman Orientation: 3,468 students
  - Transfer Orientation: 1,255 students
  - Parents and Guests: 5,723
- **Clemson Connect** (extended Orientation): 4,600 students

- **Family Weekend**: 2,800 attendees across three events — Family Fest, Tailgate and Farewell Brunch

Our Office is also Directing:

- **Student Leadership**: 117 student leaders
  - CONNECTIONS Peer Mentors: 36 members
  - Orientation Ambassadors: 40 members
  - Renaissance MAN Executive Board: 8 members
  - Welcome Leader Coordinators: 25 members
  - Additional Student Leaders:
    - Welcome Leaders: 350 members
    - CONNECTIONS: 60 members
    - Renaissance MAN: 16 members
- **Orientation and Transition Communication**
  - New Student Orientation Schedule Booklet: 8,000 Freshman copies; 4,000 Transfer copies

- **New Student Orientation (Guidebook mobile App)**:
  - 18,243 page views; 123,973 Sponsor views with 170 Sponsor Clicks
- **Parents Council Advisor Board (PCAB)**: 50 members
- **Parent Programs and Communications**
  - Family Press (electronic newsletter): 10 editions a year; Family Press: (Orientation edition) — 4,500 copies
  - Family Handbook: 4,500 copies
  - Parent Council Calendar: 4,500 copies
  - Family Events postcard: 4,000
  - Parent Instagram: 227 followers @ClemsonParents
  - Parent Twitter: 1,840 followers @ClemsonParents

As a sponsor, you have the unique opportunity to help us make a positive, lasting impression on our new students and their families. Our office programs serve as a central location for students to make connections across campus and the surrounding Clemson community. Each level offers the ability to customize your sponsorship support depending on the programs we offer and your company’s purpose and vision. Our programs and publications have many uses, and some intended for use over the duration of a student’s enrollment at Clemson University. We look forward to collaborating with you to design a sponsorship package that is supportive and beneficial for you.
## Sponsorship Levels

### Orientation Sponsor
- **$2,500 — Transition Sponsor**
  - Recognition on NSFP website
  - Logo placement in New Student Orientation sponsor slide show
  - Print promotion/flyer in Orientation bag (4,600)
    - OR in 2 Family Press e-newsletters (10 distributions)
  - Participation in New Student Orientation sponsor fair
  - Recognition on New Student Orientation Schedule Booklet
  - Recognition on Parent website
  - Logo placement in New Student Orientation sponsor slide show
  - Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packets (800)
  - Participation in New Student Orientation sponsor fair
  - Recognition on New Student Orientation Schedule Booklet OR Family Handbook
  - Guidebook Mobile App promotion — New Student Orientation Schedule Booklet and Clemson Connect guide
- **$5,000 — Family Sponsor**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show and fall Family Weekend
  - Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packets (800)
  - Participation in New Student Orientation sponsor fair
  - Print promotion distributed on new student Move-in day through Parents Council Advisory Board tabling
  - Quarter-page ad in New Student Orientation Schedule Booklet OR Family Handbook
  - Guidebook Mobile App promotion — fall Family Weekend guide
  - Recognition on two publications — New Student Orientation Schedule Booklet, Family Press (Orientation Ed.), Family Handbook or Parents Council Calendar
- **$7,500 — Legacy Sponsor**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show
  - Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packets (800)
  - Participation in Orientation events, situated in a high-traffic position within our New Student Orientation sponsor fair
  - Half-page ad in New Student Schedule Booklet OR Family Handbook
  - Recognition on New Student Orientation Schedule Booklet AND Family Handbook
  - Guidebook Mobile App promotion — New Student Orientation Schedule Booklet and Clemson Connect guide
- **$10,000 — Student Leadership Sponsor**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show and fall Family Weekend

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**A strategic social media plan will be established**

- Recognition on NSFP website OR Parent website
- Logo recognition in our new student “selfie” frames
- Recognition sponsoring prize packages OR 20 mentions on social media platforms (Facebook, Instagram, Twitter) during duration of specific events or number of events

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### Social Media Sponsor
- **$1,000**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show
  - Print promotion/flyer in Orientation bag (4,600)
    - OR in 2 Family Press e-newsletters (10 distributions)
  - Participation in New Student Orientation sponsor fair
  - Recognition on New Student Orientation Schedule Booklet

### Family Sponsor
- **$5,000**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show and fall Family Weekend
  - Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packets (800)
  - Participation in New Student Orientation sponsor fair
  - Recognition on New Student Orientation Schedule Booklet AND Family Handbook
  - Guidebook Mobile App promotion — New Student Orientation Schedule Booklet and Clemson Connect guide

### Legacy Sponsor
- **$7,500**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show
  - Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packets (800)
  - Participation in Orientation events, situated in a high-traffic position within our New Student Orientation sponsor fair
  - Half-page ad in New Student Schedule Booklet OR Family Handbook
  - Recognition on New Student Orientation Schedule Booklet AND Family Handbook
  - Guidebook Mobile App promotion — New Student Orientation Schedule Booklet and Clemson Connect guide

### Student Leadership Sponsor
- **$10,000**
  - Recognition on NSFP website OR Parent website
  - Logo placement in New Student Orientation sponsor slide show and fall Family Weekend

(Continued on next page)
**Sponsorship Levels**

**Student Leadership Sponsor (Continued)**

- Logo placement on student leader uniforms or product
  - Leaders: Orientation Ambassadors, Welcome Leaders, CONNECTIONS Mentors, Parents Council Advisory Board Members
  - Potential products: Orientation bags (4,600), Orientation pens (5,000), OR family programs pens (5,000)
- Participation in Orientation events, situated in a high-traffic position within our New Student Orientation sponsor fair
- Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packet (800)
- Sponsorship recognition during leader training and introductions
  - Speaking opportunity during student leader training program
- Family Press promotion in three electronic newsletters
- Full page color ad in New Student Orientation Schedule Booklet
- Guidebook promotion — New Student Orientation guide, fall Family Weekend guide and Clemson Connect guide
- Recognition on New Student Orientation Schedule Booklet and Family Handbook and Parents Council calendar

**$25,000 — Success Sponsor**

- Recognition on NSFP website AND Parent website
- Logo placement in New Student Orientation sponsor slide show and fall Family Weekend
- Print promotion/flyer in Orientation bag (4,600) and fall Family Weekend check-in packet (800)
- Named space during Orientation, fall Family Weekend and one Clemson Connect event
- Participation in Orientation events, situated in a high-traffic position within our New Student Orientation sponsor fair
- Full page color ad in New Student Orientation Schedule Booklet
- Feature article in one Family Press electronic newsletter
- Guidebook promotion — fall Family Weekend guide, Orientation guide, and Clemson Connect guide

**SPONSOR FAIR POLICIES**

- Orientation dates are June 13-14, 15, 16-17, 20-21, 22, 23-24, 27-28, 29, June 30–July 1, 7-8, 11-12, 13, 14-15.
- All sponsors must be set up at the Hendrix Student Center by 7:45 a.m.; freshman Orientation Sponsor Fair will run 8-10 a.m.; transfer Orientation Sponsor Fair will run 8-9:15 a.m.
- All sponsors will be expected to attend all freshman and transfer student sessions. Sponsors who do not show up for more than one session may forfeit their table for subsequent sessions.
- Tables for each sponsor will be assigned at the first session on June 13 and will remain the same throughout the duration of Orientation 2016.
- The Office of New Student and Family Programs reserves the right to reject a sponsorship at any time, for any reason.
- Parking pass(es) will be issued per sponsor per session, for parking on campus in a designated lot.

- Company or organization logo is needed in vector EPS format or high-resolution JPG (3" wide) for publishing and PowerPoint presentation by April 20, 2016.

**FLIER POLICIES**

- Sponsor is responsible for printing all fliers.
- 4,500 copies are required for distribution in Orientation bags.
- Fliers must be received by June 1, 2016.

**AD POLICIES**

- Please send a high-resolution PDF (300 dpi) file at actual size.
- File must be received by April 20, 2016, for publishing.