New Student Programs at Southern Illinois University Carbondale invites [your business name] to help us welcome new students and their families to the SIU and Carbondale community.

Our department connects over 3,000 new students and 2,500 family members to the university and surrounding community. New Student Programs aids students and their families in finding the resources they need to begin their journey and enhance their Saluki experience with programs such as New Student Orientation, Saluki Startup, Weeks of Welcome, and the Saluki Family Association.

We encourage families to engage in the SIU community by joining our Saluki Family Association. Family involvement and support is extremely important to our students as they pursue their college education. As part of this tradition, we distribute 3,000 copies of our Saluki Family Academic Resource Calendar, which is a popular resource for the family members of our new Salukis.

We look forward to welcoming our new students and their families to SIU and the surrounding area. Our goal this year is to show new students and their families what southern Illinois has to offer, not only on campus, but around our great community. As they become familiar with the areas, students and families will be searching for places to eat, shop, and do business in the Southern Illinois area, and we want to connect them with your business.

With the following sponsorship packages, we offer your business a way to welcome the new Salukis and show them what southern Illinois has to offer. Take a moment to review the sponsorship package options and the descriptions of our events in the enclosed packet. If you have any questions, feel free to contact New Student Programs at orientation@siu.edu or 618/453-1000.

We greatly appreciate your continued support of the university, and we thank you for helping ease the transition for our new Salukis and their families.

Sincerely,

Cordy Love
Director, New Student Programs
cordy@siu.edu

Gena Stack
Assistant Director, New Student Programs
gstack@siu.edu
New Student Orientations

April-July

New Student Orientation is the first step a newly admitted Saluki and their family take to become acquainted with SIU and the Carbondale community. We invite over 6,000 students and families to Carbondale to campus for a day where we provide resources and information to prepare them for the first day of university life. New Student Orientation includes tours of campus/housing, academic advisement, informational sessions, a department/community resource fair, financial aid advisement, and much more.

Saluki Startup

August

Saluki Startup is the “kickoff” weekend to the academic year. We provide all new students with fun events and programs, such as New Student Convocation, to allow them to connect with peers, faculty, and staff.

Weeks of Welcome

August-September

Weeks of Welcome follow Saluki Startup with 3 weeks filled with numerous events to welcome all of our new and returning Salukis to campus.

Saluki Family Association

The Saluki Family Association offers families of our Salukis opportunities to become more involved in their student’s college experience and the SIU community. As part of this, SIU invites families to campus for Saluki Family Weekend, held annually in September.

Events during Saluki Family Weekend include athletic events and tailgating, the Chancellor’s Family Weekend Brunch, annual InterGreek Council (IGC) Greek Sing, Saluki Kickoff 5K Run, Family Weekend Craft Sale, and campus tours.

Families are encouraged to download the MySIU app to find a comprehensive schedule of all Saluki Family Weekend events. Also, with our business directory, they can find information on various businesses around the southern Illinois area when they are looking for places to eat, shop, and stay during Saluki Family Weekend.
New Student Programs offers a convenient way for students and families to be up-to-date on the events scheduled for Saluki Startup, Weeks of Welcome, and Saluki Family Weekend with the MySIU App.

What can this app do?

**Provides an up-to-date agenda.** Students can browse events or search for them by keyword. They can also create to-do lists and schedules to keep them on track.

**Sends instant push messages.** Students can receive notifications on upcoming events.

**Provides guides for around campus.** A list of businesses by type will be loaded onto the app (for example, “restaurants,” “banks,” “entertainment,” etc.).

**Maps out locations.** Link interactive, high-resolution maps to events or businesses.

**Allows student networking and social media interaction.** Students can check-in to an event or location and see who else is there. They can also tweet and post to Facebook straight from the app.

**Gives trackable results and feedback.** Surveys can be added as content to the mobile app to see how a student felt about a certain event, and the app generates valuable data like sponsor banner clicks, networking and engagement metrics, and download behavior to help evaluate success.

What can MySIU do for Papa John’s?

**Line listings in business directory.** Sponsors will be featured on our various business directories. This listing will be integrated with our map, so students can easily find you.

**Eye-catching banner ads.** Design your own banner advertisement with a trackable link to your website. Each time a student opens the app, they will see your banner advertisement for a certain period of time as they navigate the app.

**Listing and location for Job Fair and Resource Fair.** Students attending the New Student Orientation Resource Fairs and the Part-Time and Student Employment Fair will be able to find your business on the event directory and see where your booth is located with our comprehensive map.
SIU New Student Programs Sponsorship Packages

Package runs one year from the date of contract

**GOLD**
$1500
Sponsor an NSP event by name

10-Second Banner
MySIU App Home

Full-page [size] business description in the SFA Academic Resource Calendar

Business Recognition & Complimentary invite to NSO Resource Fairs and Fall Student Employment Fair
8.5x11 folder inserts in Family Folders at NSO
Complimentary invite to Welcome Fest and Carbondale Business Fair
Logo and business name on SFA Academic Resource Calendar & SFA website with contact info and link to your website
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**SILVER**
$1000

10-Second Banner
MySIU App Home
Business Recognition & Complimentary invite to NSO Resource Fairs and Fall Student Employment Fair
8.5x11 folder inserts in Family Folders at NSO
Complimentary invite to Welcome Fest and Carbondale Business Fair
Logo and business name on SFA Academic Resource Calendar & SFA website with contact info and link to your website
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**BRONZE**
$750

Business Recognition & Complimentary invite to NSO Resource Fairs and Fall Student Employment Fair
8.5x11 folder inserts in Family Folders at NSO
Complimentary invite to Welcome Fest and Carbondale Business Fair
Logo and business name on SFA Academic Resource Calendar & SFA website with contact info and link to your website
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**MAROON**
$500

Complimentary invite to NSO Resource Fairs and Fall Student Employment Fair
Complimentary invite to Welcome Fest and Carbondale Business Fair
Logo and business name on SFA Academic Resource Calendar & SFA website with contact info and link to your website
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**BLACK**
$250

Logo and business name on SFA Academic Resource Calendar
Logo on SFA website with contact info and link to your website
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**GREY**
$150

Logo on SFA website with contact info
Logo on rolling PowerPoint during NSOs
Line listing on MySIU App Business Directory

**WHITE**
$100

Line listing on MySIU App Business Directory
PACKAGE OPTIONS

GOLD LEVEL - $1500

❖ Sponsor New Student Programs event by name
  ▪ (Example: “Saluki Sprint sponsored by [business name here]”). New Student Programs will assign sponsors to events based on a first come, first served basis.

❖ 10-Second Banner on MySIU App Home Page
  ▪ Full-color banner advertisement with trackable link to your website.

❖ Full-page business description in the Saluki Family Association Academic Resource Calendar
  ▪ Calendars will be distributed to approximately 5,000 family members at New Student Orientations. Business should provide full-page business description to New Student Programs by [insert deadline].

❖ Business Recognition at New Student Orientation Resource Fairs and Fall Student Employment Fair
  ▪ Business may provide their own banner or New Student Programs can provide an 11x17 placard

❖ 8 ½ x 11 folder inserts for family folders at New Student Orientations
  ▪ Over 5,000+ folders will be distributed during orientations. Businesses should provide the inserts to New Student Programs by certain deadline.

❖ Complimentary invite to New Student Orientation Resource Fairs and Fall Student Employment Fair
  ▪ New Student Programs will provide table for businesses to talk with students and families as well as distribute promotional items and flyers. Businesses may participate in all fairs or select certain dates.

❖ Complimentary invite to business welcome fair and Carbondale Business Fair
  ▪ New Student Programs will provide table for businesses to talk with students and families as well as distribute promotional items and flyers

❖ Logo and business name on Saluki Family Association Academic Resource Calendar
  ▪ Calendars will be distributed to approximately 5,000 family members at New Student Orientations. Business should provide a logo to New Student Programs by certain deadline.

❖ Logo on Saluki Family Association website with contact information and direct link to your website
  ▪ Businesses should provide a logo to New Student Programs by certain deadline.

❖ Logo on a rolling PowerPoint during New Student Orientations
  ▪ Over 8,000+ students and families attend orientations throughout the summer. Businesses should provide a logo to New Student Programs by certain deadline.

❖ Line listing on MySIU App Business Directory
  ▪ Every student and parent is highly encouraged to download during New Student Orientation.
SILVER LEVEL - $1000

- 10-Second Banner on MySIU App Home Page
  - Full-color banner advertisement with trackable link to your website.

- Business Recognition at New Student Orientation Resource Fairs and Fall Student Employment Fair.
  - Business may provide their own banner or New Student Programs can provide an 11x17 placard

- 8 ½ x 11 folder inserts for family folders at New Student Orientations
  - Over 5,000+ folders will be distributed during orientations. Businesses should provide the inserts to New Student Programs by certain deadline.

- Complimentary invite to New Student Orientation Resource Fairs and Fall Student Employment Fair
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- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.
BRONZE LEVEL - $750

- Business Recognition at New Student Orientation Resource Fairs and Fall Student Employment Fair
  - Business may provide their own banner or New Student Programs can provide an 11x17 placard

- Complimentary invite to New Student Orientation Resource Fairs and Fall Student Employment Fair
  - New Student Programs will provide table for businesses to talk with students and families as well as distribute promotional items and flyers. Businesses may participate in all fairs or select certain dates.

- Complimentary invite to business welcome fair and Carbondale Business Fair
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- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.

MAROON LEVEL - $500

- Complimentary invite to New Student Orientation Resource Fairs and Fall Student Employment Fair
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- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.
BLACK LEVEL - $250

- Logo and business name on Saluki Family Association Academic Resource Calendar
  - Calendars will be distributed to approximately 5,000 family members at New Student Orientations. Business should provide a logo to New Student Programs by certain deadline.

- Logo on Saluki Family Association website with contact information and direct link to your website
  - Business should provide a logo to New Student Programs by certain deadline.

- Logo on a rolling PowerPoint during New Student Orientations
  - Over 8,000+ students and families attend throughout the summer. Business should provide a logo to New Student Programs by certain deadline.

- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.

GREY LEVEL - $150

- Logo on Saluki Family Association website with contact information and direct link to your website
  - Business should provide a logo to New Student Programs by certain deadline.

- Logo on a rolling PowerPoint during New Student Orientations
  - Over 8,000+ students and families attend throughout the summer. Business should provide a logo to New Student Programs by certain deadline.

- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.

WHITE LEVEL - $100

- Line listing on MySIU App Business Directory
  - Every student and parent is highly encouraged to download during New Student Orientation.
**Contact Information:**

Contact Name: ____________________________________________
Position/Title:  ____________________________________________
Contact Phone Number/Ext.: _________________________________
Business Fax Number: ______________________________________
Mailing Address: __________________________________________
____________________________
____________________________
Email Address: ____________________________________________

**Sponsor Information (for electronic and print publications)**

Business name: ____________________________________________
Business phone number: _____________________________________
Business Address: __________________________________________
Business E-mail: ___________________________________________
Business Website: __________________________________________
Business logo provided: ____Yes ____No
Business ad provided (Gold sponsors only): ____Yes ____No
*(Please email .jpg format images to orientation@siu.edu.)*

**Please Select a Package**

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*By signing below I agree to provide payment in the above amount to the Saluki Family Association in the form of (please select one) check payable to SIU ____ or cash ____ . In return, the Saluki Family Association will provide the benefits outlined in the sponsorship agreement.*

Sponsor Signature: _____________________________ Date: _________________

Please send your completed form and payment to:

New Student Programs
Attn: SFA Sponsorship Program
Southern Illinois University
1255 Lincoln Drive
Carbondale, IL 62901