January 31, 2015

Dear Columbia Area Business:

The Office of New Student Orientation (ONSO) would like to offer you the opportunity to reach incoming freshmen, transfer students, and their guests as a member of our Orientation Partners Program. As a partner, you have the unique opportunity to help us make a positive, lasting first impression during each orientation program. Your involvement will increase your business’ name recognition and awareness of your services. Included in this packet is more information on the various partnership levels and opportunities to support orientation this year.

The Office of New Student Orientation provides collaborative programs that facilitate the transition and engagement of new undergraduate students and their families to the intellectual, cultural, and social environment at the University of South Carolina. Over the past year, ONSO served approximately 7,400 incoming students and 5,000 parents and guests during the orientation program. For many students, orientation is their first on-campus experience as a new member of the Carolina community. With your collaboration, we aim to make their orientation experience a memorable one.

If you are interested in the Orientation Partners Program, please return the included Partnership Program Form and submit it to the Office of New Student Orientation by Friday, April 3rd, 2015.

We are excited for this opportunity and look forward to working with you. If you have any questions, please do not hesitate to contact us at partnersprogram@sc.edu or (803) 777-2780.

Sincerely,

The Office of New Student Orientation Staff
# Orientation Partners Program

## Off-Campus Partnership Levels and Benefits

<table>
<thead>
<tr>
<th>Level</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Carolina Level ($6,500)</strong></td>
<td>With Carolina Level partnership, you will receive all the benefits of Cocky Level, plus:  &lt;br&gt;  - Increase to 2 page, full-color ad (provided by the partner) in Orientation resource guide distributed to all new students and parents  &lt;br&gt;  - Unique promotional opportunity (first come, first serve availability) including, but not limited to, the following options:  &lt;br&gt;   - Access to participate in our Resource Fair  &lt;br&gt;   - Student bags (7,500)  &lt;br&gt;   - Parent/Guest bags (7,500)  &lt;br&gt;   - Student or Parent/Guest pens (7,500)  &lt;br&gt;   - Freshman T-Shirts (7,500)  &lt;br&gt;   - Sponsor a social media contest for all newly admitted students  &lt;br&gt;  - Promotional opportunity on Office of New Student Orientation’s website identifying your department/organization’s name and logo as a partner. You will also have the opportunity to provide a link to your website on our partnership page.  &lt;br&gt;  - Opportunity to speak with our Orientation Leader staff (45 students) during training  &lt;br&gt;  - Recognition of partnership with logo on the back cover of Orientation resource guide</td>
</tr>
<tr>
<td><strong>Cocky Level ($3,600)</strong></td>
<td>With Cocky Level partnership, you will receive all the benefits of Spur Level, plus:  &lt;br&gt;  - Increase to 1 ½ page, full-color ad (provided by the partner) in Orientation resource guide distributed to all students and parents  &lt;br&gt;  - Promotional opportunity on Office of New Student Orientation’s website identifying your department/organization’s name as a partner  &lt;br&gt;  - Organization logo on all Orientation program schedules for students and guests  &lt;br&gt;  - Table at the Resource Fair during each Summer Orientation session: <strong>June 13th - August 5th</strong></td>
</tr>
<tr>
<td><strong>Spur Level ($1,800)</strong></td>
<td>With Spur Level partnership, you will receive the following:  &lt;br&gt;  - 1 page, full-color ad (provided by the partner) in Orientation resource guide distributed to all new students and parents  &lt;br&gt;  - Personalized PowerPoint slide shown prior to opening session during all Orientation programs  &lt;br&gt;  - Recognition of partnership with logo on the back cover of Orientation resource guide</td>
</tr>
<tr>
<td><strong>Gamecock Level ($350-1,800)</strong></td>
<td>Full-color ad (provided by the partner) in Orientation resource guide distributed to all new students and parents:  &lt;br&gt;   - Quarter page ad: $350  &lt;br&gt;   - Half page ad: $600  &lt;br&gt;   - Full page: $1,000  &lt;br&gt;   - Two page ad: $1,800</td>
</tr>
</tbody>
</table>
New Student Orientation Guide: Advertisement Guidelines

In line with best practices, our office is developing a resource booklet to distribute at orientation containing important information for students and families as they transition into our University. Rather than handing out individual sheets of paper from partnering offices and businesses, this booklet will create a more concise way of delivering material to our students, parents, and guests. In addition, we expect this booklet to cost less for everyone compared to each partner individually printing 15,000 handouts for orientation participants.

We ask that if you wish to put information about your business in the resource guide that you please review the various options for ad sizes and select which size best fits your needs. We suggest that you include all pertinent information within the ad. We encourage including website addresses and/or QR codes for in-depth information. Once the ad is complete, you can simply send it to our office in the correct file format and we will put it in the resource guide. **We will not be putting loose-leaf papers within the resource guide.**

The Orientation Guide is a publication distributed to all students and their families during orientation. This will include students admitted for the following terms: Summer 2015, Fall 2015, and Spring 2016. Please consider this when designing an advertisement for your office. The guide is a compilation of ads from offices and departments at University of South Carolina and off-campus vendors and businesses.

In order to reduce errors and increase consistency from page-to-page, we ask that you submit your advertisement via e-mail attachment to partnersprogram@sc.edu, according to the specifications listed below:

Sizes:

- **Full page:** 7.5” x 10”
- **½ page:** 7.5” x 5”
- **¼ page:** 3.75” x 5”

- All information is printed in color on white paper.
- Submissions must be ready for print and will only be accepted electronically, in a PDF format, with a minimum of a 300dpi resolution. If files are not in the proper format we cannot guarantee clarity and resolution. No other formats will be accepted.
- All submissions must be received by April 3rd and are subject to review and the discretion of the Office of New Student Orientation staff.
Orientation Partners Program: Off-Campus Businesses

Name of your Business: __________________________________________________________

Contact Name: ___________________________________________ Title: __________________

E-Mail: ___________________________ Phone: __________________________

Business Location: ___________________________ Fax: ______________________$

Our business will partner with the Office of New Student Orientation’s 2015 Partners Program at the following level:

☐ CAROLINA Level $6,500
☐ COCKY Level $3,600
☐ SPUR Level $1,800
☐ GAMECOCK Level (please indicate amount of space in Orientation Guide)
  ___ ¼ Page: $350
  ___ ½ Page: $600
  ___ 1 Page: $1,000
  ___ 2 Pages: $1,800

BILLING INFORMATION
(Your advertisement will not be forwarded to the printing company until we have confirmed payment)

Check #: ____________ Signature: __________________________

Printed Name: ___________________________ Date: ____________

***Address checks to “USC Foundation,” with “Orientation Partners Program” in memo line

Please return this form and submit to ONSO by Tuesday, April 3, 2015.

Please mail, fax, or deliver a copy of this form to:

Office of New Student Orientation
345 Russell House
1400 Greene Street
Columbia, SC 29225

Phone: (803) 777-2780
Fax: (803) 777-9065
Email: partnersprogram@sc.edu

1. The monetary portion of the Partnership Program, paid in lump sum, must be received by April 3, 2015
2. All advertising must be approved by the Director of New Student Orientation.
3. All opportunities are on a first come, first serve availability.
4. University of South Carolina and ONSO have the right to exclude the participation of businesses that do not align with our educational and service mission (Ex: alcohol, drugs, adult business, etc.)