January 31, 2015

Dear Student Organization Leader:

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 campus partner, you will have the opportunity to promote your student organization in our Orientation Resource Guide. The Resource Guide is distributed to every new student and guest that comes through our undergraduate Orientation program. Your involvement will increase your organization’s name recognition and awareness of your programs and services.

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 help every student feel like they have a place and maybe your student organization can be that for them.

If you are interested in putting your student organization in our Orientation Resource Guide, please return the included Partnership Program Form and submit it to the Office of New Student Orientation by Tuesday, 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
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 campus offices, 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 office individually printing 15,000 handouts for orientation participants.

We ask that if you wish to put information about your student organization 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 organization. The guide is a compilation of ads from departments and organizations 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 Guide: Student Organizations

Name of your Organization: _____________________________________________________________

Contact Name: ____________________________ Position: ____________________

E-Mail: _____________________________________ Phone: ___________________

Our student organization will partner with the Office of New Student Orientation to have space in the Orientation Guide at the following level:

☐ ¼ Page: $150
☐ ½ Page: $250
☐ 1 Page: $500
☐ 2 Pages: $950

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

Account Number #: ___________________________ Fund Number #: ________________

Authorizing Signature: ____________________________ Date: ____________

☐ Our organization/department does not have an account. Check is enclosed.

***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
ONSO FAX: (803) 777-9065
Email: partnersprogram@sc.edu

1. The monetary portion of the partnership, 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. USC 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.)
5. On campus is defined as any organizations that are part of University of South Carolina including those defined as vendors who have entered into agreements with USC, to provide services which aid and supplement the institute's educational mission serving students and the broader institute community.