



CORPORATE SPONSORSHIP OPPORTUNITIES



ECU[®]

STUDENT AFFAIRS

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We know East Carolina University® students and their families are going to shop in your stores, stay in your hotels, eat in your restaurants and take advantage of your services. How is your business gaining exposure to ECU® students?

By partnering with East Carolina University Division of Student Affairs, you have the opportunity to reach many of ECU’s most involved, and often most enthusiastic, consumers. Our partnership opportunities range from full-scale, comprehensive support of our programs to sponsoring specific vendor participation events. But, if you don’t find an opportunity that suits your needs, let us know. We look forward to discussing alternatives. If you are interested in providing in-kind donations, please let us know.

We look forward to working with you as you cultivate relationships with ECU students, families, and the Division of Student Affairs.

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MARQUEE EVENTS

PIRATE™ PALOOZA & NEW STUDENT CONVOCATION (AUGUST)

ECU's premier welcome event promoting student engagement that takes place at Dowdy-Ficklen Stadium™ the day prior to classes beginning in August. Filled with Pirate traditions, students will have the opportunity to listen to live music, participate in novelties and inflatable games, and win free prizes. Free food will also be available provided by Aramark Catering Services. Student attendance generally exceeds **5,000** each year.

FAMILY WEEKEND (EARLY FALL)

For many decades, Family Weekend has welcomed our Pirate™ families and friends on to our campus. As a sponsor, you will have full access to our entire audience to strengthen your brand through recognition and presence at several incredible events. This is a unique opportunity to meet parents, families, and students. Sponsors will be able to table at two events: a Resource Fair offered on Friday, when families check in, and the Family Weekend Tailgate on Saturday, which has attendance around **1,500**.

BAREFOOT ON THE MALL (APRIL)

This event hosted by the Student Activities Board is held for the campus community to celebrate the end of the academic year with live music, entertainment, and giveaways, including a Barefoot T-shirt available to students only. The tradition of Barefoot began in 1979 and averages over **5,000** students each year.

OPPORTUNITIES AVAILABLE

GOLD LEVEL (\$4,000)

- Two tables with premier placement
- Printed recognition on posters, printed material, website (where applicable)
- Logo on event t-shirt
- Oral acknowledgement at event

SILVER LEVEL (\$2,000)

- One table with with premier placement
- Printed recognition on posters, printed material, website (where applicable)
- Oral acknowledgement at event

BRONZE LEVEL (\$1,000)

- Table near other sponsors
- Oral acknowledgment at event

****DUE TO EVENT T-SHIRTS, SPONSORS CANNOT USE T-SHIRTS AS GIVEAWAYS**

MAJOR EVENTS

RAID THE REC (AUGUST)

ECU Campus Recreation and Wellness hosts Raid the Rec annually at the Student Recreation Center (SRC) during Friday of move in weekend. There will be free food, games, inflatables, fitness activities, indoor glow-in-the-dark roller skating, a DJ, and t-shirts available for participants. This event has more than **2,500** students in attendance.

BEACH FEST AFTER DARK (SEPTEMBER)

ECU Campus Recreation and Wellness hosts Beach Fest. There will be free food, games, inflatables, and t-shirts available for participants. Students can take a ride on our zip line, paddle on the lake, or just relax in the sun on the sandy beach at the North Recreational Complex during this exciting event. Attendance for this event is expected to be **500**.

ECU HOMECOMING WEEK (MID-FALL)

This week-long event is a staple at any university, but nothing compares to the Pirate Nation's™ annual Homecoming Week game and events. Sponsors will table at two events: the Homecoming Concert and Cannon Ball. Attendance at each event is **1,500** students.

POLAR BEAR PLUNGE (JANUARY)

The annual Polar Bear Plunge will be held at the Student Recreation Center where ECU students, faculty and staff can reveal their wild side by taking a plunge into the icy waters of the outdoor pool in the heart of winter. This is a great opportunity to engage on-campus students. Attendance for this event is expected to be **600 to 700**.

SPRING FEST (APRIL)

ECU Campus Recreation and Wellness hosts Spring Fest annually at the North Recreational Complex. There will be free food, games, inflatables, fitness activities, zip lining and boating. Students can earn T-shirts and promotional items by participating in various game and events. Attendance for this event is expected to be **500**.

STORM THE STADIUM (APRIL)

Storm the Stadium is one of the longest stair climb challenges in Eastern North Carolina. All proceeds from Storm the Stadium go to support scholarships and programming for ECU's student veterans. In addition, there will be an "ultimate" version for those who want to really test their limits. Attendance for this event is expected to be **200 to 300**.

OPPORTUNITIES AVAILABLE

GOLD LEVEL (\$2,000)

- Two tables with premier placement
- Printed recognition on posters, printed material, website (where applicable)
- Logo on event t-shirt
- Oral acknowledgement at event

SILVER LEVEL (\$1,000)

- One table with with premier placement
- Printed recognition on posters, printed material, website (where applicable)
- Oral acknowledgement at event

BRONZE LEVEL (\$500)

- Table near other sponsors
- Oral acknowledgment at event

****DUE TO EVENT T-SHIRTS, SPONSORS CANNOT USE T-SHIRTS AS GIVEAWAYS**

SPECIAL EVENTS

TRANSFER ORIENTATION

Attend transfer orientations involvement fair in the Main Campus Student Center during March, May and October. Each sponsor will be provided a table. In addition, each sponsor will be given slide show recognition for online student orientation.

FALL AND SPRING HOUSING FAIRS AND BUS TOURS

Off-Campus Student Services hosts Fall and Spring Housing Fairs on Main Campus (MC) and Health Sciences Campus (HSC), in addition to Bus Tours for students interested in living off campus. The housing fairs provide an opportunity for students to collect information in one place about housing facilities in the community. The bus tours showcase off-campus venues and locations to students and potential residents that are normally unable to venture off campus. Sponsors will be listed as tour stops.

PIRATE READ

The Pirate Read aims to allow first year students to share a common reading experience with fellow classmates, faculty, and staff prior to coming to campus. The author of the selected book presents to the campus community during the fall semester. Sponsorship includes tabling at the author's symposium.

DAY AT THE MAIN CAMPUS STUDENT CENTER

Opportunity to have a table at the main entrance of the Main Campus Student Center. Sponsors can choose a four-hour block of time: 10AM-2PM or 2PM-6PM. This student center serves over **2,400** students per day.

DAY AT THE HEALTH SCIENCES STUDENT CENTER

Opportunity to connect with students on the Health Sciences Campus with a table in the foyer of the Health Sciences Student Center. Sponsors can choose a four-hour block of time: 10AM-2PM or 2PM-6PM. This student center serves over **785** students per day.

DAY AT THE DINING HALLS

Opportunity to set up a table at the entrance a dining hall for one day in March or April. Sponsors can choose a four-hour block of time: 10AM-2PM or 2PM-6PM. The dining halls serves over **5,000** students per day.

DAY AT CAMPUS RECREATION & WELLNESS

Opportunity to connect with students in the foyer of the Campus Recreation and Wellness Center. Sponsors can choose a four-hour block of time: 10AM-2PM or 2PM-6PM. The center serves over **3,500** students a day.

OPPORTUNITIES AVAILABLE

TRANSFER ORIENTATION | \$1,250

MC HOUSING FAIRS | \$1,000

\$500 EACH

HSC HOUSING FAIR | \$250

BUS TOURS | \$1,000

\$500 EACH

PIRATE READS | \$1,000

\$500 | FOUR-HOUR BLOCK

- *DAY AT THE MAIN CAMPUS STUDENT CENTER**
- *DAY AT THE HEALTH SCIENCES STUDENT CENTER**
- *DAY AT THE DINING HALL**
- *DAY AT CAMPUS RECREATION AND WELLNESS**

ADDITIONAL EVENTS

The Division of Student Affairs, has additional sponsorship opportunities outside of those listed in this packet. To request information on the following events and price points, please reach out to the Office of Student Affairs Development at sadevelopment@ecu.edu.

- 7:07 Series
- Alternate Break Experience
- Corporate & Leadership Awards Banquet
- Dancing with the Stars to benefit Lucille W. Gorham Intergenerational Center
- Fall and Spring Fairs and Employer Partner Program by ECU Career Services
- Lavender Launch
- Love Wins to benefit LGBT Resource Center
- Lucille W. Gorham Intergenerational Center IGCC Day
- Men's Leadership Initiatives
- National Coming Out Day
- peace.love.pirates.cure
- Pirates After Dark
- S.P.A.R.K - Speakers Presenting and Advocating Real Knowledge
- SAB Film Series



FREQUENTLY ASKED QUESTIONS

My company is interested in sponsoring an event, but new to the process. Who should I contact?

Thank you for your interest in event sponsorship at East Carolina University. To begin the process, please contact Student Affairs Development at sadevelopment@ecu.edu or call 252-737-4827.

What are my next steps?

Student Affairs Development will schedule an initial phone or face to face meeting to discuss sponsorship opportunities. This meeting will allow Student Affairs Development staff to walk you through best options based on your company's budget, target student demographic, and peak customer acquisition timeframes. Companies will then sign and return sponsorship agreements, with payment, prior to the event.

Are sponsorship payments due at once or can my company pay in installments?

Payment options for companies with signed sponsorship agreements is as follows:

- *Quarterly Payment Option | \$10,000 and higher*
- *July 30th Deadline | \$9,999 and below*

What happens after agreement and payment terms are completed? (Applicable to new and returning sponsors)

Companies with signed and returned sponsorship agreements, with payment, will receive the following from the Office of Student Affairs Development:

- *Request for corporate wordmarks, logos and language, based on sponsorship agreement benefits and terms. All marketing materials are due 60 days prior to each event*
- *Calendar invitations to events, event rain dates, and marketing deadlines based on sponsorship agreement terms*
- *Invitations to pre-event conference calls to discuss final event details and sponsor questions*

Are there deadlines to be on printed material?

Due to design and printing time, there will be minimum of 30 days advanced notice to make it on event t-shirts or other printed material for sponsorships. (Due to event t-shirts, sponsors cannot use t-shirts as giveaways.)

During Events

At any in-person sponsorship opportunity, the business partner may distribute qualified sponsorship materials, provide educational information, and demonstrate products and services. No direct marketing or sales allowed.

Violation of the above and other unacceptable behavior such as speaking negatively about ECU events, departments, or other sponsors, and refusal to comply with University staff may result in your agreement being cancelled. ECU reserves the right to refuse future sponsorships from sponsors who break University policy.

For more information or to secure a sponsorship, please contact:

OFFICE OF STUDENT AFFAIRS DEVELOPMENT

sadevelopment@ecu.edu

(252) 737-4970

