



SPONSORSHIP
OPPORTUNITIES
2024-2025



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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 East Carolina University’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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TABLING OPPORTUNITIES (Fall)

Tabling at events can be a fun, socially engaging way to interact with students. By participating in events you are able to give away items, share your business brand, and give students a chance to ask questions about what services you provide.

Raid the Rec (\$500)

- August 16th, 6:00PM-9:00PM, Eakin Recreation Center. First welcome back event of Pirate™ Experience Weekend with inflatables, games, giveaways, and food. Expected attendance around 2,800.

Pirate Palooza (\$500)

-August 17th, 6:00PM-9:00PM, Main Campus Student Center. An annual tradition going into it's 23rd year, this carnival-themed event will have t-shirts, giveaways, rides, attractions, music and much more. Expected attendance is over 3,000.

Get a Clue (\$250)

-August 28th, 11:00AM-2:00PM, ECU Campus Mall. Get a Clue is the student involvement fair. The event features over 200 student organizations and clubs excited to recruit new members and promote their activities to others. Expected attendance throughout the day is over 3,000.

Family Weekend (\$1,000)

-September 28th, three hours prior to kickoff, tailgate lot. Bringing families, students, faculty, and staff together to represent life at ECU. Expected attendance 1,500.

Homecoming Week (\$500)

-October 19th-26th. Featuring a full week of activities with 2024 theme "ECUniverse" is the ultimate showcase of school spirit. The week features a Homecoming Dance, Kickoff, Song, Skit, and Dance Competition, and a food drive to help the local community. Tabling will take place at Cannonball or Skit Night depending on location. Expected attendance 750.

TABLING OPPORTUNITIES (Spring)

Tabling at events can be a fun, socially engaging way to interact with students. By participating in events you are able to give away items, share your business brand, and give students a chance to ask questions about what services you provide.

Polar Bear Plunge (\$500)

-January 23, 2025, 6:00PM-8:00PM, Eakin Recreation Center. The 29 year old tradition features a student organization fair, DJ, food, t-shirts, and around 1,000 students jumping in the outdoor pool.

Spring Housing Fair (\$1,000 or \$500-for properties with transit contract))

-March 2025, Main Campus Student Center. For students who are looking to live off-campus. Food, games, and the opportunity to meet with off-campus partners. Expected attendance 500-700

Barefoot on the Mall (\$1,000)

-April 29, 2025, ECU Campus Mall. The largest and last event before final exams and graduation. A full day of activities and concerts. Food trucks, giveaways, inflatables, and musical acts fill up the day. Expected attendance is more than 6,000 students throughout the day.

Transfer Orientations (\$250 per session)

- November 2024, January 2025, and April 2025. ECU hosts five transfer orientations and these are three largest. This a per event sponsorship . Expected attendance is between 75-125 each session.

"Days At" on Campus (\$500)

-Table at one of the following locations: Main Campus Student Center, Health Science Student Center, Eakin Recreation Center, or at one of the Dining Halls. We help you schedule the day from 10:00AM-4:00PM.

LOGO OPPORTUNITIES

Logos throughout campus grab attention of students. It is the foundation of brand identity and brand recognition. These opportunities help your business unique and recognizable.

Family Weekend T-Shirt (\$1,000)
-1000 to 1,500 shirts. Deadline, September 1st.

Homecoming T-Shirt (\$500)
-500 shirts. Deadline, September 15th.

Halloween Havoc T-Shirt (\$500)
-500 Shirts. Deadline, October 3rd.

Intramural Champion (\$1,000)
- Fall 300 shirts. Deadline, August 1st.
-Spring 300 shirts. Deadline, November 1st.

Barefoot on the Mall (\$1,000)
- 1,500 shirts. Deadline, March 15th.

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 (Keith Tingley) at tingleyk@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
- Within 30 days of Reminder of Payment | \$9,999 and below

What happens after agreement and payment terms are completed?

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 deadlines to turn in logos.

At 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.

Individuals requesting accommodation under the Americans with Disabilities Act (ADA) should contact ECU's ADA coordinator at least 48 hours prior to the event at 252-737-1018 or ada-coordinator@ecu.edu

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

OFFICE OF STUDENT AFFAIRS DEVELOPMENT

tingleyk@ecu.edu

(252) 737-4827

