

July 2022

Fall Welcome Sponsorship Proposal

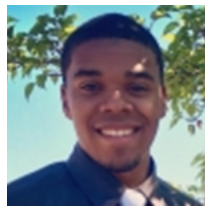


WESTERN MICHIGAN UNIVERSITY
Office of Student Transitions

About Us

- At the Office of Student Transitions, we empower students to foster adaptive thinking to further drive college success. By closing the bureaucracy loop and implementing agile frameworks, we help students grow confident and get the help they need in all aspects of collegiate life.
- We are the equivalent of a consulate in our aid of new students. With years of experience under our staff's belt, we are dedicated to the betterment of students, organizations, and the community in general.

Meet The Team

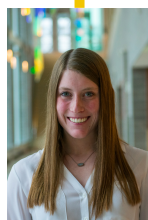


Matthew Bracey
Fall Welcome Co-ordinator

APMs



Ephraim
Bahre



Grace Filpi



Kayla White



Emily Lulofs

About Fall Welcome

(August 25 - August 30)

- Fall welcome is a program we use to aid incoming students which translates into a higher level of academic and social success.
- It involves presenting resources and opportunities available to help new students across all backgrounds get the best out of their transition period and their college stay.



Event Highlights

- Scavenger Hunt
 - Buster's Block Party
 - Masked Singer
 - Play-fair
 - piñata Bash
 - Dance Party
 - Glow Yoga
 - Chalk Tournament
 - E-sports
 - Bingo
 - Paint Your Canvas
 - Dorm Décor
 - Board Game Night



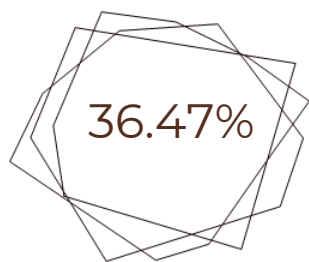


Why Sponsor Us?

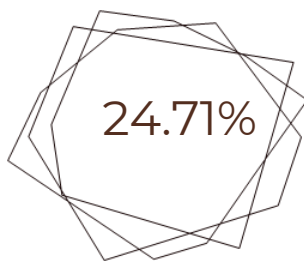
- Brand loyalty can be achieved through in-person exposure to the customer. We can give you multiple opportunities including Bronco Bash and Block Buster Party to set up booths and connect with potential customers.
- Positive image/reputation. Fall Welcome is an event centralized around welcoming and nurturing students from all walks of life. Consequently, sponsoring this event would build companies a level of reputation that is invaluable.
- Mutually beneficial business and interpersonal connections. Fall Welcome happens every year and we have multiple sponsorship opportunities at each event. We believe business transactions, including sponsorships, should be built on trust. As such, we take time and effort researching our prospective sponsors. Discovering our common core values and means through which a symbiotic relationship can work, we are able to be relatable and trustworthy for years of partnership.
- Integrity is a core value to us. We are committed to responsible stewardship and we stand true to our goal of helping students and organizations succeed. In addition, our unwavering staff is dedicated to negotiating helpful conditions our sponsors request in alignment with the values of our office.
- Our attendance information can be proof that there are many international and Transfer students in attendance. This ensues a new business venture for your company.

Attendance Report

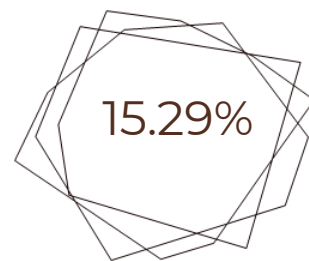
- Data collected from the previous Fall Welcome shows that we have an 8% international student attendance on average.
- Transfer students also have an average attendance rate of 8% within Fall Welcome.
- The share of the international students in attendance falls into these birth country categories.



Other



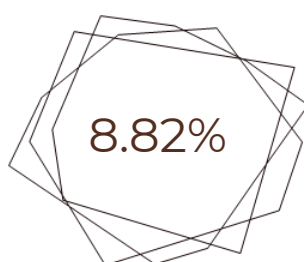
Korea



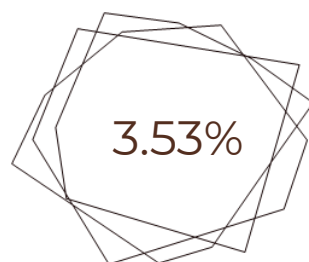
China



India



Malaysia



Indonesia

Means of Sponsorship

- We accept a plethora of sponsorship forms or types. Businesses Can qualify for the respective sponsorship tiers through the donation of in-kind goods which include:
 - Food Donation. Businesses can give out \$500 worth of food during the Buster Block Party as mentioned in the next page.
 - Gift Cards, Coupons, Promo Codes, Tickets and Discounts donations
 - Merchandise donations.
 - Service Donations. Businesses can donate services that would help Fall Welcome run smoother.
 - Sponsor a specific event within Fall Welcome and donate goods needed for that event.



Sponsorship Packages

Gold Tier - \$500 and higher

- Company logos on the Fall Welcome website
- Company name mentions in programs
- Free booth at Bronco Bash
- Named Fall Welcome sponsors (Fall Welcome sponsors get logos on Fall Welcome posters and get three event business name mentions. I.e. sponsored by...)
- Included in the list of restaurants we order meals from for the training. (Restaurant-only)*

Silver Tier - Greater than \$250

- Named Fall Welcome sponsors (Fall Welcome sponsors get logos on Fall Welcome posters and get three event business name mentions. I.e. sponsored by...)
- Company logos on the Fall Welcome website
- Company name mentions in programs

Bronze Tier- Less than \$200

- Company logos on the Fall Welcome website
- Company name mentions in programs

*Restaurants qualify for the Gold Tier package by bringing \$500 worth of food to the Buster Block Party.

Contract Terms and Agreement Form



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