University Day
2021 Sponsorship Packet
March 26, 2021

Last Updated on 2/24/2021
University Day 2021 – Sponsorship Pricing
Build Your Own Sponsorship Package

Select as many promotions/perks as you would like from the list below.
Each perk can only be used once.

<table>
<thead>
<tr>
<th>PRICE</th>
<th>PROMOTIONS &amp; PERKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>$100</td>
<td>Company Name/Logo with Live-Link Displayed on Event Website for One Year (over 3,400 views)</td>
</tr>
<tr>
<td>$100</td>
<td>Company Name/Logo Listed on Promotional Event Banner at UNT Recreation Center (925 daily attendance)</td>
</tr>
<tr>
<td>$100</td>
<td>Company Name Listed on Event Spotify Playlist Description</td>
</tr>
<tr>
<td>$150</td>
<td>Company Name/Logo Listed on Event Bag</td>
</tr>
<tr>
<td>$150</td>
<td>Company Name/Logo Displayed on Yard Signs &amp; Digital Promotions Advertising Event</td>
</tr>
<tr>
<td>$150</td>
<td>1 Social Media Advertisement of Your Choice Featuring Company</td>
</tr>
<tr>
<td>$150</td>
<td>Company Name/Logo Included in Advertisement in NT Daily Student Newspaper print and online (28,000 weekly reach)</td>
</tr>
<tr>
<td>$250</td>
<td>Company Name/Logo on Event Shirt</td>
</tr>
<tr>
<td>$250</td>
<td>Company Name/Logo Included in Event Promo Video Shared on Social Media (over 16,000 reach)</td>
</tr>
<tr>
<td>$500</td>
<td>Company Name Displayed in All-Student E-mail Message (over 37,000 reach) &amp; Social Media (over 16,000 reach) Communications Advertising Event</td>
</tr>
<tr>
<td>$750</td>
<td>1 Social Media Update Featuring Company on Official UNT Social Media (over 75,000 reach)</td>
</tr>
</tbody>
</table>
2021 University Day Sponsor Rules

Sponsorship during University Day allows businesses and organizations to interact with students and celebrate with UNT during one of our favorite events of the year! This event would not be possible without the support of Denton businesses and organizations, and we hope that you will consider joining us to celebrate 60 years as a university. University Day will take place virtually on Friday, March 26, featuring new and exciting ways for sponsors to reach UNT students and the Mean Green community. Sponsorship will be completely a la carte, enabling you to choose perks/benefits that make sense for your business from an advertising and financial standpoint.

Perk Descriptions/Deadlines

Because we rely on outside vendors and have offered some time sensitive perks, please be mindful of the March 12th deadline below in order to receive your fully anticipated sponsor benefits*. Please see the Build Your Own Sponsorship Package Page for a full list of available perks and pricing.

*If we do not receive the required materials by the deadlines listed below, we cannot guarantee you will receive the full extent of the perk.

Perks

The deadline to submit all content and payment is Friday, March 12.

- Company Name/Logo with Live-Link Displayed on Event Website for One Year
  - Your company name/logo will be displayed on the home page of the website for 1 year with a link to your website
- Company Name/Logo Listed on Promotional Event Banner at UNT Recreation Center
  - Your company name/logo will be displayed on a banner promoting the event
- Company Name Listed on Event Spotify Playlist Description
  - Your company name will be listed in the description section of a Spotify playlist that will be shared to commemorate the event
- Company Name Listed on Event Bag
- Company Name/Logo Displayed on Yard Signs & Digital Promotions Advertising Event
  - Your company name/logo will be displayed on promotional event yard signs placed around campus and digital screens in the UNT Union
- Social Media Advertisement of Your Choice on Student Activities Social Media
  - You can choose the advertising method that works best for your business/organization/entity if that is a post, giveaway through our account, takeover on our story, etc.
  - We will work with you to determine the best method of advertisement
    - We can post an advertisement you create OR we can create a promotion for you
- Company Name/Logo Included in Advertisement in NT Daily Student Newspaper
- Company Name/Logo Included on Event Shirt
- Company Name/Logo Included in Event Promo Video Shared on Social Media
- Company Name Displayed in All-Student Email Message & Social Media Communications Advertising Event
  - Your business/organization will be included in an event promotion that lists our sponsors in an email that’s sent to the student body
  - You will also be included in our event promotions on Student Activities social media
- Social Media Update Featuring Company on Official UNT Social Media
  - Company name/logo included in an event promotion on the official UNT social media account

Additional Information
Refunds for perk cancellations will be considered on a case by case basis.