University Day
2022 Sponsorship Packet
April 1, 2022
11:00am – 1:30pm
UNT Library Mall

For more info and to register, visit studentactivities.unt.edu/university-day

Last Updated on 2/16/2022
University Day celebrates the day that North Texas State College earned its status as a University, and officially became the University of North Texas, as we know it today. The event will be hosted on Friday, April 1 from 11:00am-1:30pm. Attendance at the event is expected to reach about 4,500 students, faculty, and staff. In return for your generous sponsorship, we provide perks that allow additional marketing opportunities for your entity, as well as event-day perks that will enhance your experience at University Day!

Sponsorship is open to for-profit, non-profit, and local businesses. We define local businesses as those that are local to Denton only (or with limited locations elsewhere), are independently and locally owned/operated, and/or are not a franchise or chain. Non-profit and government organizations will have the opportunity to table at the event for a discounted rate.

For more specific information on guidelines and what to expect as a sponsor at University Day, check out our Sponsor Rules. If you have any questions about becoming a sponsor at this event, please contact Andrea.Jackson@unt.edu.

To register as a sponsor for University Day, sign up using our Registration Form on OrgSync!

The deadline to register and pay for sponsorship at University Day is Friday, March 11 at 5pm.
# University Day 2022 – Sponsor Pricing

## 2022 University Day Sponsorship Levels & Benefits

<table>
<thead>
<tr>
<th>STANDARD LEVELS &amp; BENEFITS</th>
<th>$250</th>
<th>$500</th>
<th>$1,000</th>
<th>$2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Table at Event (approximately 10’ x 10’ space) &amp; 1 Parking Pass</td>
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<tr>
<td>Company Name/Logo with Live-Link on Event Website for 1 Year (over 2,700 views)</td>
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<tr>
<td>Company Name/Logo Listed on Promotional Event Banner at UNT Recreation Center (3,500 daily attendance)</td>
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<tr>
<td>Company Name/Logo Included in Event Promo Video Shared on Social Media (over 16,000 reach)</td>
<td>☑</td>
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<tr>
<td>Additional Space at Event for Large Display (approx. 10’ x 20’ total) May be used to display a vehicle, as approved by Student Activities</td>
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<tr>
<td>Company Name/Logo Displayed on Yard Signs &amp; Digital Promotions Advertising Event</td>
<td>☑</td>
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<tr>
<td>Company Name/Logo Included in Advertisement in NT Daily Student Newspaper print and online (28,000 weekly total reach)</td>
<td>☑</td>
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<tr>
<td>1 Social Media Advertisement Featuring Company via Student Activities Facebook, Instagram, and Twitter prior to event (ad will include 1 photo and caption to be provided by sponsor)</td>
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<tr>
<td>1 Verbal Announcement of Sponsorship at Event (copy to be provided by sponsor)</td>
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<tr>
<td>Company Name Displayed in All-Student E-mail Message (over 37,000 reach) &amp; Social Media (over 20,000 reach) Communications Advertising event</td>
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<tr>
<td>1 Social Media Update Featuring Company on Official UNT Social Media (over 275,000 reach)</td>
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## ELIGIBILITY-SPECIFIC LEVELS & BENEFITS

*Must be able to prove non-profit or local business status to qualify*

- **Non-Profit Business & Government Organization Special**: 1 Table & 1 Parking Pass — $25
- **Locally-Owned Denton Business Special**: 1 Table & 1 Parking Pass — $150
**2022 University Day Sponsor Rules**

**Timing Specifications:**
- All sponsors must check-in with Student Activities on the day of the event within the specified time window as provided in the pre-event informational email
  - Sponsors will receive this information no less than (1) week prior to the event
  - Typically, check-in takes place beginning at 10:00am
- All sponsors must be set-up no later than 10:45am on the day of the event
  - Any tables that are empty or sponsors who have not checked in by 10:45am will forfeit their table, and it will be released to groups on the waitlist for the event
  - No refunds will be given
- At least one representative must be present at each sponsor table between the hours of 11:00am-1:30pm

**Table/Space Information:**
- Tabling locations will be pre-assigned by Student Activities
  - These spaces may not be moved or altered, and sponsors may not switch locations without consent from Student Activities
- Sponsors may not share a table with another sponsor, organization, or entity that has not signed up to serve as a sponsor at University Day
- Outdoor sponsors will be allowed to set-up (1) 10’x10’ tent to provide shade, but the tent must be weighted down for safety purposes
  - Failure to utilize tent weights will result in event staff asking the sponsor to take their tent down
- Sponsors may only use amplified sound at their table/space if it does not interfere with activities of nearby sponsors, organizations, or Student Activities staff

**Marketing:**
- All flyers, handouts, and giveaways (including food and drinks) must comply within University policy
- Sponsors may not sell any items or take in any donations in exchange for giveaways
- Sponsors must stay at their assigned table/space during the event
  - No roaming or passing out materials/items outside of your table location will be allowed
  - Sponsors who are seen roaming the event to pass out items may be asked to leave
- Due to the number of estimated attendees, sponsors are encouraged to bring, at minimum, 2,000 items to provide for guests

**Additional Information:**
- Any damage to UNT property will be the responsibility of the entity that caused it
- Sponsors who are no longer planning to attend University Day should cancel their involvement by emailing Andrea.Jackson@unt.edu as soon as possible