



UNIVERSITY DAY 2025

Years and counting
64



SPONSORSHIP OPPORTUNITIES

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. Attendance at the event is expected to reach about 4,500 students, faculty, and staff.

OPEN TO

Non-Profit Organizations
For-Profit Organizations
Local Businesses

CONTACT US

Aisa Terry, Coordinator
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APRIL 4, 2025



11:00 AM – 1:00 PM



REGISTER BY
MARCH 24, 2025

	\$2,000	\$1,000	\$500	\$250
1 Social Media Update Featuring Company on Official UNT Social Media ▶ over 500,000 reach	•			
1 Verbal Announcement of Sponsorship at Event ▶ verbiage to be provided by sponsor	•			
1 Social Media Advertisement Feature on Student Activities Social Media ▶ ad will include 1 photo and caption to be provided by sponsor	•	•		
Logo Displayed on Yard Signs Advertising Event	•	•		
Additional Space at Event for Large Display (approximately 10' x 20' to-tal) ▶ may be used to display vehicle, as approved by Student Activities	•	•		
Logo Included in Event Promo Shared on Social Media ▶ over 25,000 reach	•	•	•	
Logo Listed on Promotional Event Banner at UNT Recreation Center ▶ 1,500 daily attendance	•	•	•	
Logo with Live-Link Displayed on Event Website for One Year ▶ over 7,700 views	•	•	•	
1 Table & 1 Parking Pass at Event (approximately 10' x 10' space)	•	•	•	•
Non-Profit Organization Special (\$25) ▶ 1 Table at Event ▶ Parking Pass				
Locally-Owned Denton Business Special (\$150) ▶ 1 Table at Event ▶ Parking Pass				

Sponsorship LEVELS

SPECIAL PRICING for Local & Non-Profit businesses!
Contact us to see if you qualify.

TIME 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-1:00pm

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, 1,000 items to provide for guests

ADDITIONAL INFORMATION

- Any damage to UNT property will be the responsibility of the entity that caused it

CANCELATION

- Sponsors who are no longer planning to attend University Day should cancel their involvement by emailing Aisa Terry at Aisa.Terry@unt.edu as soon as possible