

May 29, 2013

Dear Local Community Organization Leader:

On behalf of the Purdue University Boiler Gold Rush (BGR) staff and The Greater Lafayette Chamber of Commerce, we would like to invite you to participate in this year's Welcome to the West Lafayette/Lafayette Community Business Fair on Tuesday, August 13, from 11:00 am to 2:00 pm in the Purdue Armory. This is one of our most popular events during the five-day orientation program with more than 5,000 new students and 500 student leaders rotating through the fair. The cost to participate in the fair for a non-profit organization such as yours is \$30, which includes use of one table and two chairs at the fair. We suggest providing the students with information about your non-profit organization and small "giveaways" (i.e. pens, pencils, coupons, bumper stickers, cups, food samples, etc.). These giveaways will encourage students to approach your table and familiarize themselves with your business. In addition, this fair would be an excellent opportunity to distribute applications to students seeking employment or volunteer opportunities. This is a first come, first serve event and once our tables are taken, we will no longer accept reservations. We will also not accept any late arrivals. This is a change from years past as we are no longer having student organizations in the fair.

The Boiler Gold Rush program is sponsored by the Student Success at Purdue office. In 2012, about 5,100 students participated in BGR. The program's goal is to familiarize the new students with the University and community, as well as to assist students in their transition to Purdue.

Once your form is submitted you will need to send our office a check in the amount of \$30.00 payable to Purdue University. *NOTE: We must receive your payment in order for your table to be reserved. If you are planning to provide food samples to participants, you must have a Certificate of Insurance demonstrating a minimum of \$1.0 million in general liability insurance coverage on file with our office. **If we do not have a Certificate of Insurance on file for your business, you will not be permitted to provide samples to participants.**

The registration deadline for the fair is Friday, July 12, 2013. After registration, a confirmation letter will be sent at the end of July with more detailed information.

Please keep in mind that BGR is an alcohol and drug-free program that encourages responsible lifestyles. Participants are generally younger than 21. Therefore, the Student Success at Purdue office reserves the right to decline any offer of support from a business that derives a large proportion of its revenue from the sale of alcoholic beverages or actively promotes the consumption thereof.

We are very excited about Boiler Gold Rush and look forward to working with you. Your participation will be beneficial to your business, as well as the over 5,000 students who will participate in the fair.

Questions about any of this should be directed to Karen Huston at kshuston@purdue.edu or 765-494-9328 or Erin Nelson at enelson@greaterlafayettecommerce.com. We thank you for your time and consideration.

To register for this event, click [here](#).

Sincerely,

Karen Huston
Student Success at Purdue
Purdue University

Erin Nelson
Greater Lafayette Chamber of Commerce