

JOIN US FOR 2024

SPONSORSHIP OPPORTUNITIES

Let us help you connect new students to your local business and organization.



IMPACT OF SPONSORSHIP

SCALE

Purdue University welcomes over 9,000 students annually

With over 8,000 new students and over 700 student volunteers, Purdue's multi-day orientation "Boiler Gold Rush" is one of the five largest and most robust programs in the country.

VARIETY

Orientation programs throughout the year - January, June, August

Locations - West Lafayette and Indianapolis (new in 2024)

Sizes - from small groups of 25 to a large scale of 8,000+

Participant - current & new student, transfer, international, families

Types of sponsorship (examples below of past successful partnerships)

RESULTS

"I appreciate that this is a great opportunity to connect with a large number of students across a wide variety of backgrounds. I think more students recognize us as a company because of this."

2023 participating business

The examples below show the variety of previous successful sponsorships. The Orientation Programs team works closely with sponsors to explore creative ideas that support the mission of both organizations.

IN-KIND

- Purdue-themed drone show
- Space rental at no- or reduced-cost
- Apparel items for staff, volunteers, student participants, or families
- Catered food for staff training or special events

MONETARY

- Financial support for large scale social events
- Supplemental event activities for participants and families
- Staff apparel with business logo
- Take home items for families

FOOD

- Coupon code for participants to redeem free item in online order
- Catering for student volunteer functions during the year
- Free item for a small group or individual during the program

VARIETY OF SPONSORSHIP

The variety of programs results in a wide-range of sponsorship opportunities. Businesses and organizations can pursue in-kind sponsorships that benefit anywhere from 25 to 10,000 individuals, depending on their interest or financial ability.

Some examples are provided below.

10,000+

*Financial support of a large-scale event during Boiler Gold Rush
Supplemental event experiences (photo printer, food trucks, etc.)*

Free item (ice cream, drink, etc.) at local restaurant

Coupon code to redeem for an online order

8,000+

Supplemental event experiences

Complementary meal(s) for all student participants, volunteers

Free item for all Boiler Gold Rush participants

1,000+

Specialty item/experience for international students and families

Specialty item/experience for Summer Visit Days attendees

Complementary meal(s) for forty student groups or volunteers

800+

Specialty item/experience for international students

Specialty item/experience for all professional staff and volunteers

Complementary meal(s) for thirty student groups or volunteers

200+

Specialty item/experience for transfer students

Specialty item/experience for mid-level volunteers and core team

Complementary meal(s) for ten student groups or volunteers

25

Apparel items for core team of students and staff

Complementary meal(s) for one student group or core team

2024 EVENTS AND STAFF

Opportunities for involvement vary within the events and staff below (dates subject to change)

SUMMER VISIT DAYS

*Friday, June 14 and
Friday, June 28*

*Two, one-day programs for ~500 new
students and families*

BOILER GOLD RUSH INTERNATIONAL (BGRI)

*Friday, Aug. 9 (move-in)
Saturday, Aug. 10 through
Monday, Aug. 12 (program)*

*Multi-day program for ~1,000
international students and families*

BOILER GOLD RUSH (BGR) WEST LAFAYETTE AND INDIANAPOLIS

*Saturday, Aug. 10 through Monday, Aug. 12 (move-in)
Tuesday, Aug. 13 through Saturday, Aug. 17 (program)*

Boiler Gold Rush in Indianapolis move-in and program dates TBD (Aug. 11-17)

*Multi-day program for all incoming new and transfer students
~8,000 in West Lafayette and ~500 in Indianapolis*

ORIENTATION PROGRAMS STAFF & VOLUNTEERS

25 Professional Staff and Student Orientation Committee members

50 Summer Conductors for Summer Visit Days

140 Team Supervisors (20 for BGRI and all for BGR)

650 Team Leaders (600 for West Lafayette and 50 for Indianapolis)

BOILER COLD RUSH JANUARY 10 AND 11, 2025

SPONSORSHIP OPPORTUNITIES

\$25,000+

MONETARY OR IN-KIND

- Collaboration with the Orientation Programs team for a custom event package.
- Involvement at Summer Visit Days events.
- Access to \$10,000 level.
- Opportunities for monetary support in 2024 include: a Purdue-themed drone show, student concert event, apparel items for orientation staff and volunteers, financial waivers for participants



\$10,000+

MONETARY OR IN-KIND

- Access to table at BGR and BGRi check-in (over 10,000 attendees over three days in one central location)
- Three reshares of an organization's Instagram post/story on the @allboardpurdue account story.
- Access to \$5,000 level (shirt logo for monetary donations only)



\$5,000

MONETARY ONLY

- Organization logo on sleeve of staff shirt.
- Reshare of an Instagram post on the @allboardpurdue account.
- Opportunity to participate in an additional Orientation Programs event.
- Logo and linked URL on orientation website.
- Access to \$1,5000 level.
- Limited options (seven total) available for 2024
 - Five (5) for Boiler Gold Rush (West Lafayette)
 - One (1) for Boiler Gold Rush International and Summer Visit Days
 - One (1) for Boiler Gold Rush in Indianapolis



SPONSORSHIP OPPORTUNITIES

\$1,500

MONETARY OR IN-KIND

- Organization logo printed in staff training manual for 700+ volunteers
- Access to \$500 level

\$500

MONETARY ONLY

- Promotion of a student-specific discount (20% or more) and business/organization in the PurdueGuide mobile app during Boiler Gold Rush
- Access to \$100 level

\$100

MONETARY ONLY

- Access to a table at the "B-Involved Fair" event with over 400 registered local and student organizations during Boiler Gold Rush (West Lafayette).



RESTAURANTS & FOOD PROVIDERS

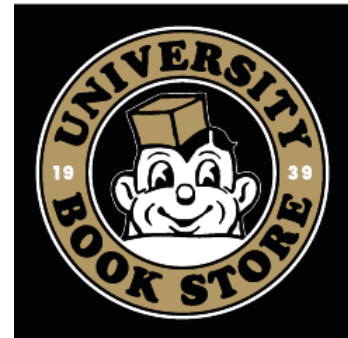
New students to Purdue University love exploring food options in the area, and are often returning customers when they are connected during orientation. A variety of food related sponsorships have been successful, including:

- A free mini-scoop of ice cream for all participants
- A free drink for all staff volunteers
- An online coupon code for a free large food item
- Pre-packaged cookies for parents and family members
- Exclusive (VIP) experience for select student groups and orientation staff members
- Catered options for staff volunteers throughout the year
- Specialty program for participants (unique to businesses with time and staff support to serve 8,000)

CUSTOM PACKAGES

Not seeing something that fits directly with your organization? The Orientation Programs team is willing to explore a custom package that works to benefit both organizations.

THANK YOU TO OUR 2023 SPONSORS



AMERICANCAMPUS.COM/WESTLAFAYETTE



JOIN US FOR 2024!

Deadline to participate is June 1, 2024

For more information, contact
Craig Johnson, Director of Orientation Programs
john1803@purdue.edu