



PURDUE UNIVERSITY®

Total Enrollment
41,573

Football Attendance (AVG.)
47,884

Basketball Attendance (AVG.)
14,093

Demographics



LOCATION
WEST LAFAYETTE, IN

ESTABLISHED
1869

NICKNAME
BOILERMAKERS

MASCOT
BOILERMAKER SPECIAL

SLOGAN
BOILER UP

FIGHT SONG
HAIL PURDUE

CONFERENCE
BIG TEN CONFERENCE

COLORS
PMS 7502 BLACK

RIVAL
INDIANA UNIVERSITY

SIDELINE PARTNER
NIKE

SOCIAL MEDIA
FACEBOOK: 230,200+
PURDUE UNIVERSITY
TWITTER: 84,800
INSTAGRAM: 46,200
@LIFEATPURDUE

Campus Success

Purdue University is focused on preparing its students for all different paths of life. Purdue wishes to provide an education to help its graduates move the world forward.



Old Oaken Bucket

Found on a farm in southern Indiana, the Old Oaken Bucket is one of the oldest football trophies in the nation, dating to 1925. The winner of the annual Purdue-Indiana game gets to add a bronze "P" or "I" chain link and take possession of the trophy. Ironically, the first game ended in a 0-0 tie, resulting in the first link on the chain being an "I-P."



Athletic Success

The men's basketball program won its 23rd Big Ten Conference regular-season championship in 2017 – the most of any school – and advanced to the Sweet 16 in the NCAA Tournament. The football team won the 2017 Foster Farms Bowl.



Institutional Success

Purdue is ranked #8 in best engineering schools according to *U.S. News and World Report* and #1 in Biological/Agricultural. Additionally, in 2018-9 they will be celebrating their 150th anniversary. Alumni from all across the U.S. will travel back to Purdue to celebrate their sesquicentennial at the annual homecoming events.

Top 5 Licensees

- 1 Nike
- 2 Knights Apparel
- 3 Colosseum Athletics
- 4 University Book Store
- 5 Top of the World

Top 5 Product Categories

- 1 T-Shirts
- 2 Women's Apparel
- 3 Fleece
- 4 Headwear
- 5 Fashion Apparel



Living Alumni

465,000

Alumni In-State

205,000

Top Areas of Alumni

- 1 Chicago
- 2 Indianapolis

Prominent Alumni

Neil Armstrong, Drew Brees, Stephanie White, Jerry Ross, Orville Redenbacher, Moira Gunn, Ted Allen, Scott Tingle, John Wooden, Bob Griesse