**LICENSEE FAIR**

Purdue Trademarks and Licensing invites you to participate in its annual Purdue Licensee Fair on Friday, September 8, from 11 a.m. to 3 p.m. at the Francis A. Cordova Recreational Sports Center. The 2017 fair will focus on internal orders with low minimums for 900+ student organizations plus campus departments. Please register by August 18th to secure two complimentary tickets for Purdue’s home football game vs. Ohio U. that evening. Reservations placed after August 18th will not be guaranteed tickets. Registration fee ($40 per company & $10 for each additional person) for participating businesses includes a table and two chairs, tailgate party with food & soft drinks, complimentary football tickets, plus access to Purdue’s campus departments and organizations. For any questions, please contact Jim Vruggink at (765) 494-2086 or jvruggink@purdue.edu.

**NEW LEARFIELD REP FOR PURDUE**

Tom Kehoe has recently replaced Jake Harding as the Learfield Licensing account rep for Purdue. Tom can be reached at tkehoe@learfieldlicensing.com or 317-762-7826.

**NEW MANAGER AT PURDUE TEAM STORE**

Fanatics have recently named Jennifer Cranmer as the new retail manager for the Purdue Team Store located at Ross-Ade Stadium. You may contact Jennifer at jcranmer@fanatics.com if you need to discuss any product placements opportunities in the Purdue Team Store.

**ARTWORK SUBMISSION FOR APPROVAL**

Please remember that all artwork must be submitted through the Learfield Licensing Trademarx Online Art Approval System prior to production. All artwork includes internal and external orders, as well as reprints. If you have questions about the Learfield Licensing Trademarx Online Art Approval System, please email Tom Kehoe at tkehoe@learfieldlicensing.com.

**KEY CAMPUS EVENTS AUGUST-SEPTEMBER**

- August 5th – Summer Commencement
- August 12th – Start of Women’s Soccer Season
- August 14th – BGR Begins
- August 21st – Fall Semester Begins
- August 25th – Start of Women’s Volleyball Season
- September 4th – Labor Day
- September 8th – Football Friday Night Home Opener vs. Ohio
- September 23rd – Homecoming – Purdue vs. Michigan

**NEW TRADEMARK VERBIAGE**

The following phrase has been added to the Purdue art sheet as Trademarked verbiage:

Giant Leaps for Mankind™

Be on the look out for a new Purdue Art Sheet releasing by September 1st.
**2017 PROMOTIONAL FOOTBALL SCHEDULE**

**SEPT. 8 VS. OHIO:**
- Friday Night Home Opener
- First game of the Coach Brohm era under the lights
- Take a Kid to the Game
- Fans can purchase a $5 youth ticket with the purchase of an adult ticket.

**SEPT. 23 VS. MICHIGAN:**
- Homecoming

**OCT. 7 VS. MINNESOTA:**
- Band Day
- The All-American Marching Band will invite over 1,000 local band students to the game.
- Boilermaker Kids Club Game
- All BKC members can claim 2 free tickets to this game.

**OCT. 28 VS. NEBRASKA:**
- Hammer Down Cancer
- The team will be wearing neon yellow ribbons in conjunction with the Purdue Center for Cancer Research.

**NOV. 4 VS. ILLINOIS:**
- Family Day
- Salute to Service Game
- Military personnel and service staff will be honored at this game.
- Boiler Books Game
- Youth 8th grade and under who complete a fall program checklist can turn that checklist in for a $10 Value End Zone youth ticket.

**2017 PROMOTIONAL VOLLEYBALL SCHEDULE**

**AUG. 26 VS. ALABAMA:**
- Kickin’ it Old School
- 90’s themed game.
- National Family Fun Month
- Bring the family out to Holloway.

**SEPT. 20 VS. NORTHWESTERN:**
- Big Ten Home Opener

**SEPT. 23 VS. OHIO STATE:**
- Glory Days
- It is homecoming football weekend and we want our Purdue Alumni to come back and relive the glory days in Holloway Gym.
- Late Night at Holloway!
- It’s a late night game so come dressed in your best pajamas.

**SEPT. 27 VS. INDIANA:**
- Rivalry Game
- Boilermaker Athletic Council Tailgate
- A pregame tailgate will be set-up for all Purdue Student Athletes.

**OCT. 14 VS NEBRASKA:**
- Mackey Match
- We will face Nebraska in the annual Mackey Match.

**OCT. 21 VS RUTGERS:**
- Dig for a Cure
- The team will be wearing pink to support breast cancer awareness.

**NOV. 11 VS WISCONSIN:**
- Salute to Service Night
- Military personnel and service staff will be honored at this game.

**NOV. 25 VS MICHIGAN:**
- Senior Night

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**AUGUST SOCIAL MEDIA CALENDAR**

Please see below our social media marketing lineup for August. We will be highlighting Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you want to donate product for any of these campaigns please send the items to Erika Austin one week prior to date of campaign. Please email Taylor at trademarklicensing@purdue.edu if you have questions.

- **August 3rd** – National Family Fun Month – We will be commemorating the beginning of National Family Fun Month by marketing products the whole family can enjoy.
- **August 5th** – Neil Armstrong’s Birthday – We will be marketing products tied to Purdue Engineering.
- **August 8th** – One Month Until Football Home Opener – We will be marketing Purdue Football themed product and tailgate necessities.
- **August 12th** – First Women’s Soccer Home Game – We will be marketing Purdue Soccer themed product.
- **August 19th** – Fan Day – We will be marketing Purdue Football themed products.
- **August 21st** – Classes Begin – We will be marketing back to school necessities and clothing.
- **August 25th** – First Women’s Volleyball Home Game – We will be marketing Purdue Volleyball themed product.
- **August 27th** – Matt Painter’s Birthday – We will be marketing Purdue Basketball themed product.