

## + 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 18<sup>th</sup> to secure two complimentary tickets for Purdue's home football game vs. Ohio U. that evening. Reservations placed after August 18<sup>th</sup> 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](mailto:jvruggink@purdue.edu).

## KEY CAMPUS EVENTS AUGUST-SEPTEMBER

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

## 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](mailto: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](mailto:jcranmer@fanatics.com) if you need to discuss any product placements opportunities in the Purdue Team Store.

## 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.

## 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](mailto:tkehoe@learfieldlicensing.com).

# 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 8<sup>th</sup> 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

## 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](mailto:trademarklicensing@purdue.edu) if you have questions.

August 3<sup>rd</sup> – National Family Fun Month – We will be commemorating the beginning of National Family Fun Month by marketing products the whole family can enjoy.

August 5<sup>th</sup> – Neil Armstrong's Birthday – We will be marketing products tied to Purdue Engineering.

Summer Commencement – We will be marketing graduation gifts and product.

August 8<sup>th</sup> – One Month Until Football Home Opener – We will be marketing Purdue Football themed product and tailgate necessities.

August 12<sup>th</sup> – First Women's Soccer Home Game – We will be marketing Purdue Soccer themed product.

August 19<sup>th</sup> – Fan Day – We will be marketing Purdue Football themed products.

August 21<sup>st</sup> – Classes Begin – We will be marketing back to school necessities and clothing.

August 25<sup>th</sup> – First Women's Volleyball Home Game – We will be marketing Purdue Volleyball themed product.

August 27<sup>th</sup> – Matt Painter's Birthday – We will be marketing Purdue Basketball themed product.