To celebrate Purdue Football’s Friday Night home opener for the 2017 season, Athletics has created a new logo that can be used on promotional and retail items. This logo will be shared with Purdue’s local retailers in hopes of having product available for Boiler fans. Athletics will be marketing this game heavily due to it being the first game of Coach Brohm’s era leading the Boilermakers.

Game Details:

- Friday, September 8 vs. Ohio, 8 P.M.
- “Take a Kid to the Game” - Fans can purchase a $5 youth ticket with the purchase of an adult ticket
- “Fall Admissions Game” - Future students are provided one free ticket

Please feel free to work with your current customers to push any “Friday Night Under the Lights” product.

EPS files of both versions (black or white background) are available upon request at trademarklicensing@purdue.edu.
Trademarks and Licensing is excited to welcome our two new summer interns, Rachel Gerdes and Taylor Zima.

Rachel is a rising sophomore concentrating on a double major in Marketing and Spanish with interest in Sports Marketing. Some of the projects Rachel will be working on include, T&L website updates, online infringement searches, licensee vendor fair, and the Crafter’s Program. We hope to have Rachel continue with us this upcoming academic year as well.

Taylor is a rising senior majoring in Communication. Taylor will be responsible for managing the RepPurdue social media campaigns for the summer with hopes of also joining us for the upcoming academic year. Taylor will also be working on the T&L monthly newsletter, retailer and licensee communications, art approvals, and participating in the Fair Labor Association Student Engagement Program.

Both interns can be reached at trademarklicensing@purdue.edu

We would like to remind everyone of our guidelines for usage of the trademark symbol and circle r.

The ™ and ® must be included on all promotional and retail products.

The marks can be done in any size that best fits the needs of the overall design. The marks can appear in a tonal application as well as long as it is still visible. Designs submitted through the art approval system without the proper registration mark (™ vs. ®) will be selected for resubmission.

Contact Us!

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Be on the look out for a new Purdue Art Sheet releasing August 1st
SEPT. 8 VS. OHIO:
Time: 8:00 PM ET
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:
Time: 3:30 or 4 PM ET
Homecoming

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

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

NOV. 4 VS. ILLINOIS:
Time: TBA
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 in that checklist in for a $10 Value End Zone youth ticket.

2017 FOOTBALL MONIKER
Purdue Football will be using the phrase “Let’s Play Football” for the 2017 season. Please remember this phrase when developing new football designs.

2017 PROMOTIONAL FOOTBALL SCHEDULE

JULY SOCIAL MEDIA CALENDAR
Please see below our social media marketing lineup for July. 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.

July 14 - One month until BGR move-in – we will be marketing Purdue dorm decorations and freshman essentials.

July 15 - National Give Something Away Day – we will do a day full of giveaways from our Twitter throughout the day.

July 16 – Orville Redenbacher’s Birthday – we will be highlighting this famous Purdue alum.

July 20 – National Moon Day - we will be marketing products tied to Purdue Engineering and Neil Armstrong.

July 21 – One Month Until Classes Begin - we will be marketing back-to-school essentials and clothing for all students.

July 24 - Joe Barry Carroll's Birthday – we will be marketing product tied to Purdue Basketball to celebrate this Purdue Basketball alum.

July 26 – Shorts – to wrap up July, we will be marketing our various shorts to make it through the heat of August.

MILITARY APPRECIATION DAY