

2018-19 PURDUE MEN'S BASKETBALL PROMOTIONAL SCHEDULE

Nov. 1 vs. Marian (Exhibition) - Schedule Magnet Giveaway

Nov. 6 vs. Fairfield - Home Opener

Nov. 10 vs. Ball State - Superhero Night & Food Drive

Nov. 23 vs. Robert Morris - Boilermaker Kids Club Game

Dec. 6 vs. Maryland - Big Ten Home Opener

Dec. 20 vs. Ohio - Boilermaker Kids Club Game

Dec. 29 vs. Belmont - Boilermaker Kids Club Game

Jan. 3 vs. Iowa - Throwback Thursday

Jan. 15 vs. Rutgers - Tickets Start at \$25

Jan. 19 vs. Indiana - Boilermaker Blackout

Jan. 27 vs. Michigan State - T-Shirt Game

Feb. 3 vs. Minnesota - Super Bowl Sunday

Feb. 9 vs. Nebraska - Hammer Down Cancer Game

Feb. 16 vs. Penn State - E'Twaun Moore Bobblehead Giveaway

Feb. 27 vs. Illinois - Tickets Start at \$25

Mar. 2 vs. Ohio State - Senior Day

COMPLIMENTARY TICKETS STILL AVAILABLE FOR MOST PURDUE BASKETBALL GAMES

Boilermaker basketball is just around the corner and we still have plenty of tickets to offer to our licensees and invite them to join the fun in Mackey Arena this fall and winter. The home schedules for Matt Painter's men's team and Sharon Versyp's women's team are listed elsewhere in this newsletter so you can see which games are available. However, please be aware that our supply of tickets is limited and some games are already spoken for -- specifically the men's games versus Indiana on Jan. 19 and Michigan State on Jan. 27.

These will be available on a first-come, first-serve basis with a maximum of two tickets per licensee, but for some games we might be able to arrange for the purchase of additional tickets, if you are willing to pay the current cost in Purdue's dynamic pricing structure. Since our supply of comp tickets is limited, please respond quickly if you want to attend. It would probably be best to submit a list of three or four games that might interest you, in case your top choices are already taken by the time you submit.

Please be aware, when you receive these tickets that they are for use by you or your staff members only and should not be used as giveaways or prizes. Also, please remember to wear PURDUE GEAR when you attend and cheer like crazy for the Boilermakers.

You can submit your request for tickets via email to jvuggink@purdue.edu. If you have questions about this or need to know the status of your request, feel free to contact Jim Vrugink at 765-494-2086.

TARGET ANNOUNCEMENT

In case you haven't heard, a new retail opportunity is coming to West Lafayette in the next year. A "small-format" Target store is being built on the corner of Northwestern and State, just east of campus. Read more at: <https://www.jconline.com/story/news/2018/04/12/target-bringing-small-format-store-near-purdue-west-lafayette-village-area/510390002/>.

2018-19 PURDUE WOMEN'S BASKETBALL

PROMOTIONAL SCHEDULE

- Nov. 4** vs. Ashland – Boilermaker Kids Club
Sunday
- Nov. 11** vs. Harvard – Home Opener
- Nov. 15** vs. Western Illinois – Season-Ticket
Holder “Bring-A-Friend” Game & Gold Mine
Tailgate
- Nov. 18** vs. Purdue Fort Wayne – Tote Bag
Giveaway
- Nov. 29** vs. Miami – Big Ten/ACC Challenge
- Dec. 9** vs. Loyola – Holiday Bash
- Dec. 16** vs. South Carolina – Pack Mackey
- Dec. 19** vs. Albany – Education Day
- Dec. 21** vs. Bradley – Day for the Ages
- Dec. 28** vs. Ohio State – Special Olympics Day
- Jan. 5** vs. Michigan – Girl Scouts Day
- Jan. 20** vs. Indiana - #BeatIU Blackout
- Jan. 31** vs. Nebraska – BMOG Night
- Feb. 7** vs. Illinois – Faculty/Staff Appreciation
- Feb. 14** vs. Minnesota – Valentine’s Day Bash
- Feb. 17** vs. Northwestern – Beat Cancer Pinkout
- Feb. 25** vs. Maryland – Greek Challenge Finale

ADDITIONAL RESOURCE

The Purdue Procurement Office posts open bid opportunities [here](#).

Although the majority of the opportunities are for technology services, they will also post all bids for promotional items that are above \$10,000. To bid on a listing, simply email the contact listed and express your interest in bidding. The bid contact will communicate next steps and more information about the project. Remember that you must hold an internal license to bid.

E-COMMERCE STORES

We are in the process of forming a full list of all Purdue internal e-commerce sites that may be operated by internal licensees. If you are currently operating an internal e-commerce store for fundraising or retail, please send the customer name, link, and terms of agreement to elaustin@purdue.edu by November 15. Contact Erika Austin with any questions.

PURDUE MEN'S BASKETBALL MILESTONE WATCH

As the men's basketball team tips off the 2018-19 season, we will be tracking three possible milestones:

- Entering the season with 295 wins, Head Coach Matt Painter is close to securing his 300th win at Purdue.
- Entering this season, Purdue Men's Basketball is 5 wins away from its 1,800th win.
- In the Big Ten, Purdue is on track to hit its 1000th conference win – the most in league history.

Please contact Erika Austin at elaustin@purdue.edu if you would like to generate any merchandise ideas based on this information.

2018 FOOTBALL PROMOTIONAL SCHEDULE

Nov. 3 vs. Iowa – Boilermaker Kids Club/Family

Day; Ag Game celebrating Purdue's College of Agriculture

Nov. 17 vs. Wisconsin – Senior Day

2018 WOMEN'S VOLLEYBALL PROMOTIONAL SCHEDULE

Nov. 3 vs. Indiana – Boilermaker Blackout #BeatIU

Nov. 16 vs. Nebraska – Pack the House

Nov. 17 vs. Iowa – Senior Night

@REPPURDUE NOVEMBER
SOCIAL MEDIA CALENDAR

We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers.

If you have questions or would like to donate product for any of these campaigns, please email Rachel Gerdes at gerdesr@purdue.edu. To be included in a giveaway, product must be mailed to the Purdue University Office of Trademarks and Licensing one week prior to the listed date.

November 2 – National Jersey Friday – We will be promoting Purdue jerseys.

November 3 – Women's Volleyball vs. Indiana – We will be promoting Only the Strong Wear Black t-shirts and other black volleyball apparel.

November 6 – Men's Basketball home opener vs. Fairfield – We will be promoting men's basketball merchandise.

November 7 - #FreeHatWednesday - Every Wednesday, @RepPurdue does a "Free Hat Wednesday" social media giveaway where Twitter users can "follow" and "retweet" for a chance to win a free cap.

November 11 – Veterans Day – We will be promoting Boilermakers Salute product.

November 11 – Women's Basketball home opener vs. Harvard – We will be promoting women's basketball merchandise.

November 14 - #FreeHatWednesday

November 16 – National Indiana Day – We will be highlighting Purdue University and an array of Purdue product.

November 21 - #FreeHatWednesday

November 23 – Black Friday – We will be promoting any Black Friday deals from Purdue Team Store.

November 24 – Purdue Football at IU – We will be promoting football and #BeatIU merchandise.

November 26 – Cyber Monday – We will be promoting any Cyber Monday Deals from Purdue Team Store.

November 28 - #FreeHatWednesday