

@REPPURDUE OCTOBER
SOCIAL MEDIA CALENDAR

Please see below our social media marketing lineup for October. We will highlight Purdue licensed product for each of these campaigns as promotions and giveaway items to our followers. If you would like to donate product for any of these campaigns, please send the items to Erika Austin one week prior to the promotion date. Please email Rachel Gerdes at gerdesr@purdue.edu with any questions.

October 3 – #FreeHatWednesday

October 3 – National Techies Day – We will be highlighting Purdue Polytechnic Institute. Purdue Polytechnic Institute focuses on hands-on education through its 68 academic programs.

October 4 – National Golf Lover's Day – We will be highlighting golf merchandise, including apparel and other product.

October 5 – Women's Soccer vs. Minnesota – Hammer Down Cancer Game: We will be promoting Hammer Down Cancer product.

October 5 – National Manufacturing Day – We will be highlighting Purdue's College of Engineering: one of the top 3 public engineering colleges in the United States.

October 10 – #FreeHatWednesday

October 10 – National Handbag Day – We will be highlighting purses and other small handbags/clutches.

October 12 – National Farmer's Day – We will be highlighting Purdue's College of Agriculture: home of the #1 Agricultural and Biological Engineering program in the United States.

October 16 – National Pharmacy Technician Day – We will be highlighting Purdue's College of Pharmacy. Offering 10 academic programs, the Purdue College of Pharmacy is "unrivaled."

October 17 – #FreeHatWednesday

October 24 – #FreeHatWednesday

October 27 – National American Beer Day – We will be highlighting Boiler Gold and Boiler Black by People's Brewing Company.

October 31 – #FreeHatWednesday

**2018 WOMEN'S SOCCER PROMOTIONAL
SCHEDULE**

Oct. 5 vs. Minnesota – Hammer Down Cancer

Oct. 7 vs. Wisconsin – Senior Day

Oct. 18 vs. Ohio State – Student Scarf Giveaway

2018 FOOTBALL PROMOTIONAL SCHEDULE

Oct. 20 vs. Ohio State – Pack Ross Ade

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

- Oct. 10** vs. Penn State – Kickin' It Old School
- Oct. 19** vs. Maryland – Boilermaker Kids Club Game
- Oct. 20** vs. Ohio State – Purdue Athletics Doubleheader
- Oct. 31** vs. Michigan State – Senior Night/Boilermaker Kids Club Game
- Nov. 3** vs. Indiana – Boilermaker Blackout #BeatIU
- Nov. 16** vs. Nebraska – Pack the House

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.

COMPLIMENTARY TICKETS TO BE AVAILABLE FOR PURDUE BASKETBALL GAMES

Once again, Purdue's Trademarks and Licensing Office will offer complimentary basketball tickets to our licensees (maximum of two per request) on a first-to-respond basis for the 2018-19 season. We will have a limited number of tickets available for men's and women's games but please do not place requests until receiving our separate email blast about that in mid-October. Thanks for your interest in the football comp tickets that were offered in August. Boiler Up!

PURDUE WOMEN'S BASKETBALL UPCOMING EVENTS

- October 13:** Fan Day with Purdue Men's Basketball – Open to all fans, this event will take place on the Mackey Arena concourse from 2:15 to 3:15 p.m.
- October 17:** Women's Basketball Preseason Banquet; Contact Peggy Smith, peggy.s.smith.notz@statefarm.org for tickets and details.
- October 20:** Women's Basketball at Boilermaker Crossing

ATTENTION INTERNAL LICENSEES

Are you looking for new contacts within student organizations? Use the links below to find organizations and connect with their executive members for future orders of promotional items.

<https://boilerlink.purdue.edu/Organizations>

<https://www.purdue.edu/sao/index.html>

<https://www.purdue.edu/gradschool/student/organizations/index.html>

https://ag.purdue.edu/oap/pages/student_organizations.aspx

<https://engineering.purdue.edu/Engr/Academics/StudentOrganizations>

<https://krannert.purdue.edu/undergraduate/life-at-krannert/clubs.php>

If you attended the 2018 Purdue Licensee Fair, please check your email for a survey requesting your feedback. We would love to hear your thoughts. With your help, we can work to improve and make next year's fair even better.