### Demographics

- **43%** female
- **57%** male
- **16%** are international
- **31%** are out-of-state
- **53%** are in-state
- **96%** are full-time
- **4%** are part-time

### Campus Success

Purdue University is focused on preparing its students for all different paths of life. Purdue wishes to provide an education to help its graduates move the world forward.

### Old Oaken Bucket

Found on a farm in southern Indiana, the Old Oaken Bucket is one of the oldest football trophies in the nation, dating to 1925. The winner of the annual Purdue-Indiana game gets to add a bronze “P” or “I” chain link and take possession of the trophy. Ironically, the first game ended in a 0-0 tie, resulting in the first link on the chain being an “I-P.”

### Athletic Success

The men’s basketball program won its 23rd Big Ten Conference regular-season championship in 2017 – the most of any school – and advanced to the Sweet 16 in the NCAA Tournament. The football team won the 2017 Foster Farms Bowl.

### Institutional Success

Purdue is ranked #8 in best engineering schools according to U.S. News and World Report and #1 in Biological/Agricultural. Additionally, in 2018-9 they will be celebrating their 150th anniversary. Alumni from all across the U.S. will travel back to Purdue to celebrate their sesquicentennial at the annual homecoming events.

### Living Alumni

465,000

**Alumni In-State**

205,000

### Top Areas of Alumni

1. Chicago
2. Indianapolis

### Prominent Alumni

Neil Armstrong, Drew Brees, Stephanie White, Jerry Ross, Orville Redenbacher, Moira Gunn, Ted Allen, Scott Tingle, John Wooden, Bob Griese

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**LOCATION**

WEST LAFAYETTE, IN

**ESTABLISHED**

1869

**NICKNAME**

BOILERMAKERS

**MASCOT**

BOILERMAKER SPECIAL

**SLOGAN**

BOILER UP

**FIGHT SONG**

HAIL PURDUE

**CONFERENCE**

BIG TEN CONFERENCE

**COLORS**

PMS 7502       BLACK

**RIVAL**

INDIANA UNIVERSITY

**SIDELINE PARTNER**

NIKE

**SOCIAL MEDIA**

FACEBOOK: 230,200+
  › PURDUE UNIVERSITY

TWITTER: 84,800
  › @LIFEATPURDUE

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### Top 5 Licensees

1. Nike
2. Knights Apparel
3. Colosseum Athletics
4. University Book Store
5. Top of the World

### Top 5 Product Categories

1. T-Shirts
2. Women’s Apparel
3. Fleece
4. Headwear
5. Fashion Apparel

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Learfield Licensing Partners | Brand Manager, Tom Kehoe | 317.660.7227 | tkehoe@learfieldlicensing.com