



FRESHMAN WELCOME PRESENTING SPONSORSHIP - \$10,000

Every year, the generosity from more than 1,500 families helps to create and enhance the quality of student programs and services that ensure UCF's academic excellence when programs require more funding than state funds and student fees allow.

Demographics:

- Incoming UCF students, their families and UCF alumni

Events Include:

- Tampa Bay Freshman Welcome
- Southeast Florida Freshman Welcome
- Jacksonville Freshman Welcome
- Southwest Florida

Expected attendance:

- Tampa Bay Freshman Welcome – 100
- Southeast Florida Freshman Welcome – 200
- Jacksonville Freshman Welcome - 75
- Southwest Florida - 40

Sponsors will receive:

- Company logo linked to its website on emails promoting Freshman Welcome events
- Company logo on any mailed invitations
- Verbal recognition at events
- Company logo and company website to be displayed at event

Reach:

- Email:
 - Four emails sent to a total of over 70,000 UCF alumni in the four regional areas
 - Four emails sent to a total of over 5,000 incoming students and parents in the four regional areas
- Social Media:
 - 4 Facebook events created with logo recognition
 - Logo recognition on social media promotions
 - Together, campaigns of this nature earn an average of 400,000 impressions

Dates:

- May/June, 2021
 - Tampa Bay Freshman Welcome
 - Southeast Florida Freshman Welcome
 - Jacksonville Freshman Welcome
 - Southwest Florida