

UNIVERSITY OF MIAMI



SPONSORSHIP OPPORTUNITIES
2025



Dear Prospective Community Sponsor,

The University of Miami's Department of Orientation and Commuter Student Involvement (OCSI) is a multipurpose office within the Division of Student Affairs. Our department serves new students and families as well as first-year commuter students through a variety of programs and initiatives. The Great Start pre-orientation program has been a tradition of the commuter student experience since 1989.

Designed with the specific needs of first-year commuter students, Great Start is a required program to prepare them for a smooth transition to the University of Miami. It provides them with tools for success throughout their college experience. This program gives new Canes the opportunity to meet fellow students, hear from current commuters about their experiences, and become familiar with the Coral Gables campus. Taking place before the 'Cane Kickoff orientation program, Great Start welcomes the incoming class to experience a preview of daily life on campus.

This summer, the University of Miami is expecting over 350 new first-year students to attend one of the three weekend-long Great Start experiences. The majority of Great Start participants are residents of Miami-Dade and Broward counties who are eager to learn about the offerings in the Coral Gables and greater Miami area. This program serves as their first experience at the University of Miami and sets the tone for their next four years.

This summer, Great Start is taking place on the following weekends:

Weekend 1: June 28-29

Weekend 2: July 12-13

Weekend 3: July 26-27

For your convenience and consideration, we have attached our sponsorship packages via this letter which outlines the many ways in which your organization can engage with this unique experience. As always, we want to partner with you, so if you have any activation or marketing ideas that you'd like us to consider, please email our office at greatstart@miami.edu or call (305)-284-2660.

We appreciate your time and consideration in advance. The University of Miami and the commuter community genuinely appreciate your support.

Sincerely,

Orientation & Commuter Student Involvement's Great Start Team



SPONSORSHIP PACKAGES

Thank you for your interest in partnering with University of Miami's Great Start program. Feel free to contact us with questions regarding sponsorship opportunities and benefits.

Great Start primarily seeks monetary and in-kind donations to help support events. All donations go directly towards the planning and execution of Great Start events.

In recognition of their generous support, sponsors will receive the following:

	\$250+	\$500+	\$750+	\$1,000+
Logo placement on the OCSI website				
One time recognition (with other sponsors) on OCSI social media (@Canestagram)				
Promotional Item in Great Start 2025 participant bags				
A verbal recognition at the opening or closing sessions of Great Start				
Organization name and logo in Great Start 2025 Powerpoint slides				
Organization promotional material shared via email to all program participants				
Opportunity to table at ALL Great Start weekends				

PACKAGE OPTIONS

Great Start Legacy Package (\$1,000+)

Singular donations of \$1,000 or more will be designated a *Great Start Legacy Sponsor* and will receive the following benefits:

- Your organization will have the opportunity to have direct face time with new and current students. Your organization will have the option of participating in the Great Start Involvement Fairs for all three Great Start weekends which will allow your organization to meet with over 100 students each weekend.
- Your organization's name and logo will appear on the Great Start website.
- Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at the opening and closing ceremonies of the Great Start program each weekend.
- At the end of each Great Start weekend, your organization's information (e-mail or social media account) would be shared in an email to all program participants.
- Your organization's name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 8,300+ followers.
- Your organization will be able to insert a promotional item into the Great Start 2025 participant bags.

Commuter Commitment (\$750+)

Singular donations of \$750 or more will be designated a *Commuter Commitment Sponsor* and will receive the following benefits:

- Your organization's name and logo will appear on the Great Start website.
- Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at the opening and closing ceremonies of the Great Start program each weekend.
- At the end of each Great Start weekend, your organization's information (e-mail or social media account) would be shared in an email to all program participants.
- Your organization's name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 8,300+ followers.
- Your organization will be able to insert a promotional item into the Great Start 2025 participant bags.

PACKAGE OPTIONS

Orange and Green Package (\$500+)

Singular donations of \$500 or more will be designated an *Orange and Green Sponsor* and will receive the following benefits:

- Your organization will have the opportunity to submit a written paragraph about your organization which will be read by student staff at either the opening or closing ceremonies of the Great Start program each weekend.
- Your organization's name and logo will appear on the Great Start website.
- Your organization's name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 8,300+ followers.
- Your organization will be able to insert a promotional item into the Great Start 2025 participant bags.

Canes on the Move Package (\$250)

Singular donations of \$250 or more will be designated a *'Canes on the Move Sponsor* and will receive the following benefits:

- Your organization's name and logo will appear on the Great Start website.
- Your organization will have the opportunity to provide a promotional item that will be in the 2025 participant bags.
- Your organization's name and product will be shared on the Department of Orientation and Commuter Student Involvement Instagram account @Canestagram during the Great Start weekend. This account currently has 8,300+ followers.

THANK YOU!




CONTACT US:

Hospitality and Sponsorship Chair: Nataly Leiva

 (786) 626-9068

Associate Director and Faculty Advisor: Stephanie Fleitas

 (305)-284-2660

 s.fleitas@miami.edu

Great Start Program

 greatstart-sponsorship@miami.edu

