Dear Sponsor,

Each year the University of Arizona welcomes almost 2,500 parents and family members from across the state, country and internationally to celebrate them, and their student, on campus for Family Weekend. Family Weekend celebrates the important role of families supporting students and presents an experience that solidifies the pride we take in our diverse Wildcat Family.

Family Weekend is a rich University of Arizona tradition that began in 1929. What started out as “Mom’s and Dad’s Day” has evolved into thousands of families joining their student to catch a glimpse of their student’s life on and off campus, envelop themselves in Tucson culture and learn what it means to be a true Wildcat.

This year, we invite you to join the Parent & Family Programs and ASUA to become part of a wonderful tradition of giving these students and their families a proper Family Weekend. This year family weekend is scheduled for October 13-15, 2017 with a diverse array of events scheduled. Many UA campus partners will be on hand to personally welcome our Wildcat families!

As an event sponsor you will gain significant exposure for you or your business while also knowing that you have contributed to our collective success and a tremendous event. Enclosed you will find detailed descriptions of various sponsorship levels and corresponding benefits. In case you are unable to commit to a sponsorship, but would still like to support this event, we have included a donation space on the form as well. We are seeking raffle prize donations for the Bear Down BBQ event. Gift certificates, resort stays, golf packages, trinkets and your treasures are all desired! All contributions are tax deductible! We hope you can join us in welcoming our parents and families to the University of Arizona and the Tucson Community. We appreciate your consideration and look forward to sharing this tradition with you.

Thank you,

The Family Weekend Team
Family Weekend Sponsorship Opportunities

Sponsorship Levels

**Presenting**
* $5,000 ($4681.20 tax deductible)
* Only 1 available

**Title Sponsor**
Allows your company event based recognition and access (10 tickets) to Wildcat Family Conference, Bear Down BBQ, The Playground*, Family Fun Run

- Table at Bear Down BBQ on Friday (approximately 1,200 guests)
- Table at Family Weekend Registration tent
- Tent at Wilma’s Playground event prior to football game- this is an area on the mall
- 1 table and 2 chairs for the Family Fun Run browsing and check-in area
- Logo on the Family Weekend Website homepage [familyweekend.arizona.edu](http://familyweekend.arizona.edu) and the Family Weekend sponsorship page with recognition as the Title Sponsor
- Logo on all marketing materials
  - Email blasts in July, August, September and October to parents of Freshman, Sophomores and Juniors
  - Email blasts from Parent & Family Programs
- Four (10) wristbands for the Bear Down BBQ and Playground Event
- Two (2) parking passed in the 2nd street garage for each day of the event
- Company name and logo on t-shirts as Title Sponsor
- Social media advertising on Facebook, Twitter and Instagram

**Gold**
* $2,500 (2250.00 tax deductible)
* 8 available

Sponsor for Bear Down BBQ, Playground Area
Gives you access to Bear Down BBQ, Playground event

- Table at Bear Down BBQ on Friday (approximately 1,200 guests)
- Tent at Wilma’s Playground event prior to football game- this is an area on the mall
- Logo on the Family Weekend sponsorship page with recognition as the Wilma Sponsor
- Logo on all marketing materials
  - Email blasts in July, August, September and October to parents of Freshman, Sophomores and Juniors
  - Email blasts from Parent & Family Programs
- Four (4) wristbands for the Bear Down BBQ and Playground Event
- Two (2) parking passed in the 2nd street garage for each day of the event
- Company name and logo on t-shirts
- Social media advertising on Facebook, Twitter and Instagram

**Silver**
* $1,000 ($937.20 tax deductible)
* Unlimited available

Access to Bear Down BBQ Friday- 1 table, 2 chairs
- Logo on the Family Weekend Website sponsorship page [familyweekend.arizona.edu](http://familyweekend.arizona.edu)
- Two (2) wristbands for the Bear Down Bash and Tailgate
- One (1) parking passed in the 2nd street garage for Bear Down BBQ
- Social media advertising on Facebook, Twitter and Instagram
T-Shirt Sponsor ($500.00 tax deductible)
Only 5 available
• Logo Recognition as the sponsor of the signature Family Weekend t-shirt (3,000 produced in 2016)
• Logo recognition as t-shirt sponsor at Bear Down BBQ, Wilbur & Wilma Playground, Family Fun Run

“Stuff The BAG” Sponsor ($500.00 tax deductible)
Unlimited
• Each family will receive a Family Weekend signature clear bag just for registering for family weekend! Fill the bag with your company flyer, brochure, magazine or more…advertising your company or business.
• Logo recognition on Family Weekend website.

Bear Down BBQ Entertainment Sponsor $1,500 ($1500.00 tax deductible)
1 available
• Recognition as the entertainment sponsor for the Bear Down BBQ on Friday evening (approximately 1,200 guests)
• Logo recognition on signature Family Weekend t-shirt (approximately 10,000 produced)

Donation in-kind (Unlimited available)**
• Logo recognition as an in-kind sponsor on the Family Weekend Website sponsor page familyweekend.arizona.edu
• Logo recognition as an in-kind sponsor at event where goods were donated

**Receipt can be provided for donations over $250 less the fair market value of advertising exchange
Family Weekend Sponsorship Opportunities

Sponsorship Application
Thank you for your sponsorship to Family Weekend 2017
******************************************************************
Company Name:____________________________________________________
Contact Name:_____________________________________________________
Phone:________________________________________________________________
Email:________________________________________________________________
Billing Address:_____________________________________________________
City:____________________ State:____________________ Zip Code:_________

Please make checks payable to: The UA Foundation
Mail To:
Parent & Family Programs
520.621.0884
1212 E. University Blvd.
PO Box 210040
Tucson, AZ 85721-0040

Sponsorship Levels:
Sponsorship Level/Amount:___________________________________________

I am unable to sponsor at this time, but

Please accept my donation in the amount of $____________

Please accept my in-kind donation of: ____________________ Valued at $_______
Family Weekend Sponsorship Opportunities
Policies and Additional Information

1) Tables will be assigned in the order in which the contracts and checks are received. Sponsors will receive priority placement. Table numbers will be posted the day of the fair.

2) Vendor Fair hours are from 9:00am – 2:00pm. Set up on the Mall will begin at 8:00am on the UA Mall. You must inform us if you need Mall Access. You will NOT be allowed access to the Fair area until 8:00am. At the end of the day, businesses must have their space cleared by 2:45pm.
   a) Gates will be open to unload vehicles from 8:00am until 8:45am (no mall access will be granted after 8:45am)
   b) Gates will re-open to load vehicles from 2:00pm until 2:30pm (no mall access will be granted after 2:30pm)
   c) Gates cannot be opened anytime during 9:00am – 2:00pm for any reason expect in the event of extreme weather conditions, where early closing would be required.

3) TENTS are not included for specific sponsorship packages listed above. As a courtesy, we will order a 10’x10’ tent for you at our additional cost of $110.00 (includes delivery, set-up, breakdown, and pickup.) You may bring your own 10’x10’ or smaller tent. Tents may not be left overnight and may not be staked (weights are suggested as it can get windy). We cannot be held responsible for any damage due to theft, weather, etc.

4) Distribution of samples of food/drink is ALLOWED. All food and beverage handling and preparation guidelines must be met. The Vendor must provide a copy of their certificate of liability insurance with the University of Arizona, the Arizona Board of Regents and the State of Arizona listed as additionally insured.

5) Promotional materials (coupons, giveaways, t-shirts, SWAG, etc. with appropriate language & message) are allowed. No print material with food product pricing is allowed.

6) NO SELLING of goods of any type is allowed (including gift certificates, memberships, products, etc.).

7) Amplified Sound is only allowed from 12pm – 1pm, and 5pm – 7pm Monday – Thursday

8) Vendor Fair PARKING is provided in the 2nd Street Garage ONLY. If the parking garage signage indicates FULL upon arrival, the day of the Vendor Fair, you will need to alert the cashier at entry that you are participating in the Vendor Fair. Your parking has been pre-paid and you will be given a parking pass after the Vendor Fair to exit the garage. No oversized vehicles or motorcycles are allowed in the garage – no exceptions. Limited handicapped parking available on a first-come/first-serve basis.

9) Cancellations/Refunds: The deadline to cancel for a full refund is NOON on the registration deadline for the fair you are attending. There will be no refunds for late cancellations, or no-shows AND no make-up dates extended due to acts of Mother Nature.

10) Professional, Courteous Conduct is required of all vendors at all times. Disregard of or noncompliance with this policy may result in immediate removal from the Mall, with no refund offered. The Mall Coordinator reserves final right of removal.

11) NO vehicles (except with special arrangements made with Sponsor and the University Campus Use) will be permitted to remain on the Mall.

12) NO heavy boxes, merchandise, etc. will be allowed on the grass. Additional tables may be reserved as needed.

13) Amplified Sound. Sound amplification is only allowed from noon – 1:00pm Monday – Friday and must not cause a disruption to normal Campus activities. In no event shall it exceed 85 db at the source.

14) Vendors agree to exercise due care in the use of the mall area and all other University property, to leave the premises in the same condition as prior to the event and to defend, indemnify and hold the University harmless in any action resulting from or related to my use of the mall. If permission to conduct an event is granted, it is
I understand that the signing individual and/or their organization, will take full responsibility for injury to any person or property caused by the organization or members thereof and will be financially responsible for both damages and expenses resulting therefrom. It is also understood that the signing individual and/or their organization assume all risks for any injury or loss to the property or members of the organization and that approval of the event does not imply any coverage by University insurance. Evidence of insurance, by issuance of a certificate of insurance naming the State of Arizona, Arizona Board of Regents, and the University of Arizona as additional named insured, for commercial general liability insurance in a minimum single limit amount of $1,000,000 and $2,000,000 aggregate, automobile liability in a minimum amount of $1,000,000, if applicable, and worker's compensation to the statutory limits, if applicable, or more as appropriate to the risks of the event as required by Risk Management Services.

15) For more information, questions, or clarification of policies please call Sherri Freedman at 520-621-2782.

I HAVE READ AND UNDERSTAND THE POLICIES REGARDING VENDOR SPONSORSHIPS. I AM SIGNING THIS AS AN OFFICIAL REPRESENTATIVE/AGENT OF:

BUSINESS NAME: NAME OF REPRESENTATIVE: DATE:

SIGNATURE OF REPRESENTATIVE: _______________________________