Thank you for your interest in supporting the Center for Student Engagement at the George Washington University. To make this process as easy as possible, this guide will provide you with the information you need to become a sponsor for events and initiatives within our department. Our mission is to transform the student experience and empower students to become active and engaged global citizens and leaders. In connection with our mission, we plan numerous events each year that directly impact the student experience here at GW.

We know that our students hold strong spending power in the DC metro area. According to Deloitte’s 2017 Back-to-College survey, 57% of students will contribute more than half of funds dedicated to their back-to-school shopping. The student influence over family spending is noteworthy as well, with 44% of families saying they plan to transfer funds into students’ accounts for on-going purchases. This year thousands more potential new customers will join our community.

Within this packet you will find sponsorship opportunities for several of the events that take place throughout the year, including the benefits at each level of contribution. These benefits will grant you the opportunity to support the student experience in a way that allows you to promote your company or organization in a cost-effective and comprehensive way.

We look forward to building this partnership with you!

Victoria Heithaus
Program Coordinator
Center for Student Engagement
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(202) 242-6677
TIER ONE

Tier One events are signature events within the Center for Student Engagement. These annual campus traditions garner the attention of thousands of GW students and bring the community together. It’s the perfect opportunity for sponsors to engage directly with students. Events include, but are not limited to:

**Summer Residents**
*June-August 2018*
GW averages 20,000+ guests from across the country and around the world during each summer season, an opportunity for sponsors to share essential resources with our temporary residents.

**Move-In**
*August 25-26, 2018*
Fall move-in brings back 7,400 students to campus. This is the only time outside sponsors can gain direct access to our residence halls for promotion.

**Meet the Greeks**
*September 2018*
More than 22% of GW students are affiliated with one of our Interfraternity, Multicultural, and Panhellenic Greek organizations. This event brings all Greek organizations together to meet the GW community.

**Vern Harvest**
*October 2018*
The Mount Vernon Campus’ annual fall festival lets students connect and celebrate the seasonal changes with parents and alumni, drawing 500-1000 guests.

**Midnight Breakfast**
*December 2018*
More than 2000+ students enjoy a study break at the end of the fall semester with late night food and fun. This annual tradition has been a campus favorite for 30+ years!

**Fountain Day**
*April 2019*
Students celebrate the arrival of spring on the Mount Vernon Campus, with 500+ residents flying kites and de-stressing before final exams.

**TIER ONE BENEFITS**

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**SPONSORSHIP CONTRIBUTION**

$5000+  $3000+  $1000+  $500+

*Inclusion on advertising pieces will occur for any pieces that have not yet been printed or produced.

HIGHEST IMPACT!

**WELCOME WEEK**

**August 25 - September 2, 2018**

If your business is looking for a way to tap into the immense buying power of the GW undergraduate student population and interact with thousands of students in person, join us at one or more of these events.

**First Night:** This event features carnival games, food, and giveaways with a targeted audience of 2500+ first year students.

**MVC Community BBQ:** More than 500+ students celebrate move-in on the Mount Vernon Campus with an annual community dinner.

**Movie on the Yard:** GW Program Board shows an outdoor movie for 500+ students.

**EngageGW:** The largest student organization and campus resource fair, with 4000+ students interacting with 475+ student organizations.

**Bazaar:** This annual tradition welcomes 1000+ students to the beautiful Mount Vernon Campus for an international festival.

**CONTACT**

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TIER TWO

Tier Two events within the Center for Student Engagement might be happening for the first time, targeted to specific student populations, or smaller recurring events. Data for attendance may not be available for all events in this category. Events include, but are not limited to:

Founding Scholars  
August 2018  
This orientation program for first-generation GW students transitions students from high school to college by providing resources for academic success, career exploration, and CSE support.

Greek Leadership Conference  
February 2019  
Members of GW fraternities and sororities learn how to develop their organizations in the areas of recruitment, public relations, event planning, alumni relations, and more.

Back to the Vern  
May 2019  
Graduating seniors are invited to a homecoming event to reconnect with roommates, professors, and friends on the Mount Vernon Campus.

LEAD GW  
August 2018  
More than 100 first-year students take part in a cohort style, pre-semester leadership development program.

Finals Study Breaks  
December 2018 and May 2019  
The official GW social media team delivers coffee and snacks to studying students. Get your product in the hands of students and in front of thousands of GW followers.

TIER TWO BENEFITS

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IN-KIND SPONSORSHIP!

STAFF TRAININGS

Hundreds of students and staff connect products, provide support services, and empower the thousands of GW students who interact with the Center for Student Engagement. Put your business in front of student leaders and staff alike during any of our required trainings by sponsoring a meal.

Resident Advisor Training: More than 140 student staff support the 7,400 residents at GW.

Student Organization Advisor Training: More than 40 full-time staff support our 475+ active clubs and organizations and their thousands of members.

Greek House Manager Training: More than 20 Greek-affiliated students live-in and support the Greek community, which accounts for 22% of our student population.

CONTACT

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OTHER OPPORTUNITIES

In addition to our Tier One and Tier Two events, we welcome community partners to consider these other engagement opportunities through the Center for Student Engagement:

Student Organization Monthly Newsletter
September 2018 - April 2019

CONTRIBUTION: $75+/month
More than 475+ unique student organizations are looking to host fundraisers and do business in the DC community. Highlight your products and services to students in this monthly newsletter.
- Sent to 3900+ student leaders
- Open rate average 40% or higher

Graduate Student Monthly Newsletter
September 2018 - April 2019

CONTRIBUTION: $150+/month
Graduate students are connected to academic resources, professional networks, and community-building opportunities via this newsletter, which is sent twice each month.
- Sent to 12,000+ students
- Open rate average 34% or higher

First-Generation Student Monthly Newsletter
September 2018 - April 2019

CONTRIBUTION: $50+/month
More than 80% of first-generation students find the support and resource information in this newsletter applicable as they navigate college and DC living.
- Sent to 1200+ students
- Open rate average 54% or higher

Equipment Bank
Offered All year

CONTRIBUTION: Funds, In-Kind
Through in-kind donations and sponsorship, the CSE is able to provide professional interview clothing, cookware, and laptops to 50+ first-generation students in need. Your products and services can have a direct impact on student success!

LASTING IMPACT!

The Store
GW’S FOOD PANTRY

According to the GW graduation survey, 22% of undergraduate students felt they eat less than they should because there was not enough money for food 1-2 times per week or more. The mission of The Store is to combat food insecurity on GW’s campus and provide free food and resources to shoppers in the campus community.

822
total number of shoppers

8317
number of visits in 2017-2018

42
average number of visits per day

311
unique shoppers per week

43%
of shoppers live off-campus

The Store is able to operate due to generous donations and sponsorships. This unique opportunity provides multiple ways to reach our students!

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