



5/1/13

Dear Madison Business,

Would you like to introduce your company to the incoming student class of UW-Madison this fall?

If so, we invite you to participate in new student Night at Overture Center of the Arts! Night at Overture is a featured program in the Wisconsin Welcome series of events, and will be in its 5<sup>th</sup> year in Fall 2013, occurring from 9pm-1am on Friday, August 30. This alcohol-alternative program is very popular with students, and saw over 4500 students attend last year! We expect a similar number of students to attend this year, making this a great opportunity to expose your company's name and products to new UW-Madison students.

We are looking for businesses in the Madison area to help welcome new students to Madison by sponsoring this event, and in return, thousands of new students will learn about your business. We are offering several different levels of sponsorship, each with increases in exposure to students and recognition throughout the night.

Here are the different levels of sponsorship:

- **Level 1:** \$300 You will receive a 2 ½" tall x 5" wide space for your logo in the Playbill that is given to all program attendees (please see details on requirements for logo submission).
- **Level 2:** \$500 You will receive a 2 ½" tall x 5" wide space in the Playbill that is given to all program attendees (please see details on requirements for logo submission). You will also receive a table at the event to reach out to students (please see details on tabling in the addendum).
- **Level 3:** \$1000 You will receive a half page space (4" tall x 5" wide) in the Playbill that is given to all program attendees (please see details on requirements for logo submission). You will also receive a table at the event to reach out to students (please see details on tabling in the addendum). In addition you will be considered the sponsor of one of the smaller stages/performance areas within Overture Center for the duration of the program. These areas have a capacity of anywhere between 150-350 seats. Your business will be thanked during the introduction of the acts performing on the stage/area, and you may provide a sign or banner to be displayed near the stage or venue.
- **Level 4:** \$1500 You will receive a full page space (8" tall x 5" wide) in the playbill that is given to all program attendees (please see details on requirements for logo submission). You will also receive a table at the event to reach out to students (please see details on tabling in the addendum). In addition, you will be considered the sponsor of one of the larger venues within Overture Center for the duration of the program. These stages/areas have a capacity of at least 1,000, while the largest has a capacity of 2,250. Your business will be thanked during the introduction of the acts performing on the stage/area, and you may provide a sign or banner to be displayed near the stage or venue.

Each stage/performance area is guaranteed to have at least two performances during the Night at Overture program.

Please fill out and return the enclosed form by Thursday, August 1, 2013, indicating your decision. If you do choose to be a sponsor, please email the completed logo that you would like printed in the Playbill to [newstudent@studentlife.wisc.edu](mailto:newstudent@studentlife.wisc.edu). More information is included below. The Center for the First-Year Experience reserves the right to deny potential sponsorship, most notably to preserve the mission and intent of the program to be inclusive and an alcohol-alternative for students. Please keep in mind that the number of stages within each level is limited, and each stage will only have one sponsor, determined on a first come, first serve basis.

If you have any questions, or would like to talk about donating goods /services in lieu of part of sponsorship level cost please feel free to contact me at (608)263-0367. Thank you for your support of Wisconsin Welcome and our incoming students!

Sincerely,

Dave Laur  
Center for the First-Year Experience  
University of Wisconsin-Madison  
1155 Observatory Dr., Suite 101  
Madison, WI 53706  
[dlaur@studentlife.wisc.edu](mailto:dlaur@studentlife.wisc.edu)  
608-263-3067 Office  
608-265-3370 Fax  
608-263-0367 CFYE Main Line

(Enclosed Form)

# Wisconsin Welcome Night at Overture Center Sponsorship Commitment

**Please return by 8/1/13 to:**

Dave Laur, Center for the First-Year Experience  
101 Ingraham Hall, 1155 Observatory Dr.  
Madison, WI 53706

Or fax to:	Or e-mail to:
608-265-3370	newstudent@studentlife.wisc.edu

Company Name: \_\_\_\_\_

## Contact Information

Manager: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Method of Contact: \_\_\_\_\_

## Sponsorship (check response)

- Yes, I would like to be a sponsor of the New Student Night on August 31, 2012\*

Please indicate the level of sponsorship you would like to commit to:

- Level 1 (\$300)
- Level 2 (\$500)
- Level 3 (\$1000)
- Level 4 (\$1500)

- I am interested in donating product/services in lieu of part of sponsorship cost

What I can donate: \_\_\_\_\_

If the level you have selected is already full, would you like to take part in a different available sponsorship level?

- Yes (Please select your second choice: Level 1, 2, 3, 4): \_\_\_\_\_
- No

Please see enclosed Sponsorship Standard Terms and Conditions.

\*All accepted Level 1 and Level 2 sponsors will be provided a 2 ½" tall x 5" wide logo space in our program playbill, Level 3 sponsors will receive a 4" tall x 5" wide logo space, and Level 4 sponsors will receive an 8" tall x 5" wide logo space. **Please submit your logo by 8/1/13 in a high resolution .jpeg, PDF, or .tif format to [newstudent@studentlife.wisc.edu](mailto:newstudent@studentlife.wisc.edu).** Logos can include the name of the business, contact information, slogan, and a general description of your business. Logos cannot use qualitative ("best burger in town") or comparative statements ("better than brand x"), or a call to action ("on sale now"), as they become advertisements subject to taxation. Please contact Dave Laur at 608-263-0367 with any questions.

For Level 3 & 4 sponsors – please contact Dave Laur at 608-263-0367 to discuss the sign that will be displayed near the stage or venue that you are sponsoring.