Why Partner with FIUTS?

The FIUTS Corporate Sponsorship program offers opportunities to connect new University of Washington (UW) international students, current UW students, and FIUTS community members with the resources you provide. Sponsors will receive exposure within the University of Washington and Puget Sound.

Sponsorship provides maximum brand awareness and access to FIUTS’ broad base of diverse constituents; More than 6,000 international students, hundreds of American students, and a wide community of local host families and partner organizations.

Choose the event, program or general sponsorship option that best fit your goals and receive recognition both at the event and over the course of each academic year.

- Over 8,000 University of Washington students participate in FIUTS programming each year.
- More than 2,000 new international students will attend FIUTS Student Orientation in September 2017.
- FIUTS community events and activities attract hundreds of globally-minded Puget Sound residents.
- FIUTS Wednesday Lunch programs welcome approximately 200-450 students each month.
- FIUTS CulturalFest is an annual event consisting of an International Expo in the UW HUB and Performance Showcase at Meany Hall. Attendance for the entire festival totals 2,000+ students and community members.
- FIUTS Global Gala is an annual student leadership celebration that focuses on a unique cultural theme (e.g.-Italy, Japan, Brazil). Each year, we are joined by 150+ UW students, faculty/staff, and community members.
- FIUTS Annual Spring Fundraiser. 150-200 FIUTS alumni, students, and community members come together to celebrate the courage, strength, and optimism of the students we serve, while continuing to support engagement in dialogue, advocacy, and leadership through FIUTS programs.
Orientation Sponsorship Opportunities page 1 of 2

Extra benefits to all sponsors:
- Logo and link on the FIUTS website - www.fiuts.org receives over 5,000 views per month
- Mention in the FIUTS E-intercom - monthly newsletter sent to 17,000 subscribers
- Mention in the FIUTS E-newsletter- weekly newsletter sent to 24,000 student, alumni, and UW faculty

Early Fall Start Orientation 2017

Early Fall Start 2017 Orientation (EFS) | August 20, 2017 $400
Early Fall Start Orientation is a one-day mandatory program for about 400 international Freshmen who wish to begin their studies early and earn credits. Sponsors will be provided:
- Opportunity to table during morning welcome and afternoon lunch break and hand out promotional materials
- Logo and recognition on all signage for event
- Special recognition on slideshow/presentation during event
- Recognition on FIUTS social media announcements about event (Facebook, Twitter, Instagram)
Promotional materials must be delivered to the FIUTS office by Monday, August 14th.

International Student Orientation Fall 2017

Day Sponsor | September 11-18, 2017 $1000/day
During this Fall International Student Orientation, there will be daily mandatory Orientation and Info Sessions for new international students. 2,000+ total new international students are expected to attend. Day Sponsors will be provided:
- Opportunity to table at Welcome Lounge and hand out promotional materials (6-ft table included)
- Inclusion of one-page inserts in Welcome Packets given to 2,000 new international students
- Special recognition on Info Session slideshow(s) during presentation
- Logo on all signage and in Fall Orientation Program handed out to new international students
- Mention in the pre-arrival emails sent to incoming international students prior to their arrival in the U.S. and on UW campus highlighting sponsor services and resources
- Recognition on FIUTS social media pages & announcements (Facebook, Instagram, Twitter)
- Ability to provide giveaways and/or raffles to further promote sponsor to the new international students
Preferential Deadline: July 10th Limited to two sponsors per day

International Trivia | September 14, 2017 $700
FIUTS International Trivia is a fun team trivia event. Approximately 250 international students come for a night of trivia, drinks, and food. Sponsors will be provided:
- Opportunity to table during the event and hand out promotional materials
- Special recognition on any International Trivia slideshow or presentation
- Logo on all event signage and Fall Orientation Program handed out to new international students
- Recognition on FIUTS social media pages & announcements (Facebook, Instagram, Twitter)
- Ability to provide giveaways and/or raffles to further promote sponsor to the new students
Deadline: August 25th Preferential Deadline: July 10th

Seattle Challenge After-Party | September 19, 2017 $700
FIUTS Seattle Challenge is a high energy scavenger hunt that sends 600+ international students across Seattle to learn their way around the city. This will also be our International Welcome Party for students. Sponsors will be provided:
- Opportunity to table during the event and hand out promotional materials
- Special recognition on Seattle Challenge After-Party slideshow
- Logo on all event signage and Fall Orientation Program handed out to new international students
- Recognition on FIUTS social media pages & announcements (Facebook, Instagram, Twitter)
- Ability to provide giveaways and/or raffles to further promote sponsor to the new students
Deadline: August 25th Preferential Deadline: July 10th

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FIUTS Community BBQ | September 22, 2017 $600
The official closing of International Student Orientation, over 800 students and community members celebrate the start of the academic year with a traditional U.S. American BBQ at Gas Works Park. Community BBQ is a great way to connect with the UW and greater Seattle community. Sponsors may bring a table or tent to set up at the park. No sales. Sponsors will be provided:
• Opportunity to table during the event and hand out promotional materials
• Logo on all event signage and Fall Orientation Program handed out to new international students
• Recognition on FIUTS social media pages & announcements (Facebook, Instagram, Twitter)
• Ability to provide giveaways and/or raffles to further promote sponsor to BBQ attendees
Deadline: August 25th
Preferential Deadline: July 10th

Welcome Packet | September 11-22, 2017 $500
Reach over 2,000 international students during FIUTS Orientation in September. Welcome Packets are full of important information for the students such as the orientation program and a campus map, so they are sure to see your insert. Welcome Packet sponsors are allowed to submit a one-page insert (e.g.-flyer, promo code) in the new student welcome packet. This is a popular choice because it is the best way to put your marketing material into the hands of every new international student.
Deadline: August 25th
*Inserts must arrive in the FIUTS office by Friday, September 1st

FIUTS Boat Cruise | September 21, 2017 $300
500+ students spend the evening on an Argosy cruise around the sound. Sponsors are provided:
• Opportunity to provide promotional materials to be distributed on boat
• Logo recognition on event signage and Orientation Program given to new international students
• Mention on FIUTS and event social media (Facebook, Twitter, Instagram)
Deadline: August 25th
Preferential Deadline: July 10th
*Promotional items must arrive in the FIUTS office by Friday, Friday, September 8th

Pre-arrival Recognition | July-September $300 for current sponsors
FIUTS sends out a series of 8 E-mails to international students before they arrive in Seattle to ease their transition and provide important information about International Student Orientation. E-mail topics include: housing, cell phones, banking, and transportation. If the sponsor is deemed to be a good fit, we can include the sponsor’s name and a link to more information on one of these pre-arrival E-mails to reach the incoming students before they arrive.
**Sponsors must commit to at least one other sponsorship event to be eligible for this opportunity.
Deadline: June 30th

Nametag Lanyard $200
We are distributing nametags lanyards with pockets to every new student when they check in at the International Student Orientation. The pouch will contain a list of important campus resources and local business listings. Your listing can include messaging about an in-store discount/coupon. Want to supply a branded lanyard or pouch to 2,000 new international students? Contact Pauline@fiuts.org with or complete the Sponsorship Commitment Form included in this packet.
Nametag Lanyard Confirmation: August 25th
Business Listing Confirmation Deadline: September 1st

Pens, bags, lanyards, or raffle item donation Free for current sponsors
We gladly accept pens to be used throughout orientation and items that can be used at our raffle or as prizes for events. This is a great way to get your name out there and create excitement about your product. Raffle items can be gift cards, phones, ipads, tickets, high-quality swag, or other useful items.
Items must be received by Friday, September 1st

Other Ideas Varies
We are open to discussing other sponsorship possibilities. Past sponsors have paid to be more prominent on our website, weekly e-newsletters and others have provided buses, cars, or food items that we need to purchase (i.e. pizza). Other options are highlight throughout this sponsorship packet. If you have ideas that are not mentioned in this packet please contact Pauline@fiuts.org.
More Sponsorship Opportunities

Winter, Spring, & Summer Quarter Orientations
$250/ Orientation
FIUTS welcomes new international students each and every quarter. Sponsorship for these three one-day orientations allows for a one-page insert into the new student welcome packet at each orientation as well as recognition on all signage. Approximately 40 new international students attend these orientations each quarter.

* Select sponsors can be included in a pre-arrival E-mail for an extra $50

Wednesday Lunch

First Wednesday of each Month
$400/Lunch | September & November (most highly attended, 400+ people each month)
$300/Lunch | December-June
Local and international students enjoy a free lunch, meet community members, and make new friends. Wednesday Lunch brings all parts of FIUTS community together with anywhere between 150-400 attendees and usually takes place in the HUB South Ballroom. Sponsors will receive:
• Opportunity to table and hand out promotional materials to students and community members (6-foot table provided)
• Special recognition on Wednesday Lunch slideshow, social media, and other benefits listed for all sponsors (see Page 5 of this Packet)
Deadline: At least 1 week before the Wednesday Lunch sponsors wish to support

FIUTS CulturalFest
February 2018 | $1000
An event celebrating the diverse international student population at the University of Washington. FIUTS CulturalFest features music and dance performances at Meany Hall for the Performance Showcase (over 800 people attend). Sponsors receive:
• Two tickets to the CulturalFest Performance Showcase event
• Logo on all signage and printed CulturalFest programs
• Recognition on the stage and event slideshow/presentation
• Benefits listed as provided to all sponsors (see Page 5 of this Packet)
*For details of the event and additional benefits see FIUTS CulturalFest 2018 Sponsorship packet available in November 2017.

FIUTS Annual Spring Fundraiser
April 2018 | $1500
The FIUTS annual spring fundraiser brings together 100-200 community members and students. This event supports programs dedicated to student leadership, engagement, advocacy, and cross-cultural communication. It celebrates what brings us together and the courage, strength, optimism of the students whom FIUTS serves. Sponsors receive:
• A table and sponsorship of one students to attend Blue Marble Bash event
• Logo on all event signage, slideshow, and special mention on the stage
• Recognition on FIUTS social media (Facebook, Twitter, Instagram)
• Benefits listed as provided to all sponsors (see Page 5)
*For details of the event and additional benefits see FIUTS Blue Marble Bash 2018 Sponsorship packet available soon.

FIUTS Global Gala
May 2018 | $750
An annual student leadership celebration and dance party hosted by FIUTS Student Board. Each year, the theme focuses on highlighting a unique culture or country and draws 150+ UW students, faculty/staff, and community members. Sponsors receive:
• Logo on all event signage, slideshow, and special mention on the stage
• Opportunity to include promotional materials in “goodie bags” or to be distributed at event
• Recognition on FIUTS social media (Facebook, Twitter, Instagram)
• Two tickets to Global Gala & Benefits listed as provided to all sponsors (see Page 5)
*For details of the event and additional benefits see Global Gala 2018 Sponsorship packet available in February 2018.

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Frequently Asked Questions (FAQs)

1) Whom should I contact with questions?
Contact Pauline Tolentino, FIUTS Student Programs Coordinator, at pauline@fiuts.org. Please write “Corporate Sponsorship” in the subject line. Pauline can also be reached at 206.543.0735 Monday through Friday from 10:00 AM to 4:00 PM.

2) I would like to directly reach students and community members, do you offer any tabling or speaking opportunities?
Yes, there are several options to speak directly with students and community members connected to FIUTS. The current tabling opportunities at Fall International Student Orientation are: Welcome Lounge/Info Sessions (Day Sponsor), FIUTS Seattle Challenge After-Party, FIUTS Community BBQ, and Wednesday Lunch.

3) Why can’t students sign up for accounts (i.e. bank accounts, cell phone contracts, etc.) on-campus?
A campus & state-wide policy states that sponsors cannot collect any personal information from student on campus. Sponsors can give out as much information as they would like, but cannot collect names, e-mails, or any other personal information. **NO SALES ARE PERMITTED at any FIUTS sponsorship opportunity or event.**

4) I would like to distribute fliers and/or swag, what are the best ways to do that?
The best way is as a “Welcome Packet” sponsor. This level of sponsorship allows you to submit a one-page insert in the new student welcome packets that are prepared for all new students. Additionally, tabling sponsors are able to distribute fliers and swag to interested students during an event. We are happy to accept pens or other useful items to give to students during orientation events, use as prizes, and/or display fliers in our office. A select few of our larger or annual events offer distribution opportunities/inclusion in “goodie bags” or giveaways (e.g.-Global Gala).

5) I would like new students to know that I will be at International Student Orientation before they arrive in Seattle, is that possible?
It depends. We send out a series of 8 pre-arrival emails to all incoming students starting in July. Topics of the pre-arrival e-mails include cell phones, banking, transportation, and housing. If the sponsor is deemed by FIUTS staff to be a good fit and have submitted their commitment form before a **June 30th** deadline to reach the approximately 2,000 incoming international students for Fall, it is possible to include the names of our sponsors and a link to their information. We send out pre-arrival emails prior to each quarter’s orientation (Winter, Spring, Summer); in order to be included, sponsors must submit a commitment form at least one month prior.

6) When is the deadline for submitting my completed commitment form?
Commitment forms returned by **Monday, July 10th, 2017** receive preferential sponsorship assignments. After the July 10th deadline, assignments will be given on a first-come-first-serve basis until all spaces are full. The one-page inserts for welcome packets must be received by **staff by Monday, August 21st at the latest.** Wednesday Lunch sponsors must confirm at least **one week** in advance. Other deadlines may apply based on sponsorship option and/or event dates.

7) What information do I need to send the FIUTS staff?
All sponsors must return a completed commitment form that can be found on the last page of this packet. Additionally, sponsors need to send FIUTS an approved high-resolution jpg image of their logo that will be used on posters, our website, and orientation program. You may also submit a one-sentence description for the FIUTS website’s sponsorship page. If tabling, please provide a description of your table requests (include electricity requirements, if you will provide your own tablecloth).

8) Are there sponsorship opportunities after Fall International Student Orientation?
Absolutely! FIUTS has sponsorship opportunities throughout the year:

- **Wednesday Lunch:** $300-400/Lunch (based on anticipated attendance)
  - September 27th, November 1st, December 6th, January 3rd, February 7th, March 7th, April 4th, and May 2nd
  - Wednesday Lunch is a monthly on-campus event where local and international students enjoy a free lunch, meet community members and make new friends. Wednesday Lunch brings all parts of FIUTS community together with 200-450 attendees. Sponsors are able to pick and choose which Wednesday Lunch they table at. Sponsors can table from 11:30 am-1:30 pm in the HUB. September (1st day of class) & November are the most attended months.

- **Winter (January), Spring (April), and Summer Orientation (June): $250/orientation**
  - FIUTS welcomes new international students each and every quarter. Sponsorship for these three-day orientations allows for a one-page insert into the new student welcome packet at each orientation as well as recognition on all signage. There are no tabling opportunities available for these orientations. Approximately 40 students per quarter. To be included in pre-arrival e-mails, sponsors may pay an additional $50-100/orientation.

- **FIUTS CulturalFest: February 2018: $1,000**
  - An event celebrating the diverse international student population at the University of Washington. FIUTS CulturalFest features music and dance performances at Meany Hall for the Performance Showcase with 1,000+ people in attendance. Sponsors receive name recognition on stage, logo on all signage & programs, and also two tickets to the Performance Showcase. For more details and benefits, please see the 2017 CulturalFest Sponsorship Packet (available in November).

- **FIUTS Annual Spring Fundraiser: April 2018: $1,500**
  - Annual spring fundraiser event to celebrate what brings the FIUTS community together and continue supporting courage, strength, optimism of the students we serve and engage in leadership through programs. Sponsors receive a table and name and logo recognition on stage and marketing, signage, & programs. For other sponsorship details and benefits, please see the 2019 Blue Marble Bash Sponsorship packet (available in late Fall 2017/early Winter 2018).

- **FIUTS Global Gala: May 2018: $250-700**
  - Hosted by the FIUTS Student Board, this event serves as an end-of-the-year student leadership celebration. It features a unique cultural theme (e.g.-Japan, Italy, Brazil) and attracts 150+ UW students, staff, and community members. Sponsors can receive logo and name recognition on marketing & signage and promotional distribution. For more sponsorship details and other benefits, please see the 2019 Global Gala Sponsorship packet (available in early Winter 2018).

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FIUTS Sponsorship Commitment Form 2017/2018

Company Name: ________________________________
Address: ________________________________ City: ________ State: ________ Zip: ________

Primary Contact: ________________________________
Phone: ________________________________ Email: ________________________________ Date: ________

Web Site: ________________________________

Sponsor Description for FIUTS website: (50 words Max)

International Student Orientation Fall 2017
*Tabling sponsors must complete the attached form

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td>Early Fall Start (EFS)</td>
<td>$400</td>
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<tr>
<td>Day Sponsor</td>
<td>$1000</td>
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<td>Number of Days:</td>
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<tr>
<td>FIUTS International Trivia</td>
<td>$700</td>
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<tr>
<td>FIUTS Seattle Challenge After-Party/</td>
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<tr>
<td>International Welcome Party</td>
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<td>FIUTS Community BBQ</td>
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<td>Welcome Packet</td>
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<td>FIUTS Boat Cruise</td>
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<td>Pre-arrival Recognition</td>
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<td>FIUTS Boat Cruise</td>
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<td>Pre-arrival Recognition</td>
<td>$300</td>
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<tr>
<td>Nametag Lanyard</td>
<td>$200</td>
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<td>Total Sponsor Commitment: $ ________</td>
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Other Sponsorship Opportunities:

<table>
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<tr>
<th>Event</th>
<th>Sponsorship</th>
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<tbody>
<tr>
<td>Winter, Spring, Summer Orientation</td>
<td>$250/each</td>
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<tr>
<td>Pre-arrival E-mail</td>
<td>$50/Orientation</td>
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<td>(in combination with an the corresponding orientation)</td>
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<tr>
<td>FIUTS CulturalFest</td>
<td>$1000</td>
</tr>
<tr>
<td>FIUTS Annual Spring Fundraiser</td>
<td>$1500</td>
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<tr>
<td>FIUTS Global Gala</td>
<td>$750</td>
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**Wednesday Lunch 2017/2018**

<table>
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<tr>
<th>Month</th>
<th>Sponsorship</th>
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<tr>
<td>September</td>
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<td>June</td>
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<td>Other:</td>
<td>$ ________</td>
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All sponsor payments are due within 30 days of invoicing

Please return completed forms to:
FIUTS
University of Washington Box 352233
Seattle, WA 98195

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Tabling Form

Sponsors that are requesting to table at EFS, Fall Orientation (as Day Sponsor) and/or Wednesday Lunch must complete this form and return it to Pauline@fiuts.org.

*FIUTS International Trivia, Seattle Challenge After-Party/International Welcome Party, and Community BBQ sponsors will be provided with a “space to table; you may request a table, but it is not guaranteed.

Company Name: ____________________________

Day-of contact name: _________________________  E-mail: _________________________  Phone: _________________________

Description of Table display: ________________________________________________________________

______________________________________________________________________________________

______________________________________________________________________________________

Do you need access to an electrical outlet? □ Y □ N

You will be provided with one 6 ft. table as Day Sponsor and Wednesday Lunch:
Do you have your own tablecloth? □ Y □ N

If you are requesting to be a Day Sponsor during Fall 2017 International Student Orientation, please indicate all days you are available with an “X”. The more flexible you are, the better your chances are to gain exposure as a Day Sponsor (this does not mean you are committing to all selected days just indicating your availability):

□ Monday, September 11th  □ Thursday, September 14th
□ Tuesday, September 12th  □ Friday, September 15th
□ Wednesday, September 13th  □ Monday, September 18th

How many days would you like to be a Day Sponsor?
1 2 3 4 5 (all days)