

**Student Events and Programming Sponsorship Opportunities  
2020 - 2021**

## **Large Scale Events: 1,500+ students**

### **Takeover [Virtual]**

**August 13-16, 2020**

The Takeover is the first event of the year that starts on the first day of move-in that features various activities and engages 3,000+ students (predominantly incoming freshman). The event will take place virtually from 7:00pm to 9:00pm and includes movies, live entertainment, trivia, and more. Make a big impression on new student's first day on campus.

**Vendor Fee: \$1,000.00**

- Brand/Logo located on Programming Activities board social media
- Logo placement on the Takeover event pages
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)
- Ability to host an activity during the event

### **Homecoming Comedy Show [Virtual]**

**November 16, 2020**

This is our annual comedy show during Homecoming Week for all ASU students. Past headliners include Joel McHale, Jay Pharoah, and Michel Che. This is the largest student-only event of the Homecoming week, with crowds over 800 students every year. Limited spots available for this event and this is a prime vendor opportunity.

**Vendor Fee: \$1,000.00**

- Prominent name and logo placement on all digital materials related to event (i.e. Student Newsletter, promoted social media graphics, event pages)
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)

### **Devilpalooza**

**February (TBD), 2021**

The annual spring concert hosted by the Programming and Activities Board and is the largest event of the Spring Semester. Past headliners included Galantis, Rae Sremmurd and Hunter Hayes. The event includes a variety of activities including games and rides and can reach crowds in excess of 10,000 students. This year, we will have two available options:

**Vendor Fee: \$1,000.00\***

- Vendor space includes: 10x10 canopy, table, and chairs
  - Brand/Logo located on marketing materials, social media.
- \*fees may increase based on vendor needs such as power and space*

**"Title Sponsor" Package - Vendor Fee: \$5,000.00**

- Sponsor name will be part of the official event name
- Most prominent name and logo placement on all printed materials related to event (i.e. Posters, Flyers, banners)
- Most prominent name and logo placement on all digital materials related to event (i.e. Student Newsletter, promoted social media graphics, event pages)
- Prominent Sponsor name recognition in all press releases related to events
- Logo placement on Devilpalooza webpage
- 10'x20' activation area in high traffic area of choice

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## **Reoccurring Programs: up to 1,500 students**

### **Memorial Union Music Series [Virtual]**

The Memorial Union features live music from student and local bands on weeknights from 5:00 – 7:00 PM on the ASU Programming and Activities Board social media. This event reaches a variety of students on the ASU campus and is one of the few opportunities for sponsors during the weeknights.

**Vendor Fee: \$500.00**

- Prominent name and logo placement on all digital materials related to specific event date (i.e. Student Newsletter, promoted social media graphics, etc.)
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)

### **Fork 'Em Friday**

This Spirit, Pride, and Tradition event gets students excited for upcoming athletic events and opportunities happening on campus every Friday from 11:30 – 1:00. The event features a live DJ and the occasional appearance of Sun Devil athletes and coaches. This event saw over 1,500 students during this event every Friday. This year, we will be offering a hybrid modality during the Fall semester.

**Fall Vendor Fee: \$300.00**

- Prominent name and logo placement on all digital materials related to specific event date (i.e. Student Newsletter, promoted social media graphics, event pages)
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)

**Spring Vendor Fee: \$500.00**

- Vendor space includes: 10x10 footprint in event space, table, and chairs
- Brand/Logo located on marketing materials, social media

### **Memorial Union After Dark**

This late night program happens throughout the Memorial Union from 8:00 pm – 11:00 PM on select Friday nights. The Programming and Activities Board provides activities such as movies, DJ's, giveaways, karaoke, games, and more! Average attendance at MU After Dark events is 800+ students. This year, we will be offering a hybrid modality during the Fall semester.

**Fall Vendor Fee: \$300.00 per event**

- Prominent name and logo placement on all digital materials related to specific event date (i.e. Student Newsletter, promoted social media graphics, etc.)
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)
- Ability to host an activity during the event

**Spring Vendor Fee: \$500.00 per event**

- Vendor space includes: 10x10 footprint in event space, table, and chairs
- Brand/Logo located on marketing materials, social media

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### **Finals Breakfast [Fall (virtual) and Spring]**

This event happens twice a year; on the final Wednesday of each semester, and provides a free breakfast for students from 8:00 PM – 10:00 PM. Over 3,000 students attend the event across the 4 dining locations across campus. This year, we will be offering a University-wide hybrid modality during the Fall semester.

#### **Fall Vendor Fee: \$300.00**

- Prominent name and logo placement on all digital materials related to specific event date (i.e. Student Newsletter, promoted social media graphics, event pages)
- Prominent ad in official event program (i.e. Banner ad during stream or ad during transition)

#### **Spring Vendor Fee: \$500.00**

- Vendor space includes: 10x10 footprint in event space, table, and chairs
- Brand/Logo located on marketing materials, social media

### **Battle of the Bands**

This event showcases ASU student bands and performers and allows them to compete for the opportunity to be the opener at Devilpalooza.

#### **Vendor Fee: \$500.00**

- Vendor space includes: 10x10 footprint in event space, table, and chairs
- Brand/Logo located on marketing materials, social media

*\*Interested vendors may be able to extend this sponsorship to other locations as the Battle of the Bands happens on all four ASU locations*

### **Additional Opportunities**

The Programming and Activities Board can offer support to groups that wish to come and promote on campus throughout the day. By teaming up with the Programming and Activities Board your organization will have access to a variety of campus locations beyond just the Memorial Union North Plaza.

#### **Vendor Fee: Negotiable**

- Fees are based on vendor needs (space, canopies, tables, chairs, electricity, etc.). The Programming and Activities Board will help with all necessary reservations and permitting needed for your event.