

2027-2028

NEW STUDENT ORIENTATION SPONSOR OPTIONS

*Connect, Engage, and Welcome
the Next Generation of Bulldogs*



UNIVERSITY OF
GEORGIA

Student Affairs

New Student Orientation



New Student Orientation

Student Affairs
UNIVERSITY OF GEORGIA

325 Tate Student Center
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Dear Campus and Community Partners,

Each year, the University of Georgia welcomes over 9,000 new students and 10,000 family members and supporters through New Student Orientation (NSO). These programs mark the official launch of each student's UGA journey and provide critical support as they transition into life at the university.

Your organization is invited to partner with us in welcoming the newest Class of Bulldogs—and their families—by becoming a sponsor of 2027-2028 New Student Orientation programs. Sponsorship offers you direct access to an engaged, diverse, and enthusiastic community through a variety of high-visibility options, both digital and in-person.

We hope you'll join us as we build lasting connections and celebrate the beginning of our newest Bulldogs' collegiate experience.

Go Dawgs!

Jansen Rouillard, *Director of New Student Orientation*

Jan Barham, *Associate Vice President for Student Affairs*



ABOUT NEW STUDENT ORIENTATION

New Student Orientation (NSO) is a required experience for all incoming students at UGA, designed to prepare them academically, socially, and emotionally for their transition to college life. It also provides programming for family members and supporters, reinforcing their role in student success.

WHY SPONSOR NSO?

Sponsoring New Student Orientation is a high-impact way to:

- Build brand recognition with students and families
- Directly engage future campus leaders and loyal customers
- Demonstrate your commitment to higher education and community impact
- Showcase your services, products, or events to a broad and diverse audience

VISIBILITY OPPORTUNITIES

- Tabling at orientation events
- Website, social media, and email exposure
- Print and digital ad placement
- Product giveaways
- Custom sponsorship of high-attendance events





| OUR REACH

6.4K+

First year students annually

3K+

Transfer students annually

10K+

Family and supporter attendees

13K

@UGAOrientation
Instagram followers



PROGRAM INFORMATION AND DATES

All incoming students are required to complete virtual pre-orientation UGA 101 Modules prior to attending a mandatory in-person orientation session.

First-year and transfer students entering in the fall semester, along with their parents or guests, attend a two-day summer orientation session. Student programming runs all day, concluding at 9:00 p.m. on the first day, while guest programming ends at 6:00 p.m. Both students and guests stay overnight in Athens to continue orientation the following day, with programming concluding by 5:00 pm.

Summer start students and students who are unable to attend other summer orientation sessions participate in unique one-day sessions. Programming for these sessions runs throughout the day and concludes by 5:00 p.m.

Each orientation session welcomes approximately 375 students and 400 guests.

MAY // JUNE							JULY // AUGUST						
SUN	MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT
	10	11	12	13	14	15				30	1	2	3
16	17	18	19	20	21	22	4	5	6	7	8	9	10
23	24	25	26	27	28	29	11	12	13	14	15	16	17
30	31	1	2	3	4	5	18	19	20	21	22	23	24
6	7	8	9	10	11	12	25	26	27	28	29	30	31
13	14	15	16	17	18	19	1	2	3	4	5	6	7
20	21	22	23	24	25	26	8	9	10	11	12	13	14
27	28	29											

EARLY SUMMER ORIENTATION SESSION

FIRST YEAR ORIENTATION SESSIONS

LAST CHANCE ORIENTATION SESSION

TRANSFER ORIENTATION SESSIONS

SPONSORSHIP LEVELS & CUSTOM PARTNERSHIPS

Whether you're looking to fund a signature experience or gain visibility through a multi-event package, we offer flexible options to align with your brand.

INVESTMENT LEVEL

BENEFITS

Presenting Sponsor

\$10,000

- Co-branded event recognition
- Individualized banner and headline logo on sponsorship banner
- Exclusive recognition at major events (Orientation Welcome, Receptions, etc.)
- Custom Activation options

Red & Black Sponsor

\$7,500

- Premier Logo (2.5 inches wide, 300 pixels wide) on sponsorship banner, NSO website, Guidebook app
- "While You Wait..." presentation slides (up to 3 slide versions)
- Spotlight on NSO Instagram (1 post, 5 stories)
- Guidebook digital advertisement page
- Tabling Access to All 23 Orientation Sessions

Arch Sponsor

\$5,000

- Standard Logo (1.5 inches wide, 150 pixels wide) on sponsorship banner, NSO website, Guidebook app
- "While You Wait..." presentation slides (1 version)
- Highlight on NSO Instagram (3 stories)
- Tabling Access to 17 First-Year Orientation Sessions

Bulldog Sponsor

\$2,000

- Standard Logo (1.5 inches wide, 150 pixels wide) on sponsorship banner, NSO website, Guidebook app
- Tabling Access to 6 Transfer Orientation Sessions

Supporting Sponsor

IN-KIND

- Recognition based on donation (e.g., snacks, drinks, items for gift bags)

New Student Orientation does not endorse, directly or by implication, any products, services, or ideas advertised by our corporate sponsors. New Student Orientation reserves the right to refuse sponsorship that is not appropriate for our office or the University of Georgia. Furthermore, the University of Georgia and the New Student Orientation will not accept advertising or corporate sponsorships for certain categories of products and services, including alcohol products, illegal drugs and drug paraphernalia, weapons, tobacco products or establishments, sexual escort services, gambling opportunities or casinos, weight loss products or plans, check cashing services and credit cards.

SPONSORSHIP LEVELS & CHARITABLE GIFT VALUES

Whether you're looking to fund a signature experience or gain visibility through a multi-event package, we strive to be transparent so that your investment delivers data-driven visibility while also supporting UGA students in a way that aligns with your philanthropic goals.

INVESTMENT LEVEL

CHARITABLE GIFT VALUES

Presenting Sponsor

- Co-branded event recognition
- Individualized banner and headline logo on sponsorship banner
- Exclusive recognition at major events (Orientation Welcome, Receptions, etc.)
- Custom Activation options

Contribution	\$10,000.00
Total Benefit	\$7,550.00
Net Gift	\$2,450.00

Red & Black Sponsor

- Premier Logo (2.5 inches wide, 300 pixels wide) on sponsorship banner, NSO website, Guidebook app
- "While You Wait..." presentation slides (up to 3 slide versions)
- Spotlight on NSO Instagram (1 post, 5 stories)
- Guidebook digital advertisement page
- Tabling Access to All 23 Orientation Sessions

Contribution	\$7,500.00
Total Benefit	\$5,575.00
Net Gift	\$1,925.00

Arch Sponsor

- Standard Logo (1.5 inches wide, 150 pixels wide) on sponsorship banner, NSO website, Guidebook app
- "While You Wait..." presentation slides (1 version)
- Highlight on NSO Instagram (3 stories)
- Tabling Access to 17 First-Year Orientation Sessions

Contribution	\$5,000.00
Total Benefit	\$3,375.00
Net Gift	\$1,625.00

Bulldog Sponsor

- Standard Logo (1.5 inches wide, 150 pixels wide) on sponsorship banner, NSO website, Guidebook app
- Tabling Access to 6 Transfer Orientation Sessions

Contribution	\$2,000.00
Total Benefit	\$1,350.00
Net Gift	\$650.00

Supporting Sponsor

- Recognition based on donation (e.g., snacks, drinks, items for gift bags)

Contribution	Variable
Net Gift	Variable

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

PREMIER EXPERIENCE SPONSORS

These high-visibility sponsorships allow your organization to underwrite a key experience or service, with dedicated branding and signage:

- Official Beverage Sponsor (Coca-Cola)
- President's Family Reception Sponsor
- Student Late Night Sponsor
- Hospitality Suite Sponsor
- Transportation Partner
- Family Gift Sponsor
- Orientation Welcome Bag Sponsor

Sponsors receive recognition at the event, on relevant signage/materials, and in orientation communications.

CUSTOMIZED PACKAGES

We're happy to work with you to create a tailored sponsorship package that aligns with your goals, brand, and vision. Whether you're looking to connect with students, support a specific event, or highlight your services, we'll collaborate to find the best fit and ensure your sponsorship makes a meaningful impact.



**READY TO SPONSOR OR
WANT TO LEARN MORE?**

 ugaorient@uga.edu

 (706) 338-2391



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Student Affairs

UNIVERSITY OF GEORGIA

JANSEN ROUILLARD

Director

JAN BARHAM

Associate Vice President for Student Affairs

Please let our team know if you have any questions or concerns by emailing us at ugaorient@uga.edu or giving us a call at (706) 542-7774 or (706) 542-3564.

**THANK YOU
AND WE LOOK
FORWARD TO
PARTNERING
WITH YOU!**



**UNIVERSITY OF
GEORGIA**



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Student Affairs

New Student Orientation

SPONSORSHIP OPPORTUNITIES

New Student Orientation at the University of Georgia provides a pivotal opportunity for your organization to connect with incoming students and their families as they begin their journey at UGA. Each summer and spring, Orientation welcomes thousands of new Bulldogs to campus, equipping them with the tools, resources, and community connections they need to thrive academically and socially.

By becoming a sponsor, your organization will play a key role in supporting this critical transition period. Sponsorship helps us provide welcoming, informative, and engaging experiences that foster a strong sense of belonging and Bulldog pride from day one. It also positions your business as a visible and valued partner in student success, with exposure to students, families, university staff, and social media audiences. Please review the sponsorship opportunities and select the level that aligns with your engagement and visibility goals.

**THANK YOU FOR CONSIDERING A
NEW STUDENT ORIENTATION SPONSORSHIP!**

orientation.uga.edu | 706-338-2391 | orientation@uga.edu