THE UNIVERSITY OF OKLAHOMA®

the big event '14

OU's Official Day of Community Service

SPONSORSHIP PACKET
2013-2014

BE A PART OF THE UNIVERSITY OF OKLAHOMA'S 15th ANNUAL BIG EVENT!
What is The Big Event?

The Big Event is OU’s official campus-wide day of community service—one devoted to community, appreciation, and philanthropy. This spring, the annual Big Event will send more than 5,500 OU students, faculty, and staff volunteers into the central Oklahoma community where they will provide much-needed services to non-profit and community-based organizations. The Big Event helps valuable institutions accomplish tasks they might not have time or the funds to complete. In turn, this allows them to better serve the metro area year-round. The Big Event is our way of showing appreciation to a community that has supported our university year after year.

Note: The official day for Big Event 2014 will be announced early 2014.

A Time-Tested Tradition

1982 The students of Texas A&M University saw a need to give back to their community of Bryan-College Station. Following a BIG idea, The Big Event was born.

1999 The University of Oklahoma Student Association adopts The Big Event as the official campus-wide day of community service at OU.

2000 Despite below freezing temperatures, it is no surprise that 1,400 students, faculty, and staff gather to begin a new OU tradition, The Big Event.

2005 The Big Event is recognized with a national Daily Points of Light Award for its unparalleled success in helping our campus and community.

2007 Building on the traditions at OU, The Big Event experienced unprecedented success as a part of the Oklahoma Centennial Celebration.

2009 The Big Event celebrated a decade of dedication with our 10th anniversary. Even after a major ice storm, 4,000 committed OU students filled the community with their service and gratitude.

2011 With a record breaking number of volunteers, this Big Event marked the largest in OU history.

2013 With over 5,300 volunteers, this year’s Big Event was one of the most successful in OU history. Additionally, when Moore was hit by one of the most destructive tornadoes ever recorded, the OU Big Event family was there to host “One MOORE Big Event” in mid-June. Our volunteers assisted victims of the tornado by clearing debris at homes in Moore.
Dear Prospective Big Event Partner:

As President of the University of Oklahoma, I have the opportunity to work with some of the most outstanding young people from around the state, nation, and from more than 120 countries. This generation is truly special, and gives me great optimism about our future as a nation. They place great value in the sense of community and have a strong desire to give back to their own communities.

Fifteen years ago, our students took the initiative to start the largest community service event in the history of our University. The Big Event has been an ongoing effort by our student body to make a difference in the lives of people in Norman and the surrounding areas. Last year, the Big Event had an outstanding turnout with over 5,300 volunteers selflessly serving those in need. In its fifteenth year, we are looking to expand community participation with more jobsite applications, further establish long-term community relationships and increase awareness through the creativity and vitality of our dedicated students.

I am so proud of our students and the efforts they continue to put forth to show their commitment to service and to make each Big Event a success. With your support, this year’s Big Event is sure to make an even greater impact on our community. The University of Oklahoma is a special place, and Molly and I are proud to be associated with these students. I hope you too will consider an association with this great generation, and I thank you for your interest in The Big Event.

Sincerely,

David L. Boren
President
The Big Event is in need of the generous support of companies and organizations who value our community as much as we do. Our major costs include supplies for the jobsites, volunteer t-shirts, advertising, and office supplies. We graciously accept cash donations as well as in-kind donations. Your donations, cash or supplies, are tax deductible. Please check with your tax accountant. The Big Event is prepared to offer our partners comprehensive promotional opportunities that will publicize your company or organization on the OU campus as well as throughout the Norman-OKC area. Please thoughtfully consider the various promotional opportunities that will best suit the needs of your company or organization.

All publicity packages will include your company name or logo listed on promotional efforts (only names will be printed if space is limited). All packages are subject to change if funds are unavailable to secure the listed items. Please contact us at your earliest convenience if you are interested in contributing!

Contact Us!

900 Asp Ave., OMU 392
Conoco Student Leadership Wing
Norman, OK 73019-4054
Phone: 405-325-7912
Fax: 405-325-5558
Email: bigevent@ou.edu
Website: http://bigevent.ou.edu
**BIG $100-$349**
- Your logo published on The Big Event website, with an optional link to your website,
- Your logo displayed on approximately 200 large flyers which will be placed throughout the OU campus and at various sites on Campus Corner.

**BIGGER $350-$699**
- All the benefits of the BIG package, plus the following:
  - Your logo included on approximately 7,000 flyers, which will be distributed throughout the OU campus.
  - Your logo included on table tents (to be placed on 400 tables) in the Oklahoma Memorial Union, Couch Cafeteria, & Cate Center during the month of February.

**REALLY BIG $700-$999**
- All of the benefits of the BIGGER package, plus the following:
  - Your logo included on over 5,500 Big Event volunteer and staff t-shirts to be worn at the event and in the future.

**BIGGEST $1000-$1499**
- All of the benefits of the REALLY BIG package, plus the following:
  - A total of 2-4 quarter page ads will be printed in The Oklahoma Daily, which the entire OU student body and faculty have access to.
  - Your logo included on a yard sign that will be given to all of our community partners. Thus, your business will be publicized throughout the Norman/OKC community during the week of Big Event.

**TITLE SPONSOR $1500+**
- This level of sponsorship will allow a company to name a major event leading up to the Big Day, in addition to the benefits of the BIGGEST package. These events include Awareness Week, Kick Off Week, and the Opening Ceremony. *Titles will be granted on a first come, first serve basis.*

**BIGGEST $1000-$1499**
- All of the benefits of the REALLY BIG package, plus the following:
  - A total of 2-4 quarter page ads will be printed in The Oklahoma Daily, which the entire OU student body and faculty have access to.
  - Your logo included on a yard sign that will be given to all of our community partners. Thus, your business will be publicized throughout the Norman/OKC community during the week of Big Event.

**REALLY BIG $700-$999**
- All of the benefits of the BIGGER package, plus the following:
  - Your logo included on over 5,500 Big Event volunteer and staff t-shirts to be worn at the event and in the future.

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- All the benefits of the BIG package, plus the following:
  - Your logo included on approximately 7,000 flyers, which will be distributed throughout the OU campus.
  - Your logo included on table tents (to be placed on 400 tables) in the Oklahoma Memorial Union, Couch Cafeteria, & Cate Center during the month of February.

**BIG $100-$349**
- Your logo published on The Big Event website, with an optional link to your website,
- Your logo displayed on approximately 200 large flyers which will be placed throughout the OU campus and at various sites on Campus Corner.
Sponsorship Contract

Business Name ________________________________
Contact Person ________________________________
Mailing Address ________________________________

City __________________ State __________ Zip __________
Telephone __________________ Fax Number __________________

Email Address ________________________________

Circle one:

☐ Yes! I agree to sponsor the University of Oklahoma’s Big Event and have indicated the level of sponsorship below.

☐ I wish to be a BIG sponsor ($100-$349) and agree to donate the following:
  $______ cash or check donation
  $______ in materials or supplies (please describe)

☐ I wish to be a BIGGER sponsor ($350-$699) and agree to donate the following:
  $______ cash or check donation
  $______ in materials or supplies (please describe)

☐ I wish to be a REALLY BIG sponsor ($700-$999) and agree to donate the following:
  $______ cash or check donation
  $______ in materials or supplies (please describe)

☐ I wish to be a BIGGEST sponsor ($1,000-$1,499) and agree to donate the following:
  $______ cash or check donation
  $______ in materials or supplies (please describe)

☐ I wish to be a TITLE SPONSOR ($1,500 or more) and agree to donate the following:
  $______ cash or check donation
  $______ in materials or supplies (please describe)

Please make checks payable to: OU Foundation, Memo: The Big Event
Mail this form and payment to “Big Event” 900 Asp Ave. OMU 392 Conoco Student Leadership Wing
Norman, OK 73019-4054

If you have any questions or concerns, please contact us at bigevent@ou.edu or call us at (405) 325-7912.

The University of Oklahoma is an Equal Opportunity Institution.
For accommodations on the basis of disability, please call (405) 325-7912.
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