

NOVEMBER 6-9, 2025

FAMILY WEEKEND SPONSOR PACKET

Put your brand at the heart of a campus-wide tradition that brings students and their families together to celebrate Bulldog pride!



UNIVERSITY OF
GEORGIA

Student Affairs

Parent and Family Engagement





Parent and Family Engagement
Student Affairs
UNIVERSITY OF GEORGIA

210A Memorial Hall
101 Sanford Drive, Athens, GA 30602
Phone: (706)542-6107
Email: families@uga.edu

Dear Campus and Community Partners,

Parent & Family Engagement at the University of Georgia is dedicated to connecting families and collaboratively supporting students to help them thrive throughout their time at UGA. As our office continues to grow and engage a highly involved audience of student supporters, we are committed to creating innovative and meaningful experiences.

Family Weekend invites parents and supporters of current UGA students to visit Athens and enjoy campus life together. The weekend features signature events such as our Food Truck Round Up, University Welcome Brunch, and the Away Game Watch Party. The schedule also allows attendees to *choose their own adventure* through many optional events and by exploring new areas of campus, revisiting their favorite spots, and discovering places their bulldog is excited to share.

We invite your organization to partner with us by sponsoring UGA's inaugural fall Family Weekend. Sponsorship provides direct access to an active, diverse, and enthusiastic audience through a variety of high-visibility opportunities – both digital and in-person.

We hope that you will consider joining us in supporting our students, celebrating Bulldog families, and helping to establish a new tradition at the University of Georgia.

Go Dawgs!

Amanda Fishman, *Director of Parent & Family Engagement*

ABOUT PARENT & FAMILY ENGAGEMENT

Widely recognized as one of the top student life experiences in the nation, the Division of Student Affairs strives to help students make the most of their UGA experience. Whether that's helping them explore their interests, live on campus, or take care of their well-being, we are here to help. Parents and supporters share our mission of helping our students thrive during their time at UGA. Our office seeks to connect families and collaboratively engage them as vital partners in supporting student success, fostering a strong sense of belonging, and ensuring each Bulldog reaches their fullest potential.

OUR REACH

8K+

Parents and families attend New Student Orientation

4K+

@UGAFamilies Instagram followers

35K+

Parent and Family e-Newsletter subscribers

3K

Registered attendees for Family Weekend 2025





PARTNERING WITH US

Your support of Family Weekend places your brand in front of thousands of engaged bulldog families. This is a unique opportunity to strengthen brand recognition and demonstrate your commitment to UGA through a lasting impact on students and their greatest champions—their families.

We offer a variety of sponsorship packages for this year, which are outlined on the following pages. Our preferred submission window is open through October 20, 2025.

ABOUT UGA FAMILY WEEKEND

Family Weekend will take place November 6 – 9, 2025. With 3,000 registered attendees, this is the largest university-hosted event for the parents and families of current undergraduate students!

After check-in on Thursday at Tate Student Center, families will hang out in central campus to enjoy local food trucks. Friday will feature our University Welcome, hosted by President Jere Morehead, followed by a Campus Open House. Saturday will feature our VIB (Very Important Bulldog) Brunch for attendees who paid extra for special access to Sanford Stadium, and then a massive Away Game Watch Party throughout Tate Student Center. We will wrap up Sunday with Farewell at Chapel Bell and a Pickleball Tournament.

Visit families.uga.edu/family-weekend/ for more information and an overview of the full schedule.

SPONSORSHIP LEVELS

Whether you are looking to fund a signature experience or gain visibility throughout the entire program, we offer flexible options to align with your brand. If you would like to design a custom sponsor package to suit your needs, contact Parent & Family Engagement by phone at 706-542-6108 or by email at families@uga.edu.

Chapel Bell Sponsor *Presenting Sponsor – Top Tier*

Investment: \$10,000+

Named after the source of one of UGA's oldest traditions, this level was designed for sponsors who will be our biggest supporters.

- Limited to 3 partners
- Named sponsor on Family Weekend homepage and in Family Weekend email
- Featured sponsor highlight and ad placement on our Guidebook schedule app
- Spotlight on UGA Families Instagram (1 post, 3 stories)
- Individual banner displayed at Check-In, University Welcome, and Away Game Watch Party
- Attendee interaction through tabling at Check-In and the Away Game Watch Party
- Opportunity to provide promo items or marketing materials as bag inserts at Check-In
- Custom activation options

Traditions Sponsor *Premium Tier*

Investment: \$5,000

This level represents sponsors who will play a role in helping us establish a new tradition at UGA.

- Limited to 6 partners
- Featured as Traditions Sponsor on Guidebook schedule app and UGA Families Instagram (1 post, 3 stories)
- Ability to table and/or provide promotional items for distribution at the Away Game Watch Party
- Custom activation options

SPONSORSHIP LEVELS

North Campus Sponsor *Mid Tier*

Investment: \$2,000

Representing the history and physical connection point with downtown Athens, this level is perfect for community-focused partners.

- Limited to 12 partners
- Featured as North Campus Sponsor on Guidebook schedule app and UGA Families Instagram (1 post, 1 story)
- Custom activation options

Boom Sponsor *Program Enhancement or In-Kind Contribution*

Investment: Custom

Similar to our beloved mascot, this level brings personality and excitement to Family Weekend. These sponsorships allow you to underwrite a key experience or service.

- Limited to availability
- Opportunity to fund a program enhancement or provide in-kind services/goods
 - Examples: Official Beverage Provider, VIB Brunch activations at an event, branded giveaways, additional bag insert, etc.
- Featured as Boom Sponsor on Guidebook schedule app and UGA Families Instagram (1 post, 1 story)

Paws Partner *Add On*

Investment: Minimum \$200

This investment will secure registration waivers, allowing families facing financial hardships the option to consider attending future Family Weekends. This fee amount covers one student registration (\$50) and two supporter registrations (\$75/person).

- Limited to 15 partners
- Named sponsor on Guidebook schedule app
- Featured as Paws Sponsor on UGA Families Instagram (1 post)

CHARITABLE GIFT VALUES

No matter what sponsorship level you are looking to fund, we are committed to being transparent so that your investment delivers data-driven visibility while also supporting UGA students and families in a way that aligns with your community impact goals.

Investment Level

Charitable Gift Value

Chapel Bell Sponsor • Named sponsor on Family Weekend communication channels • Ad placement on schedule app • Feature on Instagram • Banner displayed and attendee interaction at major events • Opportunity to provide promo items or marketing materials • Custom activation options	Contribution	\$10,000
	Total Benefit	\$7,550.00
	Net Gift	\$2,450
Traditions Sponsor • Featured as Traditions Sponsor on schedule app and Instagram • Attendee interaction at major events • Custom activation options	Contribution	\$5,000
	Total Benefit	\$3,375
	Net Gift	\$1,625



CHARITABLE GIFT VALUES

No matter what sponsorship level you are looking to fund, we are committed to being transparent so that your investment delivers data-driven visibility while also supporting UGA students and families in a way that aligns with your community impact goals.

Investment Level

Charitable Gift Value

North Campus Sponsor • Featured as North Campus Sponsor on schedule app and Instagram • Custom activation options	Contribution	\$2,000
	Total Benefit	\$1,350
	Net Gift	\$650
Boom Sponsor • Opportunity to fund a program enhancement or provide in-kind services/goods • Featured as Boom Sponsor on Guidebook schedule app and UGAFamilies Instagram	Contribution	Variable
	Net Gift	Variable

The office of Parent & Family Engagement does not endorse, directly or by implication, any products, services, or ideas advertised by our corporate sponsors. The office of Parent & Family Engagement 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 office of Parent & Family Engagement 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.



NOVEMBER 6-9, 2025

FAMILY WEEKEND

Yes, _____ (*company name as it should appear in recognition*) accepts the invitation and agrees to sponsor Family Weekend 2025 at the University of Georgia.

Please select your level of participation:

- _____ Chapel Bell Sponsor \$10,000+
- _____ Traditions Sponsor \$5,000 - \$9,999
- _____ North Campus Sponsor \$2,500 - \$4,999
- _____ Boom Sponsor *In-Kind* or <\$2,500
- _____ Paws Partner Add-On

Billing Contact Name: _____

Email: _____ Phone: _____

Please return via email to **families@uga.edu**

Please make checks payable to *The University of Georgia*

Mail checks to
University of Georgia Division of Student Affairs
c/o Parent and Family Engagement
216 Memorial Hall
101 Sanford Drive
Athens, GA 30602



UNIVERSITY OF GEORGIA



TAX STATEMENT

Payments hereunder are not necessarily tax deductible as a charitable contribution. Certain investments may qualify for a 100% deduction as an entertainment or advertising expense incurred in connection with a charitable sporting event. Other contributions may be subject to a reduction equal to the value of the goods or services received. For your convenience, a list of the values of the available goods and services is provided herein.

Please consult your tax advisor

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

families.uga.edu | 706-542-6108 | families@uga.edu