

ABOUT THE WEEKEND

Portland State University
Alumni Association's
Twenty First Annual
PSU WEEKEND
October 21-23, 2011

PSU Weekend is a unique community-wide event sponsored by the PSU Alumni Association that welcomes more than 1,200 friends, alumni, and neighbors to campus for an educational and entertaining weekend. PSU Weekend consists of a variety of activities including seminars and informational tours. The highlight is our keynote presentation which has included nationally recognized speakers such as Frances Mayes, Robert F. Kennedy Jr., Will Shortz, and Nicholas Kristof.

WHAT

PSU Weekend 2011

KEYNOTE SPEAKER

Sara Gruen, Bestselling Author

WHEN

October 21-23, 2011

WHERE

Portland State University Campus

BENEFITS TO SPONSORSHIP

- * Exposure to a diverse alumni and community audience
- * High visibility at the event and in promotional materials
- * Details of sponsor levels and benefits are outlined on the reverse side

SPONSORSHIP LEVELS

Platinum Sponsor: \$ 5,000

Gold Sponsor: \$ 2,500

HOW TO PARTICIPATE

To become a sponsor please call
Sara Haley at 503-725-9833
Or email shaley@pdx.edu

SARA GRUEN Bestselling Author of *Water for Elephants*

Sara Gruen's *Water for Elephants* has become one of the most beloved and bestselling novels of our time. Readers fell in love with *Water for Elephants* and its story of Jacob, a young man tossed by fate onto a rickety train that was home to the Benzini Brothers Most Spectacular Show on Earth, and Rosie, the untrainable elephant. This instant #1 *New York Times* bestseller is now available in 44 languages and has over 3 million copies in print worldwide. The movie version is in the works, starring Reese Witherspoon, Christoph Waltz, and Robert Pattinson (2011 release).

Sara Gruen's most recent book is *Ape House*, which features the amazing Bonobo ape. When a number of apes are kidnapped from a language laboratory, their mysterious appearance on a reality TV show calls into question our assumptions about these animals who share 99.4% of our DNA. Gruen has had a life-long fascination with human-ape discourse and has studied linguistics and a system of lexigrams in order to communicate with apes. In bringing her experience and research to bear on this novel she has brought us a riveting, funny, compassionate, and, finally, deeply moving new novel that secures her place as a master storyteller.



PSU Alumni
Association

PORTLAND STATE UNIVERSITY

SPONSORSHIP OPPORTUNITIES

PLATINUM \$5,000

Full page advertisement naming corporation as platinum sponsor in PSU brochure magazine insert (circulation 70,000)

Corporate signage at event

Vanguard, student newspaper, recognition in PSU Weekend Ad

Recognition on PSU Weekend save the date postcard (Circulation 5,000)

Prominent company name and logo display in all marketing and day-of-event materials including brochures, mailers, emails, etc.

Prominent display of company name and logo on PSU Weekend website

Prominent display of company logo on PSU Weekend sponsorship banner

Opportunity to set up company information table with promotional materials to be handed out to attendees

On-air recognition and public address recognition at the two PSU Viking Football games leading up to PSU Weekend 2011

Invitation for 10 guests to attend the exclusive VIP Night Party to meet the keynote speaker Sara Gruen and other individual sponsors, alumni, seminar speakers and PSU President, Wim Wiewel

Invitation to have up to 10 guests attend the keynote address on Friday, October 21

GOLD \$2,500

Verbal recognition during seminar day opening and closing remarks

Corporate signage at event

Opportunity to set up company information table with promotional materials to be handed out to attendees

Display of company name and logo in marketing and day-of-event materials including brochures, mailers, emails, etc.

Corporate display logo in PSU Weekend brochure (Circulation 70,000)

Preferred display of company name and logo on PSU Weekend website

Preferred display of company logo on PSU Weekend sponsorship banner

Invitation for six guests to attend the exclusive VIP Party to meet the keynote speaker Sara Gruen and other individual sponsors, alumni, seminar speakers and the PSU President, Wim Wiewel

Invitation to have up to six guests attend the keynote address on Friday, October 21



SPONSORSHIP CONFIRMATION

COMPANY NAME _____

CONTACT PERSON _____

ADDRESS _____

CITY/STATE/ZIP _____ PHONE _____

E-MAIL _____ FAX _____

We are pleased to participate as a sponsor of PSU Weekend 2011 at the following level:

Platinum Sponsor - \$5,000 Gold Sponsor - \$2,500

The person to contact regarding our company logo

NAME _____

PHONE _____ EMAIL _____

PAYMENT METHOD: VISA MC CHECK (*Please make checks payable to PSU Alumni Association.*)

CARD # _____ EXPIRATION DATE _____

NAME ON CARD _____ SIGNATURE _____

COMPLETED SPONSOR FORM & PAYMENT MUST BE RECEIVED BY **JULY 1, 2011** TO CONFIRM SPONSORSHIP

MAIL: PSU Weekend
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PO Box 751
Portland, OR 97207-0751

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