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’S GIFT TO THE CITY"
# 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 the 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  
       Alumni Relations Office  
       PO Box 751  
       Portland, OR  97207-0751  

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