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PANHELLENIC COUNCIL

Local Merchants,

On behalf of Auburn University Panhellenic Council, we would like to make you aware of advertisement opportunities for 2016 Panhellenic Sorority Recruitment. There are several options available to you and each is described in detail on the next page.

Please find the attached sheet explaining the opportunities and prices. If you are interested in advertising to the potential members or their parents, this is your chance. Since this program is meant to educate potential members about sorority recruitment as well as to promote sorority life as a whole, ads should not make specific reference to any one sorority and ads including sorority images must represent all sororities equally. It is permissible to mention all sororities or to include a message stating something like “Go Greek” or “Good luck with recruitment.” We will include advertisements for restaurants selling food, but, since our potential members are generally under 21, we will not include anything that mentions alcohol or drink specials.

We do not provide anyone with contact information for these students, including mailing labels or lists, to anyone. So, if you are interested in making sure the parents know about you, the e-newsletter option is your opportunity to show them the bid day gifts you offer so they can place their orders early and directly with you. Last year, we directly reached over 1,600 potential members and their parents. This year promises to be another great one for Auburn University Panhellenic and we hope that you are as excited about Fall Formal Recruitment as we are. Our contact information is at the bottom of this page, so don’t hesitate to contact us with any questions. We look forward to working with you!

War Eagle!
Auburn University Panhellenic

Alpha Chi Omega • Alpha Delta Pi • Alpha Gamma Delta • Alpha Omicron Pi • Alpha Xi Delta • Chi Omega • Delta Delta Delta • Delta Gamma
Delta Zeta • Gamma Phi Beta • Kappa Alpha Theta • Kappa Delta • Kappa Kappa Gamma • Phi Mu • Pi Beta Phi • Sigma Kappa • Zeta Tau Alpha

Auburn University Panhellenic Council — Auburn University Student Center, Suite 1115 — 255 Heisman Drive — Auburn University, Alabama 36849-5148
(334) 844-4600

Auburn University Panhellenic
2016 Recruitment Advertisement Information

The Recruitment Handbook is the publication given to all women participating in Recruitment as well as to the recruitment counselors, chapter presidents, and recruitment chairs. The handbook features all seventeen sororities and is carefully read by all 1,300+ potential members and passed around among our current 3,000 sorority members as well. Advertisements for the Handbook are available in the following options and prices. Please select from the options listed below.

_____ Handbook Options: Respond by June 1 to reserve space in the handbook. The ad in a PDF or JPEG format is due with payment June 20. The ad can be emailed to jill@auburn.edu

- 1- Full Page- \$300.00 (8.5 inches across and 11 inches tall)
- 2- Tall Half Page- \$200.00 (11.5 inches tall and 4.25 inches across)
- 3- Wide Half Page- \$200.00 (5.5 inches tall and 8.5 inches across)
- 4- Quarter Page- \$150.00 (5.5 inches tall and 4.25 inches across)

_____ Flyer given to potential members- \$300.00

When the potential members arrive at their first recruitment meeting, we distribute a packet of information. Your one-page handout (no bigger than 8.5 by 11 inches) can be included in this packet. You would need to deliver 1,400 copies of your one sheet by August 4. Whether or not it is folded is up to you.

_____ Email Newsletters to Students- \$250.00- Over the summer, we send each potential member a series of eight emails. These emails are in an online newsletter format and include advertisements. Each potential member will receive one message per week. Space is very limited in each of these newsletters and available on a first-come, first-served basis. Your ad should be a banner ad, an image about 1:3 height to width. We will link it to your website. If you purchase this option, we need your ad in a pdf or jpeg format by May 20 for inclusion. Here is a sample of the emails we send: <http://bit.ly/1QTrd2N>. If you purchase an ad, the can be emailed to jill@auburn.edu

_____ Email Newsletters to Parents- \$250.00- Over the summer, we communicate with parents via a series of eight emails in a newsletter format with advertisements. They will be different from the ones received by potential members. Space is very limited in each of these newsletters and available on a first-come, first-served basis. Your ad should be a banner ad, an image about 1:3 height to width. We will link it to your website. If you purchase this option, we need your ad in a pdf or jpeg format by May 20 for inclusion. Here is a sample of the emails we send: <http://bit.ly/1QTrd2N>. If you purchase an ad, the can be emailed to jill@auburn.edu This is your only option for reaching parents of potential members because we do not send anything to parents through the mail and we do not share their contact information.

_____ Summer Orientation Mannequin (Ice Water Teas)- \$250.00 (includes all ten sessions)

At each of Panhellenic's six presentations that occur at all ten Camp War Eagle sessions, we will have this mannequin prominently displayed- that's a total of 60 meetings. This is to show clothing ideas for ice water teas. The advertiser will loan us the clothing/ accessories by May 9 and the items may be picked up by August 10. We will clearly mark the store that provided the attire, or the advertiser may provide a poster with the information and additional apparel ideas from the store.

_____ Summer Orientation Mannequin (Philanthropy)- \$250.00 (includes all ten sessions)
Same as above, only dressed for Philanthropy Round.

_____ Summer Orientation Mannequin (Sisterhood)- \$250.00 (includes all ten sessions)
Same as above, only dressed for Sisterhood Round.

_____ Summer Orientation Mannequin (Preference)- \$250.00 (includes all ten sessions)
Same as above, only dressed for preference.

_____ Sorority Wristband Sponsor (Limited to one)- \$600.00

Because the crowds at Bid Day have grown to numbers that far exceed safety limits, access to the Village will be limited on Bid Day. Sorority members will be provided with wristbands to get inside of the barricades and the wristband must be worn at all times. This sponsorship will place your logo on the wristband with the title of the event as well as the date. There will be about 3,000 of these

_____ New Member/Guest Wristband Sponsor (Limited to one)- \$650.00

Because the crowds at Bid Day have grown to numbers that far exceed safety limits, access to the Village will be limited on Bid Day. New members will only be allowed two guests each. They will be provided with wristbands to get inside of the barricades and the wristband must be worn at all times. This wristband will differ from the sorority wristband. This sponsorship will place your logo on the wristband with the title of the event as well as the date. There will be about 3600 of these.

Please make checks payable to Auburn University Panhellenic and write the ad option you have selected in the **memo line**. You can drop it off at our office or mail it to Auburn Panhellenic, 1115 Student Center, Auburn University, AL 36849. The handbooks will not be ready until August, but if you do buy an ad, you can have a copy of the handbook for your files. On online version of the handbook will be shared through our social media before the print copy is available. **In the meantime, please call us with any questions at 844-4595** Monday through Friday between 7:45 am and 4:45 pm.