



July 5, 2011

Hello Local Business Owners and Managers!

Over the years, it has become clear to me that we are all interdependent on each other to be successful. Our students need places to go, eat and play, when they are not in class, and many of you rely on the students to keep your businesses up and running, especially in this economy. On August 20th, 2011 approx. 3100 students will be moving into the Residence Halls at SSU and soon after the other 4000 students will be moving into the Rohnert Park area. Approximately 1900 of them will be incoming first year students; or transfer students, who have not spent much time in Rohnert Park, Cotati, Petaluma, or the surrounding areas. I would like to take this opportunity to extend an invitation to your business to become involved in the Sonoma State University (SSU) residential community and to participate in one, or all, of the programs and opportunities listed below. The students enrolled at SSU are members of the tri-city community and because of this we have initiated several opportunities for local businesses to reach out to SSU students, and for us to help promote who and where you are. There are five ways to get involved and to promote your business to our students.

Welcome Bags

We put welcome bags on all 3100 residential student beds before they arrive. We put things in there such as pens, flashlights and various information pieces about campus life and programming. We would also like to offer you the opportunity to get information about your business into the bag. We are hoping to keep it low cost for you, create an option that is less paper and I am also keeping in mind that we have to stuff 3100 bags☺. Given those concerns, we have teamed up with Digi-type, a local printing business to help create these flyers into a packet. If you are interested in putting a flyer in the welcome bags, email me and I will get you the info about specs, sample of what they did last year, costs etc....(typically a quarter page B/W ad would be \$50 and half page ad \$100 for the 3100 flyers. Please note that if you want to put items in the welcome bag, this is the cheapest way to do it. Please note that as I looked through the ads last year, some of the ads did not clearly designate if this ad is a coupon. If your intent is for the ad to be a coupon, you may want to clearly note that fact by labeling it as such, or having the cut out lines around it. It needs to be clear to the students and not in fine print. If you have any questions, please contact me at mo.phillips@sonoma.edu. Please also note that the deadline to get your ad to Digi-type will be August 1, 2011.

RSA Sticker Program

The Residential Student Association provides a voice, as well as programs and activities for the students who reside on campus. One of the ways we are able to provide trips, and events, is through our fundraising. Through this program, the students pay a small fee for a sticker they put on their ID cards. The sticker provides them with benefits both on campus and in the local community. ***We are wondering if you would be willing to offer some sort of discount for our residential students, (or promote a discount you already give) who show their ID and have the RSA sticker.*** Of course we will give you a copy of the sticker, publicize your business and give you a small sign for a window or location at the front door of your store that says you support the SSU Residential Student Association. The discounts are totally up to you, but in the past, some things that have been offered include 5-20% off, free drinks with purchases or something of that nature.

BIG NITE 2011 – (formerly community fair)

This is an opportunity for your business to come on campus and promote to our students, staff and faculty. In the past it has been held in the afternoon on the 2nd Thursday of the semester, but I have been trying to think of ways to get more students there for you all, so I am moving the event to the students so to speak. On Sunday; August 21st, from 8pm – 11pm; we have a very large event called Big Nite. We typically have over 2000 students attend this event. The event includes music, student performance, bouncy stuff, crafts and comedy to name a few of the pieces of the nite. One other part of the event is tabling by student clubs and organizations. We are hoping to have businesses take part in this tabling aspect of the event. Tabling would happen outside and we would have lighting for the outside area. While I know that this event will be later in the evening; I am hoping that you may be able to get more people coming to your table; and that it will not require you to have people come out during the day which may be rough for businesses. It is our hope that you'll agree that this is a great opportunity to provide the incoming freshman as well as the larger student body population, who will be shopping in the Rohnert Park, Cotati, and Petaluma, and surrounding areas, with information about your business.

This event will help to serve as one opportunity for you to promote your business to SSU students. Feel free to bring coupons, job applications, giveaways, or other promotional items. According to campus policy, we are unable to allow any form of signups at this event. You may pass out the selected material and ask the student to return it to your business; however, they cannot sign up at this event. This would include signing up for a service, a mailing list, or other related item. (You can do a raffle from your table and get their info that way☺)

While there is no fee for the table, we do request that you bring a gift certificate or product to be given away during the event. You may still have individual raffles at your table but you will be responsible for contacting that winner. We will provide a parking pass for the day of the event as well. More information regarding this will be in your space confirmation letter.

Due to campus policy, vendors may not give out food.

Due to our commitment to support the university drug free campus initiative, we will not be able to offer tabling spots to bars, or establishments that promote alcohol openly. Thanks for your understanding.

SonFest 2011

Sonfest is an annual event held at the Sonoma State University Recreation Center promoting health, wellness, sustainability and community involvement. This event will take place on Monday August 22nd from 4pm-7pm. There will be games, activities, prizes for participation, a campus organization fair as well as a community business fair. This will provide your business the opportunity to meet over 2,000 new and returning Sonoma State students.

Seawolf Welcome Weeks Sponsorship

If you are interested in helping us to sponsor a part of the Big Nite, or another event during the Seawolf Welcome Weeks (SWW), we can give you publicity at that specific event, sponsorship credit on our SWW website and print ads, as well as offer you the opportunity to put your own promotion piece in the welcome bags. Some things you could sponsor include Big Nite Shirts, bouncy stuff, DJ, Big Screen Guitar Hero, promotional materials, comedians etc....

Thank you in advance for your consideration of how you can be involved in welcoming our students to SSU and surrounding communities! If you have any questions feel free to contact me at the telephone number or email address below.

If you want to take part in any of our events, please fill out the attached form and we will have the organizing group for each opportunity contact you. If you do not hear from anyone, please email mo.phillips@sonoma.edu for assistance. Thank you in advance for your consideration of this offer.

Sincerely,

Mo Phillips
Associate Director of Student Development
707-235-7776(C)
707-664-4098(fax)
mo.phillips@sonoma.edu