Freshman Reading Round-Up

Freshman Reading Round-Up gives incoming first-year students a head start on exploring what The University of Texas at Austin is all about: a place where ideas abound, inquiry is encouraged, and discoveries—both large and small—happen every day.

The Academy of Distinguished Teachers and other outstanding faculty recommend a variety of stimulating books for summer reading. The day before fall classes start, students join their fellow classmates for a quick breakfast before faculty lead them in small yet lively group discussions.

$15,000 Freshman Reading Round-Up Sponsorship Benefits

- Recognition on all printed promotional materials distributed at New Student Orientation
- Branding on Freshman Reading Round-Up T-shirts
- Signage acknowledging sponsorship at event
- An invitation to interact with students at the breakfast the morning of the event
- Branding on book list distributed to community members after the event
- Recognition in news story posted on School of Undergraduate Studies’ website

For more information, contact: Nikki Anderson, nikki.anderson@austin.utexas.edu, or Mark Francois, mfrancois@austin.utexas.edu

The Longhorn Research Bazaar

As part of Research Week each year, the Office of Undergraduate Research hosts the Longhorn Research Bazaar, a festive event where colleges, departments, research units, programs, and student organizations from across campus provide information for students about their undergraduate research activities and opportunities, and where students from a wide range of disciplines present posters about their research projects. In 2014, 161 undergraduate researchers presented posters showcasing their research and creative work at the Longhorn Research Bazaar, and hundreds more students presented posters and delivered oral presentations at nearly 40 other Research Week events hosted by units across the University. Research Week 2015, our eighth annual event, will take place April 20-24, 2015.

$7,000 Longhorn Research Bazaar Benefits

- Recognition on all printed promotional materials
- Opportunity to introduce promotional items in goodie bags during the Longhorn Research Bazaar
- Branding on T-Shirts
- Signage acknowledging sponsorship
- An invitation to interact with students at the event

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Wayfinder

Wayfinder is an interactive website designed for prospective and current UT students as they explore major and career possibilities. Wayfinder houses in-depth information on UT majors and certificate programs, features career profiles of successful professionals, and offers self-assessments to assist students in identifying their interests, skills, and values. This award-winning site serves a vital role in supporting the university’s mission to improve four-year graduation rates by helping students make thoughtful decision about their future.

Last year, Wayfinder had over 100,000 unique visitors and was utilized by 35% of UT applicants, thanks to a newly designed application portal that encourages its use. With your support, we can continue to maintain Wayfinder, keep important UT information up to date, and enhance the site’s interactive content.

$50,000 Wayfinder Sponsorship Benefits

- Recognition on Wayfinder’s website and all printed materials
- Donation highlighted in our annual giving newsletter, distributed to loyal UGS donors and supporters
- Receive quarterly updates on the site’s analytics and progress towards its goals
- Feature on the Everyone has a Story career page to showcase donor’s path from college to career

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Bridging Disciplines Programs Annual Poster Session

The Bridging Disciplines Programs (BDP) are a set of 15 interdisciplinary certificate programs that can complement any undergraduate major at UT Austin. BDP certificates integrate coursework, research, and internship experiences, allowing students to gain hands-on experience while exploring their interests in topics ranging from Digital Arts & Media to Social Entrepreneurship & Non profits, from Environment & Sustainability to Ethics & Leadership in Business. BDP students are among the most highly motivated, well-rounded, and active on campus, and they turn into very successful graduates of the university—exactly the kind of students businesses hope to hire. Each April, the BDPs host a poster session where students present posters on their research and internship experiences.

$2,000 Bridging Disciplines Program Poster Session benefits

- Opportunities to interact with BDP students during the event
- Logo placement and recognition on all printed promotional materials distributed for the event
- Feature article on the sponsorship and event in our newsletter distributed to 500+ current BDP students, 100+ faculty affiliates, and 700+ BDP alumni, as well as other supporters

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