CAMPUS LIFE
The University of Southern California is one of the world’s leading private research universities. An anchor institution in L.A., a global center for arts, technology and international business, USC’s diverse curricular offerings provide extensive opportunities for interdisciplinary study and collaboration with leading researchers in highly advanced learning environments.

- Ranked 15th among 1,061 public and private universities*

*Wall Street Journal and Times Higher Education
Student Enrollment 2017-2018 academic year (rounded):
• Undergraduates 19,000
• Graduate and professional students 26,500
• Total: 45,500

Gender: 
Male 45%  
Female 55%

Ethnicity: 
African American 5%  
Latino/Hispanic 13%  
Asian/ Asian American 20%  
White 41%  
Multiple Ethnicities 6%  
Intl. (student visa holders) 14%
The University of Southern California attracts intelligent, talented, diverse and engaged students that feature the leaders of tomorrows top industries.

Whether that is in-state, out of state or global, USC students represent the high standard of the Trojan family.
COLLEGE STUDENTS IN US

The college market consists of over 21 Million entry point consumers. They are impressionable with a discretionary spending that exceeds $203 Billion. With more than $523 Billion in total spending power, these millennials are multi-category buyers and powerful influencers for their peers.*

*Source: 2016 Refuel Agency College Explorer
College Students respond well on campus based-media, engaging over 50% of the time!

- 60% notice college newspaper ads (both print and online versions)
- 57% notice bulletin board posters on campus
- 71% notice out-of-home advertising displays on campus

*On Campus Advertising college consumption survey 2016*
USC FACULTY AND STAFF

USC employs a wide array of distinguished faculty as well as a diverse staff that provides additional opportunities to engage people from all of Southern California.

- Faculty (full and part time) 6,018
- Staff 14,482
- Student Workers 7,655

Total: 26,327
USC WELCOME WEEK
What is Welcome Week?
Welcome Week begins with move-in day and continues through the first week of classes. Programs during Welcome Week allow you to explore the University of Southern California through academic, cultural, social, athletic, wellness and service learning events.

The mission of the University of Southern California’s Welcome Week is to welcome new and returning students to campus through opportunities for engagement and events that support their academic and personal development and to connect the overall campus community.

Rec Fest gives incoming students an opportunity to meet and greet with intramural staff, club sports teams, Rec Sports staff and vendor partners at an involvement fair. This is a time for Rec Sports staff and student clubs to recruit new members and educate interested parties about the kind of experience Rec Sports can offer. Some teams will also give demos as part of the day’s festivities.

- Date: August 16, 2018
- Time: 4pm-6pm
- 3,000 students expected to attend
- 50 + Club Sports Teams
- Learn about
  - Fitness programs
  - Intramural sports
  - Spirit Groups (Song Girls, Spirit Leaders, mascots)
  - Job opportunities in Rec Sports
RECFEST
Splash Bash is an event for students to socialize and have fun in one of the premier venues on campus, the Uytengsu Aquatic Center.

- Date: August 17, 2018 (9pm to midnight)
- 4,000 students expected to attend
- Pool Party with DJ/Lights
- Photo Booth
- Dancing
- Games
- Giveaways
SPLASH BASH AT USC

USC Student Affairs
Welcome Back Concert is a yearly music and arts festival featuring an exciting mix of today’s most popular musicians with artists on the rise and notable student acts.

- 8,000-10,000 students expected to attend
- Activation area for student engagement
- Free of charge
- One of the biggest events on campus every year
- Date: August 18, 2018
USC Welcome Back Concert provides sponsors a great opportunity to promote items, sample and engage students.

Opportunities include:
- Presenting sponsorship
- Stage sponsorship
- Activation Space
- Marketing Media
  - E-newsletter
  - Campus Publications
  - Digital Advertising
  - Social Media
YEAR LONG SPONSORSHIPS
Every first-year student moves into a Residential College when they get to USC. There, they form strong connections by participating in events organized by the Resident Assistants and Residential Faculty, become an integral member of their community through their interactions with their peers, and bridge the classroom experience by taking the learning to conversations over dinner with faculty and attending presentations by guest speakers, participating in community service, and utilizing campus resources that are made available in their Residential College lobby.

- 10,000 total students
- 3,500 first year residents
Residential College Cup starts with it’s annual Kick Off! In a pep rally format students get to represent their respective Res Halls that encourages pride and competition among their fellow students. Each hall has it’s crest and use a very similar format to the Harry Potter stories!
Opportunities include:

• Activation for student engagement
• Possible integration of programming or characters
• Opportunity for RA’s to wear sponsor branded T-Shirts
• Logo integration in “swag” that his given to students
  • Thunder sticks
  • Clear see through bags that can be used during football games
The Residential College Cup is an annual year long competition between the 6 residential colleges. Students from each residential college compete throughout the year through ongoing competitions and larger annual events. Although there are many ways for students to support their residential college in competing for the Residential College Cup, the core elements of the competition are athletic intramural sports, knowledge and trivia, community service and sustainability.

Opportunities include:
- Presenting sponsor of Residential College Cup
- Year round student, faculty and staff engagement
- Product and prize integration
USC’s Residential team will launch new mobile app that will provide students with real live scores, stats and standings of College Cup. It also presents an opportunity to engage students on a year round basis through mobile ads and messaging.

Opportunities include:

- Add sponsor logo to app login screen
- Work with sponsor to feature sponsor "awards" every other month
- Add sponsor logo spot to the dashboard.
Cardinal & Gold events take place every Friday and Saturday night, and are free to all residential students. There are activities and outings for every interest—from feature film screenings in Downtown Los Angeles to evening hikes in Griffith Park to baseball games at Dodgers Stadium.

Opportunities include:

- Activation
- Coupon/Collateral distribution
- Logo incorporation in RA’s shirts
Late Night ‘SC is a series of campus-wide late-night programs that are:

- Substance-free
- Free of charge for all USC students to attend
- Majority of events are between 8pm-2 am Thursday through Saturday

Late Night ‘SC promotes and encourages collaboration with other USC groups to fulfill this mission.

The vision for the events are to provide premium programming that promote inclusion, foster collaboration, and create community.
Late Night ‘SC produces over 200 events throughout the year where students can remain engaged. Programming promotes and encourages collaboration with other campus partners such as:

- Recreational Sports
- Residential Education
- Office for Wellness and Health Promotion
- Office of International Services
- Cultural Groups
  - Asian Pacific American Student Services
  - Center for Black Cultural and Student Affairs
  - El Centro Chicano
  - LGBT Resource Center
As part of Campus Activities, the Volunteer Center is dedicated to promoting service within USC, the greater Los Angeles area, and the global community as a whole. The Volunteer Center’s programs are student-run and student-led.

The Volunteer Center works to match students with local nonprofit community partners. If you have a need and a volunteer project, the Volunteer Center can connect you with volunteers to meet your goals in two different ways listed below.

- Opportunity to work with a corporate charity.
YEAR ROUND EVENTS
Through a partnership with our Residential Education Department, we will produce a series of Tailgates for students who are looking to partake in the Tailgating experience. Sponsor will be provided an activation space to engage students.

Activation will be located at Pardee Lawn which is located next to Pardee Residential Hall and also near the popular McCarthy Quad.

Event will be marketed to students by our Residential Education team through their various communication platforms and their Residential Advisors.
STUDENT CAMPUS TAILGATES

Sponsor opportunities include:

- Presenting sponsorship of Tailgate Series
  - ie. “Student Tailgate presented by sponsor”
- Single game sponsorships available
- Activations
- Opportunity tagged on social media
USC joins the annual Pac-12 Challenge to create a series of events and challenges to inspire and engage individuals to be active and healthy. These annual events are designed to help our campus build healthy communities.

Events work in conjunction with our Engemann Student Health Center to provide students information on resources available to them.

Topics include:
- Active Living
- Fitness/Exercise
- Mind/Body
- Nutrition/Healthy Eating
- Personal Care
USC’s Health and Wellness week will present a great opportunity to engage students through a program that strives to help students maintain a healthy lifestyle.

Opportunities include:
• Activation during the week of events
• Inclusion in marketing outreach program
• Potential program integration
• Date: January 28, February 1st 2019
Our campus newspaper will produce a 12-16 page Health and Wellness Guide which will be distributed with the Daily Trojan. This supplement will provide students a resource guide for all things related to health and well being.

- 10,000 copies distributed
- Additional copies will be available at various campus health offices
- Long shelf life
- Content sponsorship available
CONQUEST!

Conquest is an annual rally before the big crosstown rivalry game versus UCLA. Programming includes:

- Rally
- Concert
- Ferris Wheel
- Food Trucks
- Bruin Bonfire
- Photo booths

Sponsor will have opportunity to be a part of this great event with activation space to engage thousands of USC students, faculty and staff!

- Expected attendance: 10,000, November 15, 2018
CONQUEST!
Springfest is a yearly music and arts festival featuring an exciting mix of today’s most popular musicians with artists on the rise and notable student acts. It is the last large scale concert/festival before commencement.

- Expected attendance: 8,000-10,000
- Date: March 30, 2019

Opportunities include:
- Presenting sponsorship
- Stage sponsorship
- Activation Space
- Marketing Media
  - E-newsletter
  - Campus Publications
  - Digital Advertising
  - Social Media
SPRINGFEST
Stand-Alone activations provide sponsors a great opportunity to promote items, sample and engage students.

Opportunities include:
- Activation Space with Rec Sports
  - Lyon Center (Main Campus)
  - USC Village gym
ON CAMPUS
MEDIA ADVERTISING
The Daily Trojan is the Campus student newspaper that provides information and important editorial content relevant to the USC community. It is a great way to connect with students, faculty and staff!

- 10,000 Daily Circulation
- 65,000 target readership
- Distributed at high-traffic spots on and around the University Park and Health Science campuses
- 95% of students say the pick up the Daily Trojan regularly
- 60% of college students notice ads in campus newspapers!

*On Campus Advertising college consumption survey 2016
During Football season our student editorial staff will pick who they believe will win the top 10 ranked football games for the week.

Sponsor will have the opportunity to sponsor “Best Bets” during football season.

- Logo inclusion in segment
- Banner ad to run underneath editorial content
Dailytrojan.com serves thousands of students, faculty, parents, alumni and USC fans on a daily basis. It was recently named a Pacemaker Finalist for excellence in online college news.

Opportunities include:
- Banners Ads
  - 300x250
  - 728x90
- Content Sponsorship
Rec Center TV screens provides students programming while their working out.

- Opportunity to have still image during rotation of programming that is high profile and at multiple locations throughout Lyon Center

- Lyon Center/USC Village/HSC
  - Two (2) :20 ads per hour
  - Ten (10) ads per hour
  - 3,000 average daily entrances
Greeting!

Congratulations on making your way through January! While we know you’re busy with your schoolwork and extracurricular activities, here are a few more meaningful events to add to your calendar:

- LeaderSHAPE Institute
- Yenpauk Yoga and Leadership Program
- Tommy-Oke
- Student Alumni Society
- Los Angeles Homeless Count

Also, be sure to like our Facebook page for the latest updates.

Fight On!

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**LeaderSHAPE Institute - DEADLINE EXTENDED**

Institute is a nationally-recognized six-day, five-night leadership development program that takes place over spring break. At the Institute, participants learn how to lead with integrity through a variety of fun and educational experiences. They will create a vision for change focused on their organizations and an action plan designed to assist them in effectively implementing their vision and goals.

Available to all Freshmen-Junior

Date: March 12th - 17th Location: Malibu California

Deadline to apply: January 27, 2017

APPLY HERE

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Be part of the university’s conversation with its students about the various events occurring on and off campus!

- Database of over 15,000 students
- Reaching over 1000 diverse student organizations

- Opportunities Include
  - Mention in table of contents
  - Digital flyer incorporation
  - Digital link to designated website

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The Student Alumni Society (SAS) is the official student outreach program of the USC Alumni Association and the best way for current students to connect with alumni. As a member of SAS, you have the opportunity to start building your network now and connect with alumni and other students through exclusive events and programs. All information on registration and events can be found on our website.

[https://alumni.usc.edu/current-students/](https://alumni.usc.edu/current-students/)
RECREATIONAL SPORTS BOARDS

Advertisement placement in corkboards and collateral cases.

- Opportunity to include collateral to promote event or message*
- Multiple high traffic locations
- 57% of college students notice on campus bulletin boards!**

*all items require pre-approval  **On Campus Advertising college consumption survey 2016
For more information, please contact:

Alex Cuevas
Manager, Advertising and Marketing
213-740-1168 • cuev981@usc.edu