



› FOR SOCIETY

# SPONSORKIT PURPLE 2023



MONTOPINTO // FONTYS HOGESCHOOL

“Is your brand part of our fanstrategy?”

# PURPLE 2023

**Purple 2023 is the introduction week of Fontys Hogeschool that will take place in the week of August 21, 2023. The event is for all new students at Fontys and therefore affects all study programmes. This summer, Montopinto will organize Purple introduction week on behalf of Fontys Hogeschool.**

As far as we're concerned, this week should be legendary for the new students and we could really use your help with that. The introduction week stands for meeting and friendship. Music and fun are central to this, but more importantly; it is the first impression of the city where they will study in the coming years. A 'Warm Welcome' with your contribution and Purple is hardly there.

## **General information and numbers**

- 10.000 new students; Eindhoven, Tilburg, Den Bosch, Sittard, Veghel, Venlo and Utrecht.
- Between 17 and 23 year.

Does the introduction week and the target group appeal to you and your brand? Then Purple is a unique opportunity to draw attention to your brand, products, services or message. This brochure will further explain the possibilities. We are happy to look at the possibilities to get the best out of your message.

# WEDNESDAY IN THE CITIES

## Wednesday StadsBBQ and pubtour

During the program on wednesday\* in Eindhoven and Tilburg, various organizations from the city present themselves to the students. This presentation is done through self organized programs at the locations of the various organizations.

\*We do not provide these activities in all Fontys cities. Some cities organize their own activities on the wednesday.



## Eindhoven

Eindhoven has the largest group of new students. They are going to have a BBQ in town and then the pubtour follows. On this day, students will visit various famous places in Eindhoven.

In this city there are several possibilities to present your brand/company;

- Fencingbanner(s)
- Skydancer(s)
- Possibilities to place a stand
- Brand activations
- Customization

## Tilburg

Tilburg should certainly not be missed either. Many students will also get to know the city here through the CityBBQ and the pubtour on the Korte Heuvel.

In this city there are several possibilities to present your brand/company;

- Fencingbanner(s)
- Skydancer(s)
- Possibilities to place a stand
- Brand activations
- Customization



# PURPLE CAMPINGS

## Pop-up camping Tilburg

This year there will be a camping site for the students in Tilburg. This can be found in Goirle. Around 1500 students will sleep at the camping in Goirle. Again, there are opportunities to expose your business, such as:

- Fencing banner(s)
- Posters at the toilets/douches
- Beachflag(s)
- Product sampling
- Brand activations
- Customization

## Pop-up camping Eindhoven

This year there will be a camping site for the students in Eindhoven. This can be found on Flight Forum. Eindhoven is a larger Fontys location than Tilburg and around 3000 students sleep at this camping.

## **Festival**

Here, students from all the different Fontys locations get to know each other and enjoy a variety of music performances and game activities. The festival is aimed at all new students and their supervisors, but is also open to senior students and Fontys employees. In this city there are several possibilities to present your brand/company, for example;

- Fencing banner(s)
- Skydancer(s)
- Posters at the toilets
- Logo in the festival app
- Possibility to place a stand
- Logo is included in the loop on an LED wall
- Possibility to place a stand during the introductionweek (also other days) at a location of your choice
- Brand activations
- Area name with stage banners
- Customization







# SPONSOR PACKAGES

## **Sponsorpackages**

We have put together various sponsor packages from the above options. The packages are for inspiration and as a guideline.

The prices of the packages are available on request. If you are interested in one or more options, please contact us on [purple@fontys.nl](mailto:purple@fontys.nl). We would be happy to discuss the possibilities with you.

## **Logo exposure**

We can't make it any easier, you will be allocated a beautiful spot at the festival/city day/camping site to promote your company or brand. You pay a fee per type of promotion.

- Fencing banner(s)
- Posters at the toilets
- Skydancer(s), beachflag(s)
- Logo in the festival app
- Customization

“Want a customized sponsor option? Please contact us and we will make a proposal based on your wishes and needs.”

### In the spotlight

Would you like to your brand to be in the center of attention (festival or camping) We can take care of that! Creating great visibility at the festival is by adopting an area or stage. The name of your brand/company is added to the name of the area. Banners with your logo or message will be hung along the stage. This ensures great visibility and many photos on which your logo is visible.

- Logo is included in the loop on an LED wall
- Possibility to place a stand
- Area name with stage banners
- Logo in the festival app
- Brand activations
- Customization

### Merkactivations

In addition to visibility, it is also possible to give future students something about your company. Provide an experience by means of an activity, handing out stamps or by means of a stand. You get a good spot at a central point of the festival. The interpretation of this is free, but if desired we can think along with you about the possibilities to expose your brand.

### Extra options

- Logo is included in the loop on an LED wall
- Gadgets/sampling
- Decor of the area/festival
- Logo on festivalplan
- Logo on digital timetable



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