



UNIVERSITY  
OF  
LOUISIANA  
*L a f a y e t t e*

Office of Orientation

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*Université des Acadiens*

To Whom It May Concern,

We are extending this message to ask for your help influence a college student's life. SOUL Camp is our extended orientation program here at the University of Louisiana at Lafayette that students have the option to attend beginning in August. SOUL is an acronym that stands for Service, Outreach, Unity, and Leadership. These four pillars are what our camp is built on and is what our staff strives to instill in the campers. SOUL Camp is a student run organization where we volunteer our time throughout the summer to help guide and mentor incoming freshmen through the challenges they will face during their transition to college. Our staff is made up of 36 very diverse individuals who volunteer their summer to influence the lives of first time freshmen.

With a student body right above 19,000 students, our incoming freshmen can feel intimidated about starting school at such large institution. Our job as a staff is to give the freshmen the tools that they will need to be successful during the next four years of their lives. To give you an overview, SOUL Camp is a four day experience where we spend day one here in the city of Lafayette and spend the next three at an off campus retreat center. On the first day of camp, we partner with the Office of Sustainability and the Dean of Community Service to give back to the Acadiana with various community service projects. The subsequent days of camp are filled with activities to prepare them for their entire college experience. These activities include team building exercises, self-exploring activities, presentations about time management and leadership, and a nationally renowned professional speaker. We partner with other offices on campus such as Student Engagement and Leadership, University Program Council, and Recreational Sports to ensure a well-rounded experience for the incoming freshmen. However, an influential program such as SOUL camp does not come at a moderate cost. Our camp program costs roughly \$145,000 to operate, which covers housing, food, transportation, camp equipment, our speaker, etc. Our program is not funded by the university so we rely heavily on sponsors and fundraising by our undergraduate staff members and fundraising chairs.

Previous donations have inspired many students that attend the University of Louisiana at Lafayette to excel in the classroom and in their extracurricular activities. Here are some facts about SOUL camp attendees:

- SOUL Camp participants earn a higher GPA their first year than students who do not attend SOUL Camp
- the number of credit hours earned is higher than students who do not attend SOUL Camp
- the retention rate for first time freshmen who attended SOUL Camp is higher than a non-attendee, and
- they are typically more involved on campus and hold executive position within their organizations

We are inviting you or your business to make a tax-deductible donation to help us change these new students' lives. On the next page is a list of the different levels of sponsorships, each level comes with an increased opportunity for publicity for yourself and your business:

**Sincerely,**  
**SOUL Camp Lead Staff**



**Below are the different packages for sponsorship:**

<u>Packages</u>	<u>Price Range</u>	<u>You or your company logo will be placed on our:</u>
<b>Beau Soleil Package</b>	<b>\$250-499</b>	<ul style="list-style-type: none"> <li>• <i>Program</i></li> </ul>
<b>Fleur de Lis Package</b>	<b>\$500-999</b>	<ul style="list-style-type: none"> <li>• <i>Program</i></li> <li>• <i>Bus Sponsor</i></li> <li>• <i>Social Media Publicity</i></li> </ul>
<b>Lagniappe Package</b>	<b>\$1000-1799</b>	<ul style="list-style-type: none"> <li>• <i>Program</i></li> <li>• <i>Bus Sponsor</i></li> <li>• <i>Social Media Publicity</i></li> <li>• <i>Banner</i></li> </ul>
<b>Cayenne Package</b>	<b>\$1800-2499</b>	<ul style="list-style-type: none"> <li>• <i>Program</i></li> <li>• <i>Bus Sponsor</i></li> <li>• <i>Social Media Publicity</i></li> <li>• <i>Name of Business on Day of service T-Shirt</i></li> </ul>
<b>SOUL Package</b>	<b>\$2500+</b>	<ul style="list-style-type: none"> <li>• <i>Program</i></li> <li>• <i>Bus Sponsor</i></li> <li>• <i>Social Media Publicity</i></li> <li>• <i>Logo on Day of service T-Shirt</i></li> </ul>

Program- You/your company logo will be placed in our program.

Bus Sponsor- You/your company will be able to sponsor a bus ride to our day of service site. You will be able to provide us with any coupons or advertisement to distribute on your behalf.

Social Media Publicity- SOUL Camp will give you/your company publicity on our social media accounts during the months prior to camp.

Banner- You/your company logo will be placed on our SOUL Camp Banner

Day of Service T Shirt- You/your company name or logo will be placed on the back of our Day of Service t-shirt.

**\*\*Deadline for sponsor logos to be printed: July 10, 2017.\*\***

**For further info please contact:**

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Thank you for supporting SOUL Camp!