Marketing
On Campus
Union Marketing Opportunities

- Poster Run
- Digital Signage
- Sandwich Boards
- Table Tents (Also available in Washakie)
- Breezeway Tables
- Union Display Cases
- RSO Club & Organization Fair (11 – 1pm @ Prexy’s Pasture)
- ASUW
- RSO Listserv (cac@uwyo.edu)
- UW Marketing
- WyoCal
Posters
Bad
FRIDAY NIGHT FEVER PRESENTS

LASER TAG

IN THE UNION

LOCATION
Wyoming Union Ballroom

TIME
09:00 PM

DATE
Friday, Sept. 18, 2015

PRICE
Free admission

PLAYER 1
PLAYER 2

INDIVIDUALS NEEDING ASSISTANCE TO ATTEND
THIS EVENT SHOULD CONTACT THE CAC AT 766-6340
• Every poster should have...
  • Event name
  • Date, time, and location clearly displayed
  • Your RSO’s full name
  • Contact information

• A poster should NEVER have...
  • Large blocks of text
  • Stretched images
  • Spelling errors
Steamboat Logo

• It is okay to incorporate the Steamboat logo in your logo if you:
  • don’t change the shape of the Steamboat
  • know that you will have to pay the 7.5% royalty fee on the wholesale price of anything printed

uwmktg@uwyo.edu or 307-766-3257
The Poster Run

• Bring 33 11”x17” or smaller posters to the CAC by Friday at 1:00pm that include the following:
  • Full name of the sponsoring organization
  • Meeting or Event Name
  • Date
  • Time
  • Location
  • ASUW Logo if you received funding
Union Events

- Breezeway Tables
- Sandwich Boards
- Banners – Indoor & Outdoor
- Display Cases (up to 10 Days)

http://www.uwyo.edu/union/reservations/make-reservations.html
Tabling

• Be knowledgeable about your event and organization
• Encourage members who are excited about your organization to table
• Stand, don’t sit!
• Consider having:
  • Prepackaged food item (must be less than 3 oz.)
  • Flyer
  • A free raffle prize
• And....
NO PHONES!!
Digital Signs
Digital Signs

• Where are they?
  • 4 in the Union
  • 1 in Washakie
  • 1 in Performing Arts
  • 1 in Classroom Building
• Your event must be registered on Collegiate Link to qualify for the digital signs
• Image dimensions:
  • 1228 x 1031 pixels or 17.06 x 14.32 inches
Social Media

- Facebook
- Instagram
- Twitter
- Snapchat
Event Calendars

- **CORQ** - Any event on Collegiate Link automatically is listed on the CORQ App
- **WyoCal** - UW Calendar
Word of Mouth

• The most effective way to market your event.
• But, to have students talk about your event, you still need to create awareness of it through
  • Posters
  • Tabling
  • Social Media
  • Press Release
  • RSO Listserv
  • Digital Signage
Graphic Design Assistance

• Wyoming Union Marketing Office
  • Graphic design only
  • Requests must be made at least 5 weeks in advance
  • First come, first serve.
  • Each RSO will be limited to one design project per semester.
  • Contact cacmktg@uwyo.edu
ASUW + Your RSO

• Free ASUW Services
  – Advertisements – Branding Iron ads
    • Two sizes, 2 x 3 and 2 x 5.
    • Ads must be submitted 10 business days prior to the add run date.
  – ASUW Digital Sign
    • Two displays – ASUW office outside of The Gardens and Coe
    • JPG file of poster must be submitted two weeks before run date
  – Email List Serve
    • Submit request form by Tuesday at Noon.
    • Must pertain to a campus event or engagement and be open to all students.

http://www.uwyo.edu/asuw
ASUW + Your RSO

• Posters can be designed through Auxiliary Services at a discounted RSO rate.
• Must submit advertising quote in RSO Funding Board application.
• Contact cmittels@uwyo.edu or (307) 766-6845 for a free quote.
Dynamic Media Promotion

RSO’s can get a discounted rate on the following:

• Videography
• Lighting for video (or use of studio)
• Green screen
• Audio recording (Including audio recording during videography)
• Photography
• Editing (Video, audio or photo)
• Video titles and graphics
• DVD creation
• Dynamic Media YouTube hosting

Email WYOmedia@uwyo.edu for your price quote.

https://www.youtube.com/watch?v=_4ys_eK284s
Questions?