



# Life After Graduation, LLC

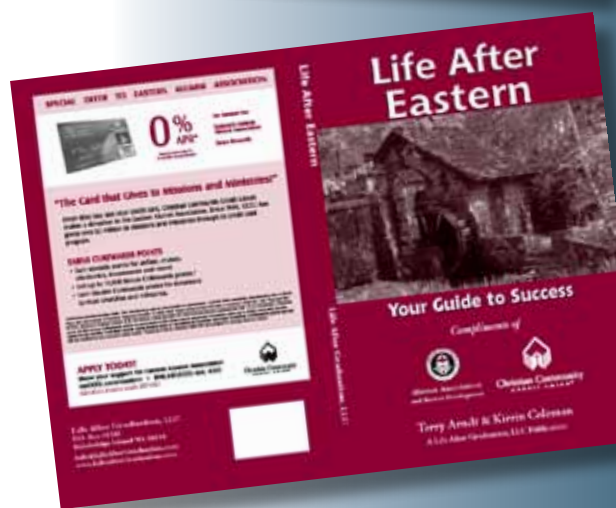
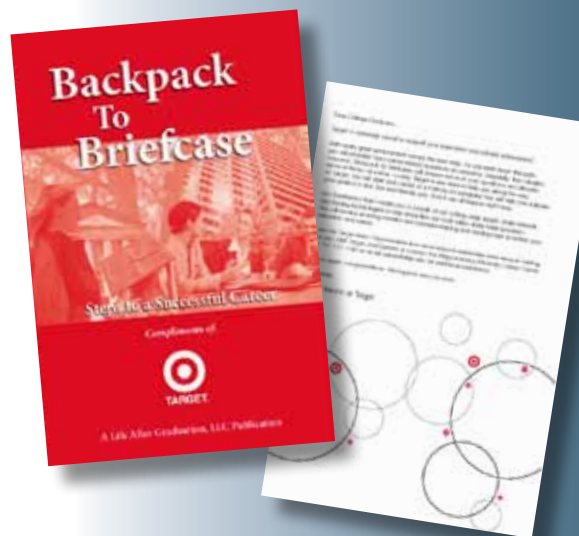
Guiding Students to Academic, Financial and Career Success . . .

## FREE BOOKS!

Sounds great, right? Who doesn't love getting something for free?

**But is it possible?** You bet! In fact, many of our customers don't pay for their books. So how do they do it? They do it through inventive sponsorship.

## A Few Sponsor Samples



### Make It Your Book! *You Tell Us What You Want It to Look Like.*

#### It's your book ...

- Change the Color
- Add Your Photos
- Change the Title
- Add Your Logo
- Personalize the Cover



If you have ever gone through the process of recruiting a sponsor, you know that it can be a difficult process. Businesses and organizations just don't like to hand over money – unless it provides them a real tangible value. And that is exactly what our customers have been able to give their sponsors.

### The next page provides examples of how our clients have successfully attracted sponsors...

and been able to provide our books to their students at no cost (or at a significantly reduced cost) to their school and/or department.

If you would like ideas on how to attract a sponsor, or to learn how other schools have used sponsorship successfully, please [contact us](#). We are happy to assist you in developing a custom program and publication to meet your needs.

## Life After Graduation, LLC

PO Box 11205, Bainbridge Island, WA 98110 • Toll Free: 877-569-9816 • Email: [info@LifeAfterGraduation.com](mailto:info@LifeAfterGraduation.com)

[www.LifeAfterGraduation.com](http://www.LifeAfterGraduation.com)

A Life After Graduation, LLC Publication © 2011 • Promotional Flyer 2011

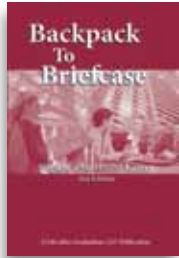


# Life After Graduation, LLC

Guiding Students to Academic, Financial and Career Success . . .

## EXAMPLES OF 'FREE' LIFE AFTER GRADUATION, LLC BOOKS

### ★ Career Center Events/Career Fair Example



One of our clients had three recruiters co-sponsor their purchase of the *Backpack to Briefcase* book. As students entered the career fair, they were provided a coupon for a free reference guide. All they had to do was visit one of the three co-sponsoring recruiters booths and trade the coupon for the book. This benefited the co-sponsoring recruiters by allowing them to inform students about their organization and the opportunities that existed for employment. The Career Center and Students benefited by receiving a value-added resource (at no cost) to help the students achieve success in their future careers.

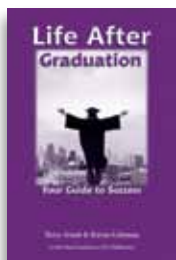
### ★ Orientation/First Year Experience



One of our First Year Experience clients wanted to find a way to purchase the *Life During College* book for their students to be used not only during the orientation process, but also as a reference guide for their first year experience class. We assisted them in adding 16 additional pages to the *Life During College* books. They utilized 10 of these pages to add specific information regarding the first year process (important dates, contact information, map of campus, as well as frequently asked questions). The next 6 pages they used as tear-out coupons to local businesses. The department had their work-study students/volunteers approach local businesses to sponsor the book

by selling each half page for \$500 or a full page for \$750. They recruited 7 sponsoring businesses and earned enough money to not only pay for the books, but also additional funds to pay for various orientation events. Thus, the sponsoring businesses earned additional business through their sponsorship, and the department and students received a value-added reference guide at no cost.

### ★ Alumni/Graduation/Senior Year Transition



One of our alumni clients wanted to find a way to update their database with information about their soon-to-be/recent graduates (contact information, employer, income level, etc.). We assisted them in utilizing *Life After Graduation* as an incentive to receive this information at the graduation ceremony. To assist with the expense of purchasing the books, they recruited both an insurance and credit card business to co-sponsor the book in exchange for ad placement on the back cover and the ability to host a booth at the Alumni tent outside the graduation ceremony event. As graduates crossed the stage and received their degree, an alumni representative handed each graduate an invitation to stop by their tent after the ceremony to receive a free gift from the Alumni Association. At the Alumni tent, graduates were asked to fill out an information sheet upon entering and handed a gift pack that included a copy of *Life After Graduation*, as well as other miscellaneous items (stickers, pens, coupons, etc.). The tent was filled with various snack stations and informational booths (including the sponsors) to encourage graduates and their families to mingle. The co-sponsors benefited by educating graduates and their families about their services. The Alumni Center benefited by receiving contact information for their database. And the graduates benefited by receiving a value-added reference guide to help them achieve financial and career success.



## Life After Graduation, LLC

PO Box 11205, Bainbridge Island, WA 98110 • Toll Free: 877-569-9816 • Email: [info@LifeAfterGraduation.com](mailto:info@LifeAfterGraduation.com)

[www.LifeAfterGraduation.com](http://www.LifeAfterGraduation.com)

A Life After Graduation, LLC Publication © 2011 • Promotional Flyer 2011