



FSU

**NEW STUDENT &
FAMILY PROGRAMS**

FAMILY WEEKEND 2026

PARTNERSHIP OPPORTUNITIES



WHY YOU SHOULD PARTNER WITH US

SHARE YOUR BRAND AND BUSINESS

CONNECT WITH FSU STUDENTS AND FAMILIES

ESTABLISH RELATIONSHIPS AND STRENGTHEN COMMUNITY

FLEXIBLE COMMITMENTS AND PARTNERSHIP PACKAGES



FSU

NEW STUDENT &
FAMILY PROGRAMS

FAMILY WEEKEND

A Tradition Since 1958

Family Weekend at Florida State University is a longstanding tradition that invites families and loved ones to experience campus alongside their students. Held each fall, this exciting weekend offers a variety of events including Friday night dinner + activities, a fun run and walk, Tailgate Brunch, performances by the Flying High Circus, and more!

Our first Family Weekend at FSU dates to 1958 with unique events such as fraternity, sorority, and residence hall decorating judging, the Flying High Circus, starlight concerts, water ballet, a picnic, and a baseball game. Family Weekend has evolved over the years, but our mission remains the same: to support families in sharing the vibrant spirit of Florida State with their students.



Friday, September 25 -
Sunday, September 27



FSU Student Union,
Florida State University

Who's at Family Weekend?

4.75k

Total Tickets Sold

743

Total Families Attended

27

Events and Activities



New Student & Family Programs

New Student & Family Programs facilitates dynamic programs and innovative partnerships to support students and families throughout their FSU experience.

Our initiatives contribute to student success through first year programs, campus traditions, and leadership development opportunities.

Signature Programs

- New Nole Orientation
- First Day Photos
- Ask a Nole
- Happy Birthday, FSU

DEPARTMENT ENGAGEMENT (2026)

10k+

Instagram
Followers

14,000+

Facebook
Followers

81,265+

Family Connection
Users

22,950+

Signature Program
Attendance

FSU 175

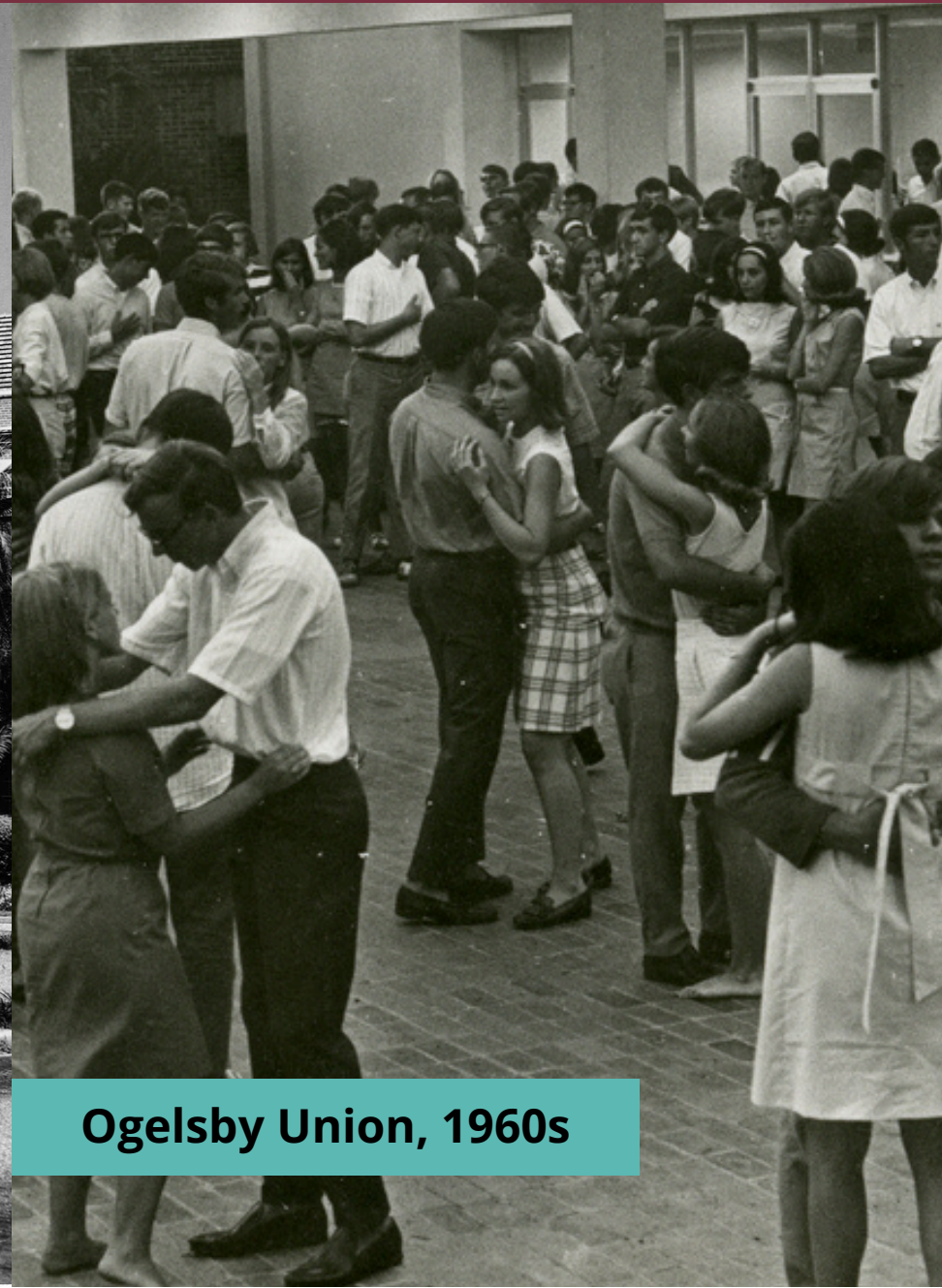
1851 CELEBRATING 175 YEARS 2026

Journey Through Our History

For 175 years, Florida State University has been shaped by pivotal moments and the people behind them. This timeline highlights the defining milestones, achievements, and leaders that have guided the university since its founding in 1851. From early beginnings to growth as a major research university, these milestones reflect FSU's lasting commitment to academic excellence and public service.



Westcott Fountain, 1946



Ogelsby Union, 1960s



Flying High Circus, undated



Doak Campbell Stadium, 1950

ON-CAMPUS PARTNERS

These partnership levels are available to Florida State University organizations, departments, and offices only.

Support from partners can be financial or in-kind. We are happy to work with partners to come up with a partnership that best supports your team and NSFP.

In-kind support can include:

- Uniform items
- Printed materials
- Family Weekend swag
- Snacks and meals for volunteers

Do you have an in-kind donation idea? We'd love to hear it!

Thank you 2025 partners!

- Parent & Family Philanthropy and Engagement
- Seminole Boosters
- FSU Store
- The UPS Store
- Campus Recreation



Partnership Tiers

GARNET - \$0

- Family Weekend Event Promotions: Website, Guide, Printed Calendar

GOLD - \$250

The Gold Level includes everything from the Garnet Level, as well as:

- Promotional Display – One Slide

LEGACY - \$500

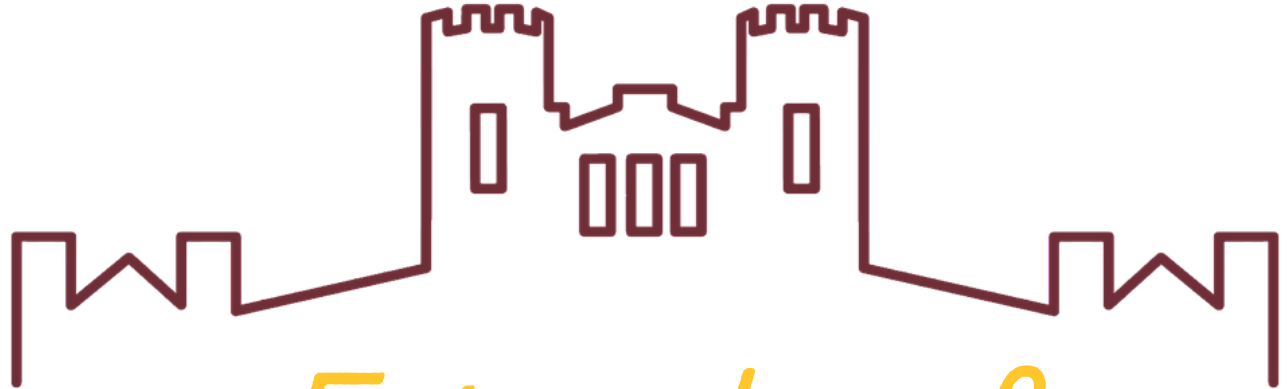
The Legacy Level includes everything from the Gold Level, as well as:

- Flyer in Family Weekend Bags
- Family Connection – Featured Post

UNCONQUERED - \$750

The Unconquered Level includes everything from the Legacy Level, as well as:

- Garnet & Gold Tailgate – One Table
- Family Weekend Partners Sign



Friends of **FAMILY WEEKEND**

Custom Donation Amount up to \$2,499

The **Friends of Family Weekend** level offers a unique opportunity for supporters to make a meaningful impact on our campus community with a flexible giving option. By becoming a "Friend," you play a vital role in supporting the traditions and programming that bring our students and their families together.

Benefits: Promotional Display – One Slide | Prepare for your Stay Webpage



COMMUNITY PARTNERS

These partnership levels are available to our local and corporate businesses in the Tallahassee and neighboring communities.

Support from partners can be financial or in-kind. We are happy to work with partners to come up with a partnership that best supports your team and NSFP.

In-kind support can include:

- Uniform items
- Printed materials
- Family Weekend swag
- Snacks and meals for volunteers

Do you have an in-kind donation idea? We'd love to hear it!

Thank you 2025 partners!

- artxnikki
- Midtown Reader
- Picked
- Lucky Goat
- Tomahawk 51
- Landmark Properties
- American Campus Communities
- Dillards



Partnership Tiers

GARNET - \$2,500

- Promotional Display – One Slide
- Prepare for your Stay Webpage
- Flyer in Family Weekend Bags

GOLD - \$5,000

The Gold Level includes everything from the Garnet Level, as well as:

- Garnet & Gold Tailgate – One Table
- Know Before You Go: Family Weekend – Half Page

LEGACY - \$7,500

The Legacy Level includes everything from the Gold Level, as well as:

- Know Before You Go: Family Weekend – Full Page
- Event Signage – Union Digital Screens
- Family Connection – Featured Post
- Vinyl Banner displayed in the FSU Student Union

UNCONQUERED - \$10,000

The Unconquered Level includes everything from the Legacy Level, as well as:

- NSFP Instagram and Facebook – One Post
- Logo on Fun Run and Walk T-Shirt

GET UP, IT'S GAME DAY! **FUN RUN & WALK**

Directly support our Get Up, It's Game Day! Fun Run & Walk during Family Weekend in up to three different ways! We are seeking support in overall race sponsors, supporting water stations throughout our course, and rewarding our participants with a Finisher Card.

Benefits: Promotional Display – One Slide | Prepare for your Stay Webpage | Visibility throughout Family Weekend and Fun Run & Walk

RACE SPONSOR **\$3,500**

Make a lasting impression as the face of the race. This opportunity includes sponsorship of our race t-shirts, race bibs, and start/finish line signals. Your logo will be included in each of these items based on your commitment to this level.

WATER STATIONS **\$500**

Keep our participants fueled by hosting one of three stations along the course. Your business can provide hydration and snacks while interacting directly with racers through on-site signage and branding.

FINISHER CARD *Discount of Your Choice*

Drive foot traffic directly to your door. By contributing to our Finisher Card, you provide a special discount or deal for participants who visit your business with their bib or race shirt.

In 2025, we had 570 participants at the Fun Run & Walk!

