



## UW PARENT & FAMILY WEEKEND, APRIL 8-10, 2016

### MERCHANT PARTICIPATION FORM

Parent & Family Weekend is a three-day “adventure” where parents and families of current students are invited to come to the UW campus and explore our incredible University through their student’s eyes. Parents and families will have the opportunity to take a tour of campus, sit in on faculty-led workshops, chat with UW leadership, rally their purple spirit on Red Square, hang out on the Ave., and check out the city! We’re expecting around 800 - 1,000 attendees for the weekend and registrants are coming from all across the country and even the world.

The inaugural Parent & Family Weekend will take place Friday, April 8 - Sunday, April 10, 2016. Businesses around Puget Sound are invited to show their support of the UW by offering special value to UW families that patronize their business over the weekend while wearing purple or officially licensed UW apparel.

If you would like to participate, please return this form by **Friday, March 18**. Please send completed form to Andrea Callis at [ajcallis@uw.edu](mailto:ajcallis@uw.edu) or Andrea Callis / University Marketing & Communications / Box 359520 / 4333 Brooklyn Ave NE, Seattle, WA 98195.

Questions? Call Andrea at 206-616-0348.

<b>Company</b>	
<b>Address</b>	
<b>Contact Name</b>	
<b>Contact Phone</b>	
<b>Contact Email</b>	
<b>Multiple locations?</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No
<b>Other locations:</b>	

<b>Please enter the full details of your Parent &amp; Family Weekend offer using the language that you would like to have on all promotional materials:</b>		
<b>Please send us:</b>	# ____ Parent & Family Weekend Posters # ____ Parent & Family Weekend Employee Buttons	
<b>Signature</b>		<b>Date</b>

Special Parent & Family Weekend offers should be available during the full hours of operation on the weekend, although “while supplies last” may be stated. It is acceptable to offer a discount on the purchase of merchandise but this should be very significant—more than offered in regular sales cycles.



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