It’s that time of the year again when we enjoy looking back at our Fall highlights that were made possible because of you!

May the joy of the holidays be with you now and throughout the new year!

All the best,
FAUs Trademark Licensing and Marketing

Please feel free to contact us at Trademarklicensing@fau.edu
College Colors Day
September 1, 2017

College Colors Day is a national celebration of the kick off of intercollegiate athletics and the back-to-school season. It seeks to celebrate and promote the traditions and spirit that make college great! Our Door Decorating Contest Winner won a book stipend while other participants won pizza parties, FAU gear and more!

Licensee Showcase
October 11, 2017

Thirteen of Florida Atlantic University’s licensees attended the 2017 showcase to exhibit their products and services to FAU faculty, staff and students.

T-Shirt Exchange
Throughout Football Season

Our T-shirt Exchange is a favorite among FAU students! Students are given the opportunity to exchange opposing university shirts for a FAU shirt. Over 300 shirts were collected and turned into dog toys for local pet adoption agencies!
Tis the season to be merry — and do we have a lot to be excited about at FAU! After going 10-3 overall, a perfect 8-0 in conference play and clinching the Conference USA championship under head coach Lane Kiffin, the Owls are ready to take home the Cheribundi Tart Cherry Boca Bowl trophy! It has been 10 years since the program won its first bowl trophy in New Orleans, and we are looking to add another to the collection on December 19 at FAU Stadium.

Be sure to purchase your tickets directly from FAU Athletics to sit with fans and get the best price possible. Call the Ticket Office at 1-866-FAU-OWLS

**Upcoming Events**

**Spring 2018**

**Women’s Basketball**

- **Campers Reunion**
  January 5, 2017
  FAU vs Marshall

- **2000s Night**
  January 11, 2017
  FAU vs Rice

- **Scout Night**
  January 20, 2017
  FAU vs Louisiana Tech

**Men’s Basketball**

- **Alumni/Jewish Heritage Night**
  January 4, 2017
  FAU vs UAB

- **Pajama Party/Teddy Bear Toss**
  January 6, 2017
  FAU vs UTEP

- **Basketball in Paradise**
  January 18, 2017
  FAU vs Charlotte

For complete basketball schedules, visit FAUSports.com
Learfield has developed college’s newest holiday, National Tailgate Weekend. The annual holiday is the first weekend of October after the initial saturated channels of September. Tailgate is consumerism, from trucks to chips and decorations to apparel, our synergies allow full access and execution to all channels. The holiday allows colleges, sponsors, retailers and licensees the opportunity to leverage Learfield’s full breadth of services and channels.

National Tailgate Weekend 2017 Highlights:

- National and local retailers reported double-digit sales growth driven by National Weekend and related promotions
- 40M impressions via traditional media
- Celebrity endorsement and appearance by Chef Josh Capon
- Influencer Marketing with 800K follower reach
- 50 partner schools’ radio networks featured NTW ads in the two weeks leading up to the holiday
- Result: A successful, omni channel marketing campaign with national reach and local activation – creating a new holiday that gives fans, universities, brands and retailers a reason to celebrate

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