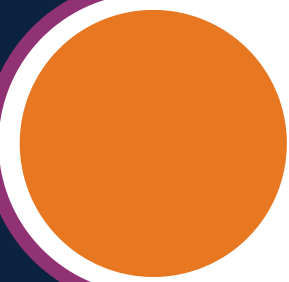


# Graduate<sup>®</sup> AUBURN



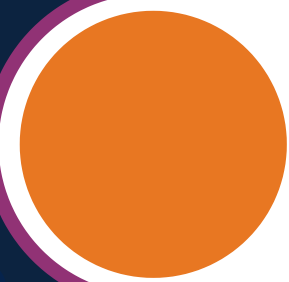
# "VISITATION" ITINERARY



**Pre-Launch:**  
Social Media, Tailgates



**Launch:**  
Launch Week Activations



**Post-Launch:**  
Traditions, Partnerships





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AUBURN

PRE-LAUNCH

# GRADUATE TAILGATE TENT

- Free standing cash bar in the tent to attract fans walking by
- Tables at the tent for consumers to make hotel reservations for the upcoming months
- Advantage as all other hotels will be booked up at this point
- Offer Game Day bundles



# SPOKESPEOPLE



**Madi Prewett**  
*Influencer*

 1.7 M



**Hugh Freeze**  
*Football Coach*

 337K



**Riley Green**  
*Passionate Fan*

 1.3M



**Bruce Pearl**  
*Basketball Coach*

 141K



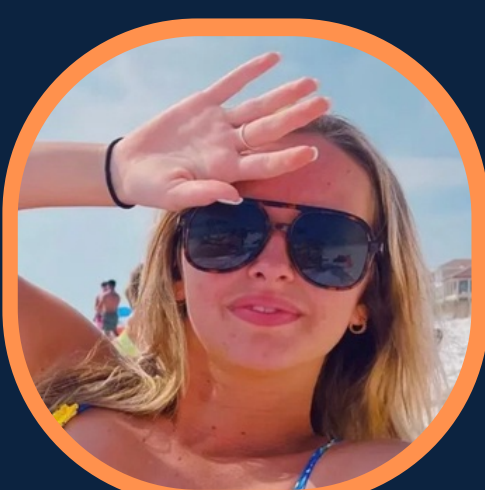
**Ava Leblanc**  
*Student Influencer*

 442.6K



**Laine Martin**  
*Student Influncer*

 43.2K



**Madeline Holmes**  
*Student Influencer*

 13.1K



**Gracie Branham**  
*Student Infleuncer*

 23.4K

# MEET OUR ATHLETES



**Bo Jackson**  
*Football*

**Give Me a Chance  
Foundation**



**Suni Lee**  
*Gymnastics*

**Voice in Sport  
Foundation**



**Charles Barkley**  
*Basketball*

**Charles Barkley  
Foundation**



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LAUNCH



# LAUNCH WEEK

**Come and spend the day at the Graduate Hotel!**

Meet Auburn **athletes and cheerleaders** as the university **marching band** welcomes you in. Be sure to stop by our **pop-up shops** for your Auburn merch as well!

# STUDENT ART COMPETITION

- Create a buzz pre-launch
- Students can campaign for their art judged on launch day
- Winners have their art displayed in the lobby throughout the year
- Partner with the art clubs and cultural clubs
- Incorporate monthly Auburn-themed art pieces as an ongoing event



# GRADUATE HOTEL MENU



Graduate  
HOTELS

OPEN DAILY 8AM - 10PM

ENJOY A NIGHT OF FUN WITH ATHLETE FAVORITES

## BO'S POWER SLAM

This invigorating drink combines robust flavors and a strong mix of spirits to give you the burst of energy you need



\$13

## JIMMY BUFFET'S MARGARITA

This iconic drink starts with a base of tequila, providing a smooth and slightly tangy taste.



\$14



## BARKLEY BISON BURGER

Beef, Cheese, Onion, Tomato, Mustard, Pickle, Lettuce

ONLY \$12.99

## PAYTON'S PANCAKES

"Payton's Pancakes" is a delicious breakfast or brunch dish inspired by Payton Thorne, capturing the essence of his energetic and satisfying approach to the game.



\$15



Payton Thorne  
Payton's Pancakes



Bo Jackson  
Bo's power slam

Graduate  
HOTELS

# ATHLETE ACTIVATIONS

- Auburn athlete menu items
  - Meet and Greet
  - Podcasting events
  - Hall of Fame signed jerseys
- photo opportunity



# CHARITY AUCTION NIGHT

- Sales of athlete-signed jerseys, merch, and memorabilia in the hotel lobby
- Arts by local artists
- Proceeds go to the celebrity's choice of charity foundation



The background of the image features a dark blue field with large, stylized black eyes. Each eye has a bright yellow-orange iris with a gradient. The text "Graduate" is written in a white, flowing script font, and "AUBURN" is in a bold, orange, sans-serif font below it. A registered trademark symbol (®) is located to the right of "Graduate".

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POST-LAUNCH



Graduate<sup>®</sup>  
HOTELS

X



# Rolling Toomer's Corner Tradition

- Rolling Toomer's Corner Tradition has been a staple for Auburn **since 1972**
- Biodegradable toilet paper
- **Logo printed** on each roll
- Drop by the hotel to grab a roll



# BRAND PARTNERSHIPS

## Pop Ups

**Pants Store** – outfit curation

- Sorority Rush
- Date Party
- Game Day

**Game Day Pin Booth**

- Table in the lobby
- Varying designs specific to the team being played each week
- Pins have become collectibles for alumni and fans



# BRAND MOVE-IN KITS

## Hotel-branded Essentials

Providing hotel-branded essential kits such as personal care, toiletries, and Graduate Hotel branded toilet paper for new students preparing to move into a dorm

## Local Brand Goodies

Students can also receive goodie baskets composed of local brand product samples and coupons



# SUMMER BUZZ

- Camp War Eagle
- Move-In
  - parents
  - families
  - friends who help with move-in
- Sorority rush before housing opens on campus





# ATHLETE-THEMED SUITES

- Athlete-themed rooms and suites: **stay in the Bo Jackson Suite**
- Booking packages to stay in your favorite suite throughout the football season

# ROOFTOP BAR NIGHTS

## Sunday

### Sunday Funday

- Flights of beer
- Mimosa pitchers

## Monday

### Tiger Tunes Karaoke

## Tuesday

### Bo's Bingo

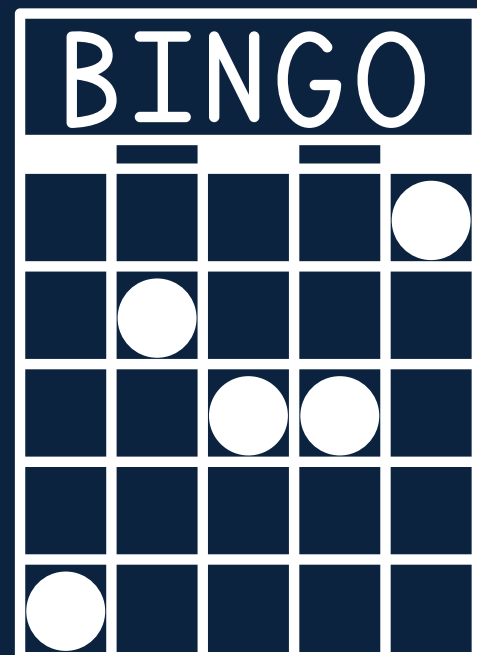
## Wednesday

### Are You Smarter Than a Bama Fan?

- Trivia Night

**TRIVIA**

**NIGHT**



**COCKTAIL MAKING CLASS**

# BO JACKSON'S BEANS

- Create co-working space
- **Punch card** system: free coffee, breakfast, or a drink at the bar
- Specialty coffee named after athletes
- Collectible mugs for each Graduate Location





# GRADUATION ACTIVATIONS

- Graduation amenity packages that can be ordered when you book your graduation stay
- Photo wall in the lobby for the new graduates



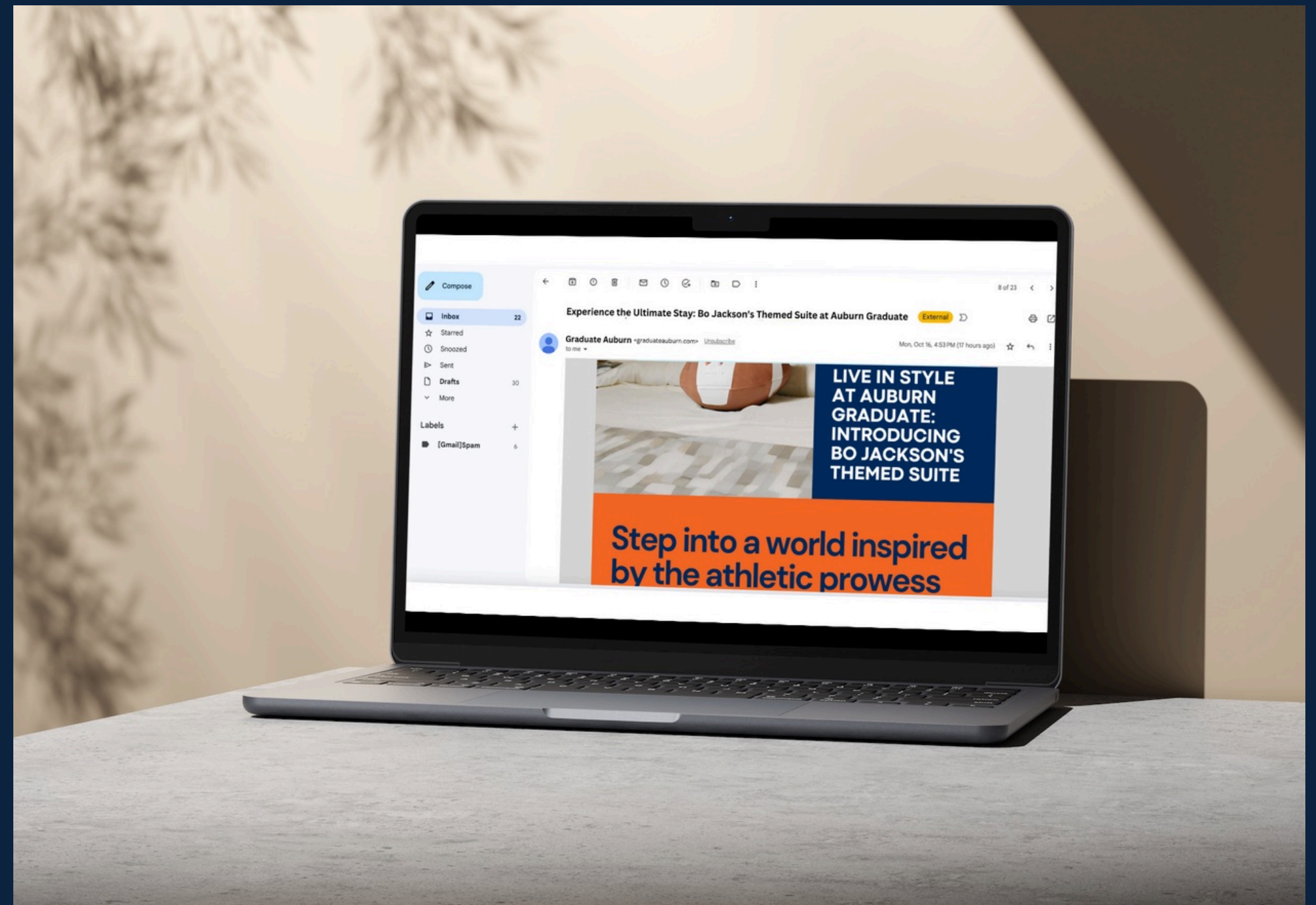


Step into a world inspired by the athletic prowess and versatility of Bo Jackson

Dear **George**,

Are you ready to elevate your living experience to a legendary level? We are thrilled to introduce the exclusive "Bo Jackson's Themed

# EMAIL MARKETING MOCK-UP



# OFF-SEASON MARKETING

- SEC Rivalry Night
- Alumni Socials
- Parent Experience
- Community Engagement



# WAR EAGLE

