2015-2016 Big Ideas promotional materials are accessible on our website, and divided into UC Berkeley, UC System, Higher Education Solutions Network (HESN), and Australian University Partners sections. Since each 2015-2016 category has different eligibility requirements depending on the school, it is important that you only use the promotional materials according to each academic network your school belongs to.

UC Berkeley	UC System	HESN	Australian University Partners
● UC Berkeley	● UC Berkeley ● UC Davis ● UC Irvine ● UC Los Angeles ● UC Merced ● UC Riverside ● UC San Diego ● UC San Francisco ● UC Santa Barbara ● UC Santa Cruz	● College of William and Mary ● Duke University ● Makerere University ● Massachusetts Institute of Technology ● Michigan State University ● Texas A&M University	● Monash University ● University of South Australia

Please poster these materials across your campus, circulate them via emails or newsletters, and share them on your website, Facebook, or Twitter! We encourage you to also send emails to various departments and centers across your campus, and make announcements in class or at larger student gatherings.

General Promotion
- Multi-Category Poster
- Big Ideas Timeline Poster
- Big Ideas Brochure and Timeline (to be handed out)

Online Information Session (Oct. 13, 3pm PST)
An online info session will be livestreamed for remote teams to learn about the contest.
- Info Session Posters (online or in-person)

Targeted Promotion by Category
Ideal for specific centers or departments.
- Individual Category Posters

If you are interested in promoting Big Ideas on your social media platform, we have a few templates that you can use:

Facebook

- **Launch (September):** (with respective multi-category poster) The 2015-2016 Big Ideas contest is officially open! Big Ideas challenges graduate and undergraduate students to put their ideas to the test, and students can win up to $15,000 in awards! For more information on contest rules and eligibility, check out bigideas.berkeley.edu.
- **Launch (September):** (with respective multi-category poster) This year's Big Ideas contest has launched and is open to students! To learn more, watch our info sessions and writing workshops on the Big Ideas website here: bit.do/ideaslive. For contest information, visit our website at bigideas.berkeley.edu.
- **Online Info Session (October):** (with info session poster) Do you have a creative solution for a pressing social problem? Tune into our online information session on October 13th at 3pm PST to learn more about the Big Ideas contest at bit.do/ideaslive. Your 3-page proposal is due on November 12th!
- **Writing Workshops (October):** Need help crafting your Big Ideas pre-proposal? Check out our writing and advising workshops at bit.do/ideaslive or send an email to bigideas@berkeley.edu to set up an advising appointment with our team!
- **Deadline (November):** The Big Ideas deadline is coming up soon! Submit your pre-proposal to the Big Ideas website bigideas.berkeley.edu by November 12th at 12:00pm PST!

Twitter
@BigIdeasCAL will also be tweeting contest information regularly, so feel free to retweet any of our posts!
- **Launch (September):** (with respective multi-category poster) The 2015-2016 @BigIdeasCAL contest is now open to students! Check out bigideas.berkeley.edu for more info!
- **Launch (September):** (with respective multi-category poster) Win up to $15,000 in prizes by applying for the @BigIdeasCAL contest, now open to students! Learn about eligibility and rules at bigideas.berkeley.edu
- **Online Info Session (October):** (with info session poster) Tune into the @BigIdeasCAL online information session 10/13 at 3pm PST at bit.do/ideaslive to learn more about the contest! Pre-proposals due on 11/12!
- **Deadline (November):** The Big Ideas deadline is coming up! Submit your pre-proposal to the @BigIdeasCAL website bigideas.berkeley.edu by 11/12 at 12:00pm PST!