Annual Sponsorship Package
2019-2020

University of Manitoba Students’ Union

100 Years

1919  2019
The University of Manitoba Students’ Union is Your Connection to the U of M Campus Community!

UMSU is every U of M students’ source for information and valuable campus resources to help connect with their peers. UMSU provides its members with countless services, thriving and unique businesses, plus fantastic signature events throughout the year.

2019 also marks UMSU’s 100th Anniversary!

We are very excited about the various events and programming we have planned to celebrate this Centennial year. We’re hoping that you would like to partner with UMSU and help us make our Centennial the best year for UMSU yet.

With the generous support of our sponsors and community partners, we strive to keep all of these initiatives completely accessible by delivering them at little or no cost to the campus community.

We, at the University of Manitoba Students’ Union (UMSU), would like to extend an invitation to you to be a part of the largest university community in the province.

By the numbers:
- 30,000+ Students at the U of M!
- 9,000+ U of M Staff!
- Over 10,000 people walk through UMSU University Centre EVERY DAY of the School Year!

UMSU is dedicated to providing the absolute best University of Manitoba Experience by offering events and services that are Accessible to everyone, Engage Participation, and are Supportive in such ways to make sure the collective voice of the student body is heard.

With the 2019-2020 Annual Sponsorship Package, there are more opportunities than ever before to get involved and have your business or groups’ messaging reach the U of M Campus Community! As you may or may not know, more than 26,000 undergrad students and 9,000 staff attend the University of Manitoba each year.

We invite you to take a look at some of these initiatives in this package, and we are sure you will find opportunities that would be a perfect match for your business or group. We are also open to customizing any sponsorship deal to best suit your goals.

For more information or to set up a meeting, please contact:

Marketing@UMSU.ca
Orientation Week: Fall 2019 + Winter 2020

Orientation Week is one of the biggest celebrations for UMSU and its 26,000+ undergraduate students. UMSU welcomes new and returning students to campus with multiple events, including live entertainment, beverage gardens, resource fairs, tabling opportunities, free breakfasts/lunches and more! Orientation tabling for Fall 2019 will take place September 4th-6th and September 9th-13th.

These Orientation Weeks are peak times to engage the campus community with your business messaging!

Malpractice Halloween Social

UMSU’s infamous Halloween Social, Malpractice, sells out EVERY YEAR! There are opportunities for your branding to be on promotional materials, advertising, and on-site activations!

UMSU Centennial Speaker Series

Throughout the year, UMSU presents speakers who discuss a variety of topics. Find out how you can get involved in the next exciting UMSU speaker event!
Holiday Hampers Sponsorship Opportunities

Every year UMSU receives more than 160 hamper applications from students and student families in need during the holiday season. These requests could not be fulfilled with the support of generous sponsors in various capacities. Supporting businesses can:

- **Sponsor a Hamper** - Through a Monetary donation
- **Adopt a Hamper** - Purchase or Collect Donations and assemble one Full Hamper
- **Donate a Hamper** - Gather Donations to Contribute Partially to Hampers

**Offer Products and Samples to Students!**

Can’t make it to campus? Have your products distributed to our community of over 30,000+ students at the University of Manitoba!

- Please inquire with the UMSU Marketing Department for details and pricing

Plus there are many more exciting events throughout the year including performances and contests—just to name a few!
UMSU Advertising Spaces

Engage our Campus Community in so many ways!

Set up a Table in the Main Halls of UMSU University Centre—starting from only $100/Day per 2x6 foot table!

- Please inquire with the UMSU Marketing Department for details and pricing

*Have your Message set on a Slide Show on our 20 HDTVs!

Slides cycle every 8 seconds, 24 hours a day!

Bookings range from two weeks to all year. Slides are updated biweekly!

- 2 Weeks $300.00
- Fall Term 18 weeks $2500.00
- Winter Term 18 weeks $2500.00
- Both Terms $4000.00

The total campus population at the University of Manitoba is 40,000+ people (students & staff)!

We offer great space for pamphlets or flyers!

Right in our UMSU Service Centre, located in a very high traffic area of UMSU University Centre.

- 15 Days $150.00
- 30 Days $250.00
- Fall Term 18 weeks $700.00
- Winter Term 18 weeks $700.00
- Both Terms $1200.00

*Your message must offer programming or promotion that is Student Specific for these opportunities.
UMSU Advertising Spaces

*Promotional Postering on Campus
High traffic availability on over 30 boards for 11x17 advertisements provided by your company!

- 15 Days $150.00
- 30 Days $250.00
- Fall Term 18 weeks $700.00
- Winter Term 18 weeks $700.00
- Both Terms $1200.00

*UMSU E-Newsletter to 30,000+ Students
Have your Student centric program or promotion go out on the UMSU e-Newsletter which reaches the entire student body of 30,000+!

- E-Newsletter $800.00 each

On-site Activation Spaces at an UMSU Signature Event!
Set up a tent! Set up a booth! This is a great opportunity to offer samples, coupons, promotional items, etc!

- $700.00 for 10' x 10' space/day
- $1500.00 for 10' x 10' space/day, with Industry Exclusive

*UMSU Social Media Platforms
Promote your Business/Product/Services through Giveaways, Student Deals and more! We are always excited to connect our followers with Partners who offer Value to the Campus Community.

- Please inquire with the UMSU Marketing Department for details and pricing

*Your message must offer programming or promotion that is Student Specific for these opportunities.
Get Involved with UMSU’s Advocacy Initiatives!

If you’re looking to work with a specific group, initiative or cause, we have many options as well!

The Student Food Bank provides quality, accessible food for students needing assistance.

With Post Secondary costs always on the rise, UMSU is proud to help our students with emergency loans and other financial resources in times of hardship through The Student Hardship Fund and Financial Aid.

If you would like to get involved with any of these amazing causes, UMSU can issue tax receipts for your financial contributions!
There are so many opportunities to engage with The University of Manitoba through UMSU!

If you are interested in getting involved with any of these programs, events and initiatives, UMSU would be proud to meet with you and come up with the perfect customizable sponsorship plan!

We would love to meet with you and get you engaged with our Campus Community!

Please contact:
Marketing@UMSU.ca