

UMSU is Your Connection to the Campus Communities at the University of Manitoba!

The University of Manitoba Students' Union (UMSU) is every undergraduate student's source for information and valuable resources to connect with their peers at the University of Manitoba (U of M). UMSU provides students with countless supports and services, seven unique and thriving businesses, as well as fantastic signature events that are held throughout the year to help create a holistic student experience.

Over the past year we have featured a myriad of events ranging from fun and interactive trivia games to captivating Zoom webinars with guest speakers. With our seamless transition to a virtual space, you can expect to see more curated, quality content and programming to come in the fall of 2021. UMSU is ready to partner with you to host your next virtual event in any format.

With a strong social media presence and a bi-weekly email newsletter sent to all of our UMSU members, our events engage students and are well-attended, ensuring our sponsors connect with our student community and garner solid brand awareness.

We invite you to take a look at these initiatives within our Sponsorship Package, and discover opportunities that would be a perfect match for your business or group!

30,000+ U OF M STUDENTS!

9,000+ U OF M STAFF!

19,000+ FOLLOWERS ONLINE!

Want to set up a meeting or learn more?

**Please contact Lauren Nemez,
UMSU Marketing Manager:**
Marketing@UMSU.ca

UMSU Signature Events

Orientation Week: Fall 2021 + Winter 2022

Orientation is an exciting time where we welcome our students back to classes. UMSU welcomes new and returning students to campus with virtual events and programming happening all week long!

These Orientation Weeks are peak times to get involved with UMSU and engage the campus community and promote your business to students!



Week & Month Long Annual Campaigns

Throughout the year UMSU hosts a variety of contests, giveaways, trivia events, informational programming and resources, as well as speaker events during our week and month long campaigns. Some campaigns you can get involved with are: Mental Health Month/Week, Indigenous Student's Month, Black History Month, and Sustainability Week. There are many opportunities for partnering with your brand during these weeks and months. Find out how you can get involved in UMSU's next campaign!

SPONSORSHIP SCHEDULE

Fall 2021

- Who is UMSU? Campaign
- Orientation Week (First Year Tips and Tricks! Meet Your Executive and Community Representatives!)
- Get Involved Campaign
- Healthy Sexuality Campaign
- Mental Health Campaign
- Indigenous Students Month
- Holiday Hampers Food Donation Drive

Winter 2022

- Mental Health Campaign
- Black History Month
- Sustainability Campaign

UMSU Signature Events



Plus, there are many more exciting events throughout the year including contests and giveaways!

Holiday Hampers Sponsorship Opportunities

The Annual UMSU Holiday Hamper Program has been in existence for many years and it provides assistance to students and their families over the holiday season. Every year we provide hampers filled with food and toys for our members, and last year we were able to help just shy of 230 students in need. In order to keep this program alive, we rely on the fundraising efforts of our student associations, and our corporate and community partners.

Due to COVID-19 last year, we had to do things a little differently. We still wanted to help those in need, but also wanted to maintain safety measures. For 2021 (like 2020), we will be mailing students in need a gift card to a grocery store. This option allows for recipients to order online and have their hamper delivered to their home if necessary.

At this time we are looking for monetary donations for students in need during the holiday season.

Start-Up Fest - March/April

We held our first annual Start-Up Fest April 2021! It was a webinar based event that featured a panel of local business owners. The purpose of this event is to educate and our UMSU members on entrepreneurship with inspirational real-life stories from a variety of Winnipeg business leaders.

[Check out the 2021 Start-Up Fest event on UMSU's YouTube channel!](#)

UMSU Virtual Advertising Spaces

Engage Virtually with our Campus Community in so many ways!

Due to most classes being held online, we are unable to use many of our regular advertising spaces. However, we still have great opportunities for you to promote your image and engage with our student body. Here are the advertising spaces being offered for the 2021-2022 year.

UMSU's Social Media Platforms *

UMSU has a strong and active social media following across Twitter, Instagram, and Facebook. We offer opportunities to partner with us to promote your company through giveaways, contests and more!

For giveaways and contests, if your company can provide UMSU with a product or service, we can run contests online across our social media platforms. This is our current reach across our various social media platforms:

Instagram - 8,800+ followers

Facebook - 8,200+ followers

Twitter - 2,300+ followers

- Contests: \$125/per day + provision of prizing.

Contact the UMSU Marketing departments for details. Pricing may differ depending on promo needs. Additional cost for ad boosts on social platforms.

UMSU E-Newsletter to 45,000+ Students *

Have your program or promotion go out in the UMSU E-Newsletter to over 45,000+ students!

- E-Newsletter - \$600.00 (per newsletter)

UMSU Website Banner *

- 30 days - \$1,500
- Fall Term - \$5,000
- Winter Term - \$5,000
- Both Fall and Winter Terms - \$8,000

Partner with us or gain more information by contacting UMSU's Marketing department!

marketing@umsu.ca

More UMSU Advertising Spaces

Engage with students on Campus in so many ways!

Rent a Table in the Main Halls of UMSU University Centre (Winter 2022)

- \$100/per day with 2x6 Foot table

Join our Student Discount Page!

- Fall Term - \$2,000
- Winter Term - \$2,000
- Both Fall and Winter Terms - \$3,600

We offer great space for pamphlets or flyers!

Advertised right inside our UMSU Service Centre, and located in a high traffic area of UMSU University Centre.

- 15 days - \$150
- 30 days - \$275
- Fall Term - \$700
- Winter Term - \$700
- Both Fall and Winter Terms - \$1,200

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.

- Fall Term 2 weeks - \$150.00
- Winter Term 2 weeks - \$300.00
- Fall Term (18 weeks) - \$1,250.00
- Winter Term (18 weeks) - \$2,500

Pricing is based on the amount of students and staff on campus.

Partner with us or gain more information by contacting UMSU's Marketing department!
marketing@umsu.ca

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 your business and connect you to our Campus Community!

Please contact Lauren Nemez,
UMSU Marketing Manager: Marketing@UMSU.ca

