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

With the return of in-person classes, we are very excited about the various events and programming we have planned to celebrate this upcoming year.

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.

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!

Want to set up a meeting or learn more?

Please contact the Marketing Department at marketing@umsu.ca
UMSU Signature Events

Orientation Week:
Fall 2022 + Winter 2023

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 2022
- Orientation
- Welcome Week
- FROSH
- Get Involved Campaign
- Healthy Sexuality Campaign
- Mental Health Campaign
- Indigenous Students Month Campaign

Winter 2023
- Mental Health Campaign
- Black History Month
- Sustainability Campaign
Holiday Hampers Sponsorship Opportunities

The Annual UMSU Holiday Hamper Program has been in existence for over 15 years and provides assistance to students and their families over the holiday season. For many years, we have provided hampers filled with food and toys for our members, but due to COVID-19 we’ve revitalized the program to better suit the needs and safety of our students.

Last year we were able to help 230 students in need by providing gift cards to grocery stores, allowing them to purchase items according to their specific needs. This option also allows for recipients to order online and have their hamper delivered to their home if necessary. We have seen much success through this method and have hopes to continue growing the program in this direction.

This year we are developing a hybrid program that combines the accessibility of gift cards with the community building aspect of physical hampers. In addition to gift cards that satisfy the needs of recipients, we would like to put together a holiday package filled with gifts and resources for students. In order to keep this program alive, we rely on the fundraising efforts of our student associations, and our corporate and community partners.

If you are interested in sponsoring the UMSU Holiday Hamper Program, please contact marketing@umsu.ca!
UMSU Advertising Spaces

Engage with our Campus Community in so many ways!

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** – 9,400+ followers
- **Facebook** – 7,800+ page likes
- **Twitter** – 2,400+ followers

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

Contact the UMSU Marketing Department 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 - $800 (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 at marketing@umsu.ca!

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

Engage with students on Campus in so many ways!

Rent a Table in the Main Halls of UMSU University Centre (Winter 2023)
- $100/per day with 2x6 Foot table

We offer great space for pamphlets or flyers!
Advertised 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 HD TVs!*
Slides cycle every 8 seconds, 24 hours a day. Bookings range from two weeks to all year.
- Fall Term (18 weeks) - $2,500
- Winter Term (18 weeks) - $2,500
- Both Fall and Winter Terms - $4,000

Partner with us or gain more information by contacting UMSU’s Marketing Department at marketing@umsu.ca!

*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 your business and connect you to our Campus Community!
Please contact the Marketing Department at marketing@umsu.ca
ANNUAL SPONSORSHIP PACKAGE
2022-2023

We would love to meet your business and connect you to our Campus Community!

Please contact the Marketing Department at marketing@umsu.ca