



2025 SPONSORSHIP PACKAGE

The University of Manitoba Students' Union (UMSU) is excited to host our 4th annual Bison Bash Week for Fall Orientation! UMSU Bison Bash is a great opportunity to showcase your company and engage with new and returning students, faculty and staff of the University of Manitoba (UM) Community.

UMSU is YOUR connection to the UM Community!



26,000+
STUDENTS!



9,000+
UM STAFF!



9,400+
FOLLOWERS
ONLINE!

We're excited to partner with you and help you engage with our students and the UM Community.

Contact the Marketing Department at marketing@umsu.ca



FALL ORIENTATION

SPONSOR LEVELS

HERD SPONSOR – \$12,500

- + Company logo (large) on Bison Bash website with a direct link to webpage of choice
- + Company logo (large) on all printed material
- + Company logo on all digital material
- + Activation space at Bisons Bash (on the outdoor Quad) September 3
 - Sizing/Location/Needs to be worked out with event planners
- + 'Thank You to Our Sponsors' social media post
- + Opportunity to donate items for UMSU Welcome Bags handed out throughout Orientation (donated items to be received by August 9)

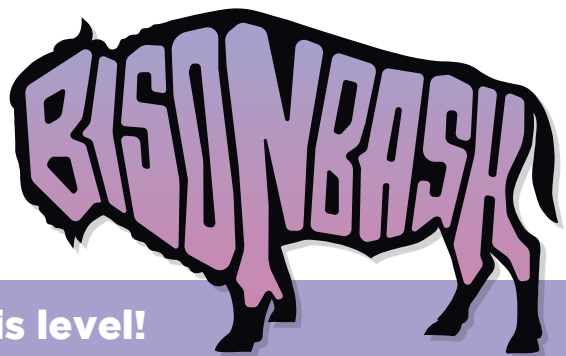
Additional Benefit Options (choose 4)

ACTIVATION SPACE DURING BISON BASH MARKET (must be able to staff all spaces if choosing more than one)

- Inside the market (front and centre) – 20ft by 15ft
- Outside market – alcove 2nd floor – 15ft by 15ft
- 1st floor UMSU University Centre

DIGITAL ADVERTISING

- TV Network Fall Semester
- TV Network Winter Semester
- 15-30 second commercial at UMSU Street Party – in rotation with Event signage
- e-Newsletter (September 3 – first issue)
- e-Newsletter (September 9)



Exclusive - Only one sponsor at this level!

JUNIOR BISON – \$6,500

- + Company logo (medium) on Bison Bash website with a direct link to webpage of choice
- + Company logo (medium) on all printed material
- + 'Thank You to Our Sponsors' social media post
- + 10' x 10' space at Bisons Bash (on the outdoor Quad), September 3
- + Opportunity to donate items for UMSU Welcome Bags handed out throughout Orientation (donated items to be received by August 9)

Additional Benefit Options (choose 3)

ACTIVATION SPACE DURING BISON BASH MARKET (must be able to staff all spaces if choosing more than one)

- Inside the market (front and centre - 10ft by 5ft)
- Outside market - alcove 2nd floor - 8ft by 5ft (no tents) - space dependent

DIGITAL ADVERTISING

- TV Network September and October
- e-Newsletter (September 3 - first issue)
- e-Newsletter (September 9)

SUPPORTING BISON – \$2,500

- + Company logo (small) on Bison Bash website with a direct link to webpage of choice
- + 'Thank You to Our Sponsors' social media post
- + Opportunity to donate items for UMSU Welcome Bags handed out throughout Orientation (donated items to be received by August 9)

Additional Benefit Options (choose 2)

ACTIVATION SPACE DURING BISON BASH MARKET, SEPTEMBER 2-6

- Inside the market (Table space - 8ft x 5ft - no tents)

DIGITAL ADVERTISING

- TV Network Ad September
- e-Newsletter (September 9)

FRIENDLY BISON – \$1,500

- + Company logo (small) on Bison Bash website with a direct link to webpage of choice
- + Table at the Bison Bash Market, September 2-6
- + 'Thank You to Our Sponsors' social media post
- + Opportunity to donate items for UMSU Welcome Bags handed out throughout Orientation (donated items to be received by August 9)

EVENTS

SEPTEMBER

2-5

BISON BASH MARKET

The Bison Bash Market features small businesses, service providers for phone, internet, financial needs, and more! A great way to showcase your brand to the UM Community.

SEPTEMBER

3

BISONS ON THE QUAD

Our main event, Bison Bash on the Quad will feature a blow-up obstacle course, music, food, and other fun outdoor games. Connect with fellow students and the UM community in this lively outdoor event.

SEPTEMBER

8-12

FREE BREAKFASTS

Free breakfast catered by UMSU's Degrees Diner and served by the UMSU Executives and Volunteers.

SEPTEMBER

12

UMSU STREET PARTY

Taking up the entirety of the 3rd floor, the UMSU Street Party is a night filled with DJs, local bands, photobooth, street food and more!

AND MORE!

There will be additional programming throughout the two weeks in the market and businesses, including karaoke and trivia nights.

