The Dalhousie Student Union invites you to join
THE TIGER FAMILY

SPONSORSHIP GUIDE 2017
As the largest university in the Maritimes, Dalhousie University offers the largest platform for reaching young and engaged students. And there is no better time to make connections with these students than during the Dalhousie Student Union’s Orientation Week!

More so than any other time during a student’s education, Orientation Week is when young individuals actively explore new ideas and opportunities. Your organization has the chance to be a meaningful part of this defining point in their lives. It is an amazing opportunity to create powerful connections that will contribute to long-lasting engagement and continued customer loyalty.

We expect our registration numbers to be at an all-time high this year, reaching approximately 2000 new student participants and 200 returning “Orientation Leaders”.

Over 50% of O-Week participants come from out-of-province: this audience is eager to become part of the local community and embrace Halifax culture.

We expect high levels of participation from international students during this year’s orientation week. These students make up a large, captive audience and they are eager to explore all aspects of the local and national community.

Each year, we welcome over 200 Orientation Leaders to the O-Week family. These peer role models are critical to influencing the attitudes and opinions of first year students. Strong engagement with this audience leads to word-of-mouth buzz that supports long term loyalty to your brand.

We’ve introduced a variety of exciting new events that are designed to keep students excited and engaged during the entirety of O-Week.
BRANDING OPPORTUNITIES

Each year, Orientation Week connects the Maritimes’ largest group of bright young minds and diverse personalities with the unique and influential organizations that surround them. We have a variety of ways to help you take full advantage of this exciting event.

T-SHIRTS
2250 t-shirts will be distributed and worn by participants and volunteers during the entire four days of Orientation Week and throughout the year!

Space will be limited to five partners’ logos (excluding the Dalhousie Student Union and Dalhousie University).

ORIENTATION PACKAGE
Each year we provide students with a “Welcome to Dalhousie” package. In each of our 2000 Orientation Packages, we include a variety of “swag” items from the university, the DSU and organizations like yours.

Examples of items we have provided in the past include coffee mugs, water bottles, key chains, lanyards, and clipboards.

You have the opportunity to insert a brochure, product sample or “swag” item in the Orientation package.

- **Sponsorship value depends on size of brochure, product sample or swag**
- **Unlimited number of opportunities available**

*Deadline to drop off items for Orientation package insertion is August 15, 2017.*

LAUNDRY BAGS
All Orientation packages are distributed in a custom printed laundry bag. These are used by students throughout the year and, over time, become a staple item of residence life culture. This is a great opportunity to have your logo on a product that will be regularly used in a high density environment of your target market. Space will be limited to five partners’ logos.

ORIENTATION WEBSITE
Almost 70% of all O-Week participants register for the event using our website. The website sees repeat visits as we update and make new announcements and additions to the site. You will have the opportunity to have a thumbnail image of your logo on our sponsor page.

Printing flyers, coupons or brochures for the Orientation Package?

**Sponsors receive a 15% discount on print services at Campus Copy!**

Campus Copy is conveniently located in the Student Union Building so we’ll take care of delivery too! Email ccopy@dal.ca or call 902-494-1240 for details or to place an order.
BANNER PLACEMENT
Opportunities are available to place your banner at a specific event or at various locations on campus throughout Orientation Week. For instance, your company can sponsor a musical stage that will run non-stop entertainment throughout our registration day, or perhaps you’d be interested in becoming the title sponsor of a particular event in our schedule.

▶ Sponsorship value depends on the size and duration of your banner placement.

LCD SCREENS IN STUDENT UNION BUILDING
Your logo or ad can be shown on a loop on the two LCD screens located in a prominent area of our Student Union Building.

SOCIAL MEDIA
Your organization can be associated with the Dalhousie Student Union and Orientation events on a wide range of social media platforms.

We have developed a program to offer “@ mentions” on twitter and “tags” on Facebook during the duration of Orientation Week. The quantity of social media activity to be determined based on remuneration.

EXPERIENTIAL OPPORTUNITIES
In addition to traditional sponsorship recognition, we are focused on providing customized experiential marketing that will allow you to make longer lasting and more meaningful connections with your target audience. Get in touch to share your ideas with us!

SAMPLE OPPORTUNITIES INCLUDE (BUT ARE NOT LIMITED TO):

ON-SITE PRESENCE AT EVENTS
Whether it’s an information table, a tradeshow-style kiosk, or a full-sized mobile store, we will work with your organization to provide opportunities for in person engagement at our events! Both indoor and outdoor space is available.

PRIZE PACKAGE GIVEAWAYS
Giveaways of high value products, services and experiences ignite word-of-mouth buzz and excitement amongst the entire cohort of Orientation Week participants. Get students excited with the prospect of winning a travel vacation, a shopping spree or an adventure experience. Giveaways can be arranged at specific events or through an alternative draw.

Giveaway arrangements will be negotiated on a case-by-case basis depending on the value added to the O-Week experience.

Nearly 8,000 likes
Over 7,000 followers
Over 2,500 followers
(1,000 additional followers on the DSU O-Week account)
**EVENT-SPECIFIC SPONSORSHIP**
We are excited for your company to become a title sponsor of a particular event; for instance, you may be interested in sponsoring our annual Field Party, Cheer Off, or Amazing Race events. You will be identified as the “presenting sponsor” on print and online versions of our Orientation Week schedule. During the event, you will be provided with recognition opportunities with banners, on-site presence, and giveaways of promotional items (eg. lanyards or t-shirts).

**PRODUCT PLACEMENT**
We can provide our Orientation Week Leaders with your products for their own use throughout Orientation Week. Approximately 2000 first year students will see their peer role models using and advocating for your brand, company or organization.

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**ADD-ONS**

**“LEADERCAMP” TITLE SPONSORSHIP**
Get intensive exposure to over 200 Orientation Week Leaders for the duration of their two-day training and team building program.

**OFF-CAMPUS STUDENTS’ LOUNGE SPONSORSHIP**
Over 500 first year students not living in residence participate in O-Week. We provided a furnished lounge to act as their “home base” before, in between and after events. This space is a great opportunity to get intensive exposure to a large audience of commuter students. Contact us to discuss this further.

**STUDENT SUPPORT OPPORTUNITY**
We strive to make Orientation Week inclusive for all students. One of the many ways we do this is by offering Orientation Week Bursaries to help students cover the cost of O-Week. By contributing to the O-Week Bursary program, you can directly help support those students who wish to attend Orientation Week.

**INTERNATIONAL STUDENTS SPONSORSHIP**
This year, we expect 350 new international students to come to Dalhousie. These students are unique in the sense that they make a significant financial contribution to the local economy. International students buy three times as many new products, on average, than domestic students, because they travel to Halifax by plane. International students also must set up basic needs, such as banking accounts and cell phone accounts. The Dalhousie Student Union is delighted to partner with the Dalhousie International Centre to include these students in our Orientation Week, as well as provide separate events for international students to assist in their settlement in to the country. For information on these events, please contact us to discuss further.
COUPONS

Coupon advertisements are produced in full colour on high-gloss stock for maximum image definition. Each coupon printed on front and back and is perforated for easy use.

Past experience indicates that the coupon section drives the pick-up of the student handbook because students are eager to access amenities in Halifax with great savings opportunities. Coupons offer your audience a direct way to engage with your business and give you clear statistics on the effectiveness of your advertising dollars.

FULL PAGE & COVER ADS

Get maximum exposure for your brand by placing a full page ad in a high visibility location in our student handbook. Students use their handbooks on a daily basis for the duration of the school year, so full page, divider pages, back and interior cover ads have highest exposure to your target market.

Covers are printed in full colour on high-gloss, durable laminated cover stock. All ads are in full colour.

HANDBOOK ADS INCLUDED IN PACKAGES

Orientation Week Partnership Packages booked by Thursday, June 15 include the opportunity to advertise in the student handbook (included in Package price).

HANDBOOK AD OPTIONS

DAYPLANNER BANNER ADS

Make an impact at time that counts! We’re excited to offer you the opportunity to place ads in the dayplanner section of the handbook. You can highlight a special promotion, program or event by buying ad space that appears on the week of your specified date.

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Price</th>
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<tr>
<td>Interior front or back cover</td>
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<tr>
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All prices for handbook ads purchased outside of Partnership Packages do not include HST. Get a 15% discount by booking multiple handbook ads.

Handbook advertising contracts must be signed and submitted by Thursday, June 15, 2017. Artwork submission deadline is Monday, June 19, 2017.

Each handbook consists of an information section about the Dalhousie Student Union and University services, a week-by-week dayplanner, and space for coupons and full page advertising.

Two thousand will be included in Orientation Week packages for first year students, 350 provided to international students through International Student Orientation, and the rest will be are distributed, free of charge, to upper year students across all Halifax and Truro campuses. The student handbook has a wide reach to the student population with a distribution of 5500 copies.
PARTNERSHIP PACKAGES

These packages can be customized to suit your needs. Alternatively, if you are looking for only a single opportunity for exposure, contact us for pricing.

THE “CUB” PACKAGE: $2,500

BRANDING OPPORTUNITIES:
• Swag, brochure or product sample insert in over 2000 Orientation Packages
• Link on registration website
• Half Page Ad in Student Handbook

EXPERIENTIAL OPPORTUNITIES:
• Information table, kiosk or mobile store at up to two events

STUDENT SUPPORT OPPORTUNITY:
• Opportunity to allocate up to 10% of package donation to the Orientation Week Bursary Program

THE “TIGER” PACKAGE: $5,000

BRANDING OPPORTUNITIES
• Swag, brochure, or product sample insert in over 2000 Orientation Packages
• Link on registration website
• Banner presence at up to three events
• Up to five mentions on social media
• Full Page Ad in Student Handbook

EXPERIENTIAL OPPORTUNITIES:
• Information table, kiosk or mobile store at up to three events
• Opportunities for emcee recognition at events
• Opportunities for product placement
• Opportunities for prize package giveaways

STUDENT SUPPORT OPPORTUNITY:
• Opportunity to allocate up to 10% of package donation to the Orientation Week Bursary Program

THE “KING OF THE JUNGLE” PACKAGE: $10,000

▶ Guarantee of exclusivity in your industry
▶ Maximum of five King of the Jungle sponsors

BRANDING OPPORTUNITIES:
• Logo on t-shirt, laundry bag and/or LCD screens
• Swag, brochure or product sample insert in over 2000 Orientation Packages
• Link and logo on website
• Banner presence at up to five events
• Up to ten mentions on social media
• Cover Ad in Student Handbook

EXPERIENTIAL OPPORTUNITIES:
• Opportunity to be recognized as a presenting sponsor at an event
• Information table, kiosk or mobile store at up to four events
• Opportunities for emcee recognition at events
• Opportunities for product placement
• Opportunities for prize package giveaways

STUDENT SUPPORT OPPORTUNITY:
• Opportunity to allocate up to 10% of package donation to the Orientation Week Bursary Program

MORE OPTIONS AVAILABLE
Don’t hesitate to get in touch with us to create your own package. We’re excited to make community partnerships work on all budgets.
Since 2007, DALFEST has become the premiere welcome event for ALL students at Dalhousie University!

DALFEST is a two day event that features world class music and celebrates the diversity of our campus.

Every DALFEST is hosted on Dalhousie campus and draws over 3000 students each day for an amazing celebration. We make it easy for organizations to become a part of DALFEST and cultivate interactions and connections with thousands of students at Dalhousie University!

We invite you to become a DALFEST partner.

Some of the artists that have played at DALFEST include: Yukon Blonde, The Sheepdogs, Bad Bad Not Good, Matt Mays, Joel Plaskett, and many more!

For more information about DALFEST please contact: vpstudentlife@dsu.ca

FOR MORE INFORMATION, PLEASE CONTACT:

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