

2009-2010

SPONSORSHIP PACKAGE



STUDENTS' SOCIETY OF MCGILL UNIVERSITY

Your Opportunity to Reach McGill Students



ABOUT THE SSMU

The Students' Society of McGill University (SSMU) is the representative organization for the almost 24,000 undergraduate students attending McGill University. Over the years, SSMU has become more than just a representative student body to the McGill administration and Quebec government. The Students' Society holds a central role in campus life, creating an atmosphere of mutual respect for its diverse student body. Through campus-wide events and a highly frequented university centre, the SSMU is able to unify a highly diverse community.



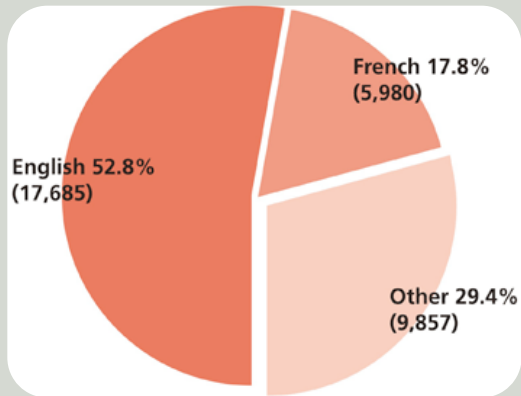
The upcoming academic year is an important one for the Students' Society. Enrollment has been steadily increasing over the years, strengthening the Students' Society's role as a hub for connecting students. In addition, McGill University has recently acquired several new residences, which will create a larger on-campus community and make the campus more close-knit than ever.

Successful events are integral aspect of the SSMU's role on campus and a key opportunity for you as a sponsor. Each year the Students' Society has enjoyed the support of many businesses, which ensures the best possible events for our students and significant exposure for our supporters. Strong partnerships have been forged with these companies and we invite you to join this family of SSMU supporters. This sponsorship package will provide you with information on the SSMU events for the 2009-2010 academic year and the variety of ways you can become involved.

Sincerely,

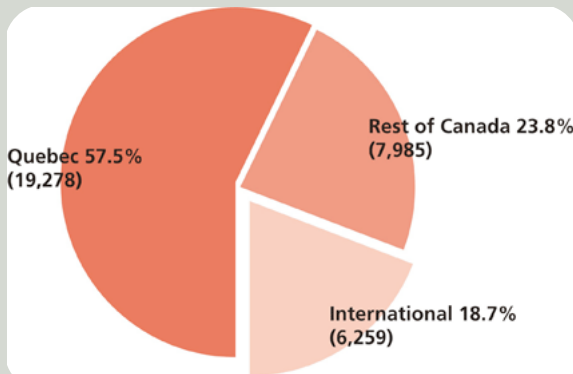
Chloe Benson
Creative Marketing Manager
Students' Society of McGill University

MCGILL STUDENT BODY



Enrollment by Mother Tongue

Enrollment by Place of Origin



Student Enrollment (Fall 2008)

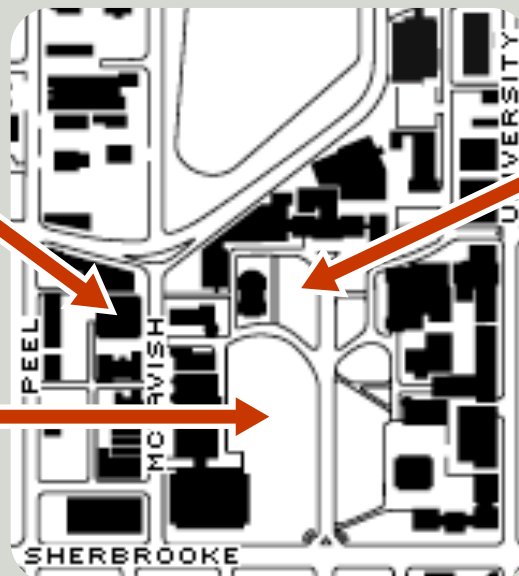
Full-time undergraduate	20,181
Part-time undergraduate	3,844
Full-time graduate	5,735
Part-time graduate	1,900
Postdocs	541
Residents and fellows	980
Other	1,027
Total Enrollment Fall 2008	34,208

MCGILL CAMPUS

University Centre
 Activities Night
 4 Floors
 Table Bookings

Three Bares Park
 Open Air Pub (OAP)

Lower Field
 SSMU Frosh



Sponsorship Package 2009–2010



SSMU Frosh



Frosh at a Glance

Dates: Aug. 29th–30th

Theme: Nautical

Participants: 2,000+

The SSMU welcomes new students from around 160 different countries each year through Frosh. This long-standing tradition is highly anticipated by old and new students alike and remains a memorable university experience far into the future. For new students, Frosh is a way of meeting new friends, integrating into the university, and acclimating to Montreal. This August, SSMU Frosh will welcome more than 2,000 incoming students to one of the best cities and one of the best universities in the world. From outdoor games on lower field to a boat cruise, our “Froshies” are sure to remember SSMU’s first event of the academic year. This two day affair is the opportune time to increase recognition and recall for your company and products through logos on t-shirts, product promotions in Frosh kits, banners during events, and many more exciting opportunities.

FROSH MAILOUT

Every new student receives a Frosh Mailout packet in July informing them of the Frosh events and registration. Regardless of whether or not the student registers for SSMU Frosh, they will read the mailout. Therefore, advertising in this mailout is another important opportunity to establish your company in the minds of our 5,000+ new students before they arrive at McGill.

SPONSORSHIP OPTION	PRICE
Website/Mailout (Both viewed by all incoming McGill students)	
Logo & Blurb on each page/2-page centrefold	\$2,000
Logo & Blurb on “Sponsors” page/Full-page ad	\$1,000
Logo on “Sponsors” page/Business card-size ad	\$500
Item in Frosh bag	\$2,000
Company Logo on	
Frosh t-shirts	\$1,500
Frosh bracelets	\$750
Frosh mugs	\$750
Booth for a full day of Frosh	\$2,000
Banner for a full day of Frosh	\$1,000
Frosh Guidebook/Schedule	
Full page ad	\$750
Half page ad	\$400
Business card-size ad	\$150

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Open Air Pub (OAP)



Each year the Students' Society turns the Three Bares Park into a giant open air pub (OAP) with live music and a barbeque during Frosh and the first week of the academic year. Students of all years and faculties have the opportunity to mingle with old friends and make new ones. Whether it's a quick stop between classes or a relaxing afternoon enjoying the ending summer weather, all our students make a point of stopping by to enjoy the festivities. The attendance for this event is always high and since the event is held in the middle of campus, visibility is even higher.

SPONSORSHIP OPTION	PRICE
Banner for a full day of OAP	\$1,000
Booth for a full day of OAP	\$2,000
Banner for every day of OAP	\$5,000
Booth for every day of OAP	\$8,000

OAP at a Glance

Dates: Aug. 26th – Sept. 4th
Participants: 5,000+

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Activities Night

Dates: Sept. 14th–15th
Participants: 1,500+



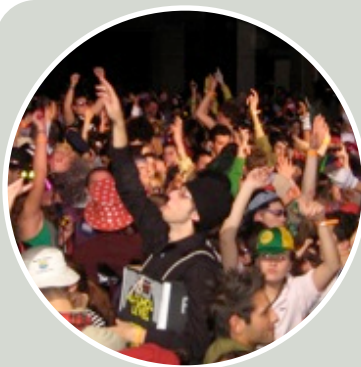
Each semester, Activities Night gives undergraduate students the chance to discover all of the different ways to become involved on campus. This packed event exposes over 1,500 students to the 200+ student clubs, services, and associations of McGill University. The September Activities Night is especially anticipated by new students eager to learn more about extracurricular life. This event is held in the Shatner Ballroom of the university centre and there is usually a line of students simply waiting to enter the ballroom and visit the different booths. Due to this very high traffic, the Students' Society has chosen to extend Activities Night from one night to two and this gives your company even more opportunities for exposure. Students attending this event come with open minds and a willingness to listen, which provides an excellent opportunity to reach McGill students.

SPONSORSHIP OPTION

PRICE

Activities Night

Banner on display for one day	\$500
Booth at the entrance of event for one day	\$750
Banner on display for both days	\$800
Booth at the entrance for both days	\$1,200

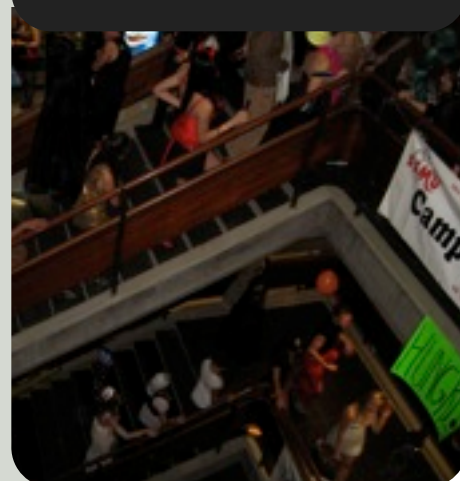


Hosted by the Students' Society in the university centre, 4 Floors is a party that is not to be missed. Despite a capacity of 1,500 students, tickets for this party sell out extremely quickly every year. As indicated by the name, the SSMU turns the four floors of the building into a giant party with different themes on each floor. In previous years, the themes have ranged from a Halloween bash to a Sheesha lounge and every

year students dance and party into the early morning. Due to the hype surrounding this event and the high turnout, 4 Floors is another terrific sponsorship opportunity to reach out to our diverse student body.

4 Floors

Dates: late October
(tentatively Oct. 29th)
Participants: 1,500



SPONSORSHIP OPTION

PRICE

4 Floors

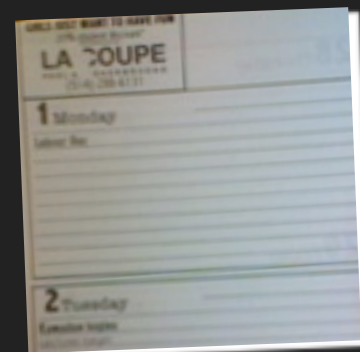
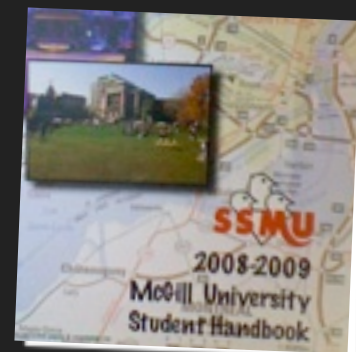
Company logo on promotional material	\$600
Banner on display	\$500

Sponsorship Package 2009-2010



Student Handbook

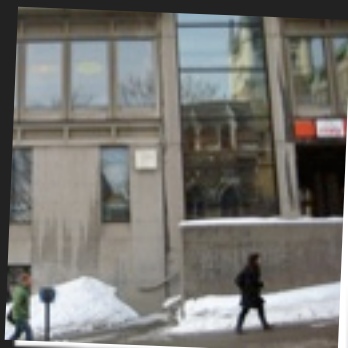
The Student Handbook is a survival guide for all 24,000 undergraduate students, both old and new. Published every year and distributed across campus during September, any student can pick one up for free from the SSMU office or during orientation events. Containing an agenda, calendars, and useful information about the university and Montreal, many student use the handbook throughout the academic year. Thus this is a great advertising opportunity for a company seeking to reach students of all years and all faculties.



SPONSORSHIP OPTION	PRICE
Date specific advertisement (B&W)	\$50/day
Quarter page advertisement (B&W)	\$400
Half page advertisement (B&W)	\$650
Full page advertisement (B&W)	\$1,100

Table Bookings

Throughout the year, tables are available for booking outside of the university centre's entrance and in the university centre's lobby. The building has a constant flow of over 500 students coming in and out per day, with traffic reaching up to 1,000 students during high seasons. Furthermore, a table at the entrance can take advantage of traffic into the building as well as traffic on the street. Both opportunities are ideal for any company looking to increase exposure once or have a more consistent and frequent presence on campus.



SPONSORSHIP OPTION	PRICE
Table in lobby (low season)	\$300/day
Table in lobby (high season)	\$500/day
Table at entrance (low season)	\$400/day
Table at entrance (high season)	\$600/day

SUSTAINABILITY ISSUES

While we appreciate all forms of sponsorship for our events, we ask that you keep in mind sustainability. The SSMU is committed to reducing its environmental impact and therefore we ask that products given to us for use in events be as environmentally friendly as possible. For example, it is preferable that items with a future use be placed in Frosh bags rather than flyers. Furthermore, though we sometimes accept products as a form of payment instead of cash, we ask that they be products with a specific use to the SSMU. Effective product payments are those which can be used as prizes in raffles and contests or as means of hosting events.

Examples of past product payments include:

- Gaming products, such as Xbox, Playstation, and Nintendo products
- Entertainment units, such as televisions, music systems, and DVD players
- Computing products, such as laptops and PCs
- Food products and beverages
- Travel products, such as flight vouchers, all-inclusive trips, and train tickets
- Event hosting products, such as DJ services, venue usage, and tent rentals

For more information and to secure your sponsorship opportunities, please contact:

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Please note: We may add new events to the winter semester at a later time so please contact us if you are interested in additional sponsorship opportunities for the January - April 2010 months.