



Sponsorship Benefits:

- 1. Brand Visibility:**
 - Prominent display of your organization's logo on event banners, posters, and digital marketing materials.
 - Mention of your organization during the event's opening and closing remarks.
 - Opportunity for a booth or display to engage with attendees and distribute promotional materials.
- 2. Community Engagement:**
 - Direct engagement with a diverse community of students, faculty, staff, and local residents.
 - Recognition as a supporter of cultural diversity and international education.
- 3. Media Exposure:**
 - Potential media coverage before, during, and after the event, showcasing your organization's commitment to supporting cultural diversity.
 - Social media promotion across MSVU's official channels, reaching a wide audience.
- 4. Networking Opportunities:**
 - Interaction with university officials, faculty members, community leaders and MSVU students.
 - Opportunity to build meaningful relationships with a globally-minded audience.
- 5. Corporate Responsibility Fulfillment:**
 - Fulfilling corporate social responsibility goals by supporting an event focused on cultural awareness and inclusivity.

Sponsorship Levels:

We offer several sponsorship levels to cater to your organization's budget and marketing objectives:

- 1. Platinum Sponsor (\$1,500):**
 - 4 complimentary tickets to the event; *
 - *Premium* logo placement on all event materials including banners, posters, digital marketing materials, backdrop and event webpage;
 - *Video interview with our platinum sponsors on MSVU IEC official channels;*
 - Logo placement on stage backdrop;



- Social media posts acknowledging sponsorship on MSVU IEC official channels, with tags to sponsor's accounts;
- Sponsor spotlight in email newsletters sent to attendees and the MSVU community;
- Recognition during the event's opening or closing remarks;
- Printed promotional material in Orientation Kits (to be provided by sponsor).

**You may choose to increase the impact of your sponsorship by donating your tickets to performers so that they can attend the event free of charge.*

2. Gold Sponsor (\$1,000):

- 4 complimentary tickets to the event; *
- Social media posts acknowledging sponsorship on MSVU IEC official channels, with tags to sponsor's accounts;
- Sponsor Spotlight in email newsletters sent to attendees and the MSVU community;
- Logo placement on stage backdrop;
- Prominent logo placement on all event materials including banners, posters, digital marketing materials and event webpage;
- Video shout out and thank you for our gold sponsors;
- Recognition during the event's opening or closing remarks;
- Printed promotional material in Orientation Kits (to be provided by sponsor).

**You may choose to increase the impact of your sponsorship by donating your tickets to performers so that they can attend the event free of charge.*

3. Silver Sponsor (\$500):

- 2 complimentary tickets to the event; *
- Video shout out and thank you for our silver sponsors at event;
- Recognition in email newsletters sent to attendees and the MSVU community;
- Logo placement on digital marketing materials and event webpage;
- Mention in social media posts on MSVU's official channels;
- Logo placement on posters and event agenda;
- Recognition during the event's opening or closing remarks;
- Printed promotional material in Orientation Kits (to be provided by sponsor).

**You may choose to increase the impact of your sponsorship by donating your tickets to performers so that they can attend the event free of charge.*



4. Bronze Sponsor (\$250):

- Logo placement on event agenda;
- Logo placement on event official poster, and social media posts;
- Recognition during the event's opening or closing remarks;
- Mention in a collective thank-you post on MSVU's official social media channels;
- Printed promotional material in Orientation Kits (to be provided by sponsor).

5. Community Partner (\$150):

- Logo listed on the event official poster and social media posts;
- Recognition as a Community Partner in the event's opening or closing remarks;
- Mention in a collective thank-you post on MSVU's official social media channels;
- Printed promotional material in Orientation Kits (to be provided by community partner).