

# Expanding Engagement through UNBC Orientation Sponsorship

In addition to traditional Industry Nights and Career Fairs, UNBC Career Centre is excited to introduce a new dimension of partnership through our Orientation Sponsorship Program.

Industry partners are invited to connect with students at the beginning of their academic journey beginning with the new student Orientation and engaging throughout the year via Career Centre activities.

## Orientation Engagement Opportunities

### Services Expo Booth

**\$300 with power, \$250 without power**  
**September 4, 2024 | Time TBD**

This fun fair is for UNBC students to connect with community organizations and on campus services. We recommend making your booth as fun as possible by bringing an activity (i.e. cotton candy maker or wind tunnel). Add a welcome package insert for a discounted rate of \$100.

### Welcome Package Insert

**\$300**

Promotional items or handouts (i.e., coupons) are distributed in more than 1000 UNBC Orientation Welcome Packs at our Fall and Winter Orientations.

### Activity Title Sponsor

**\$1000 - \$5000**

As a Title Sponsor, your organization can host and engage with UNBC students in key orientation activities.

Each title sponsorship includes:

- **Priority booking:** secure first right of refusal and free registration for the Services Fair during Orientation, one of the Career Fairs (November 2024 or March 2025) and one Industry Night happening in the 2024-2025 academic year. (Valued at \$1100)



- **Additional engagement:** host a custom information session during the 2024-2025 academic year. (Valued at \$250)
- **Exclusive branding:** your logo will be featured on event signage, digital displays, and all marketing collateral. This includes regular posts on UNBC's Student Success social media channels.
- **Website recognition:** your company logo and website link will be displayed on our Orientation and Career Centre websites from September 2024 to April 2025.

## Activities include:

### Student Welcome Ceremony

**\$1000**

**September 3, 2024**

The Welcome Ceremony is the vibrant and energetic kickoff to our UNBC's annual Orientation Day, setting an enthusiastic tone for new students beginning their journey. This welcome event, held in the Northern Sport Centre, features speakers from university leaders, engaging performances, and interactive elements designed to energize and welcome our new students.

### Movie Night

**\$1500**

**September 2024 (day TBD)**

Engage with UNBC students over popcorn and snacks before a movie. We invite sponsors to give a quick presentation to students before the show begins.

### Orientation Lunch

**Four Sponsor Spots Available**

**\$1500 each**

**September 3, 2024**

Our annual Orientation Day includes a Welcome Lunch, a key event where new students gather to relax and connect during their first official day on campus. This lunch nourishes them and serves as a prime networking opportunity, drawing hundreds of students each year.

### Welcome Dinner for Parents

**\$2500**

**August 30, 2024**

An event for parents to connect with on-campus resources for their students. Sponsorship covers the cost of dinner and recognition of your organization's support.

**Contact:**

**Dakota Den Duyf**, Career Readiness Coordinator

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Email: dakota.denduyf@unbc.ca

**Register here:**  
[forms.office.com/r/r2AviYdRTy](https://forms.office.com/r/r2AviYdRTy)



## Timberfest

**\$5000**

**September 2024 (day TBD)**

Timberfest will be the quintessential welcome for new and returning students of all ages at UNBC. Held during Orientation Week, this event provides an energetic experience for students to engage with the UNBC campus community, forge social connections with peers, and enjoy a concert featuring awesome local bands. This vibrant celebration will be an unforgettable highlight for students as they embark on their academic journey in the north.

The Timberfest sponsor will receive a waived standard registration fee for the November 2024 and March 2025 Career Fairs.

The UNBC Orientation Team must approve all sponsors, and UNBC reserves the right to decline sponsorship requests.

Special sponsorship arrangements do require further discussion. We invite sponsors to bring an activity, but advanced notice is needed to plan accordingly and ensure the required space is available. We also ask that you refrain from selling your product or services during Orientation. Some deliverables have deadlines, so please get in touch with us right away to confirm your interest and receive the best value for your sponsorship.

This innovative approach facilitates initial connections during Orientation and strengthens ongoing interactions with students through the Career Centre's year-round activities. By sponsoring UNBC Orientation, you demonstrate a commitment to supporting student transitions and gain extended access to engage with potential future leaders.

**Join us in making a significant impact on the next generation of professionals from their very first day at UNBC.**



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