

Town & Gown

2019 SPONSORSHIP OPPORTUNITIES

WED, NOV 13 AT 6 PM
EVERED HALL
STUDENT UNION BUILDING
ABBOTSFORD CAMPUS



Town & Gown

WEDNESDAY, NOVEMBER 13
ABBOTSFORD CAMPUS

The 5th Anniversary edition of the University of the Fraser Valley (UFV)'s Town & Gown provides a unique sponsorship opportunity for your business to connect with a dynamic and influential network of UFV stakeholders.

We call this unique event "Town and Gown" because it symbolically unites our community — our "Town", with our university community, — our "Gown" (academic dress).

As we approach National Philanthropy Day, please join us to celebrate how our community is fostering the dreams of UFV students — our future leaders, entrepreneurs, and change-makers — through its generosity.

Thank you for your support in helping us change lives and build community in the Fraser Valley, the province, and across Canada.

EVENT HIGHLIGHTS

- Pre-dinner networking reception with influential business and community leaders from across the Fraser Valley
- Delicious locally sourced dinner
- Inspirational stories featuring UFV students and Distinguished Alumni award winners
- Induction to the Ripple Makers Society



"It is a guiding part of who I am to raise awareness of global poverty and help eliminate gender discrimination in education forever"

— Gina Dhinsa, third-year Bachelor of Global Development Studies student.

BENEFITS OF SPONSORSHIP

As a sponsor, you will be able to:

1. Position your brand as a community leader on campus and in the greater Fraser Valley regional community
2. Create positive brand affiliation with UFV
3. Align your brand with one of the Fraser Valley's largest employers:
 - 1,500 staff and faculty
 - 15,000 current students and 38,000 alumni
 - 11,000 UFV donors and friends through our monthly e-newsletter
4. Garner visibility via a robust social networking environment that engages more than:
 - 1.3 million unique visitors to ufv.ca annually
 - 94,000 blog visits per month
 - 14,290 fans on Facebook
 - 8,277 followers on Twitter
 - 20,349 followers on LinkedIn, and more than 8 million all-time individual photo views on Flickr.

AS A SPONSOR

UFV recognizes the intrinsic value of partnerships and is formally seeking local businesses to participate as sponsors.

Town & Gown represents one of UFV's largest and most significant community events. Our 2018 event hosted 250 guests, including:

- influential entrepreneurs, business professionals, government leaders, and community
- representatives of membership-based associations and service organizations
- university faculty, staff, and students

All proceeds go to the **Changing Lives, Building Community Endowment** — supporting scholarships for students who demonstrate scholastic achievement, leadership, and commitment to the community.

Through sponsorship of Town & Gown, you are investing in our community's future leaders.

ABOUT UFV

Located in the beautiful Fraser Valley just east of Vancouver, British Columbia, Canada, UFV is a fully accredited, public university with campuses and locations in Abbotsford, Chilliwack, Mission, and Hope, and a growing presence in Chandigarh, India.

UFV is on the traditional, unceded, and beautiful territory of the Stó:lō People, the people of the river. We also recognize our closest neighbours, the Matsqui, Sumath, and Kwantlen peoples.

Join us as a sponsor of this significant community event that supports students and celebrates your university.

SPONSORSHIP BENEFITS	PRESENTING SPONSOR \$10,000	PLATINUM SPONSOR \$5,000	GOLD SPONSOR \$2,500	SILVER SPONSOR \$1,000	BRONZE SPONSOR \$500
GENERAL					
Business category exclusivity	•				
FIRST TOUCH					
Logo included on event invitations	•	•			
CORPORATE RECOGNITION: ADVERTISING AND PROMOTION					
Corporate logo featured in event advertisements	large	medium	small	name listed	name listed
Corporate logo featured on event website and event signage*	large	medium	small	name listed	name listed
Company profile in event program (250 words max)	•				
Advertisement in event program*	1 full page	1/2 page	1/4 page	name listed	name listed
Twitter and Facebook recognition	•	•	•		
Corporate logo featured in our giving e-newsletter	•	•			
ACTIVATION					
Opportunity for product sampling or distribution of promotional materials	•	•			
EVENT PROFILE					
Attendance at event	7 tickets	4 tickets	3 tickets	2 tickets	1 ticket
Formal verbal recognition at the event	•	•	•	•	
Placement of your free-standing banners in a prominent location at the event**	banner and table	•			
Sponsorship recognition on event slideshow	large	medium	small	name listed	name listed
UFV RECOGNITION					
Corporate logo included on recognition board displayed at event	large	medium	small	listed	listed
Right of first refusal for future sponsorships	•	•	•	•	•
Certificate of appreciation with sponsorship level	•	•	•	•	•
POST-EVENT RECOGNITION					
Corporate logo in post-event print and electronic thank you communications and social media profiles	large	medium	small	name listed	name listed
News release to media and UFV internal communications (UFV Today/UFV Blog/Alumni e-newsletter)	profile	profile	profile	•	•

IN-KIND SPONSORSHIPS

If you are interested in a custom sponsorship, we will be delighted to work with you to develop appropriate recognition for your support. Benefits will be determined based on the value of the product or service provided, and special recognition opportunities may be available due to the nature of the sponsorship.

* actual dimensions to be determined by promotional piece

** to be supplied by sponsor

Town & Gown

2019 SPONSORSHIP AGREEMENT

WE WISH TO BE RECOGNIZED AS A:

- | | | | |
|---|----------|---|---------|
| <input type="checkbox"/> PRESENTING SPONSOR | \$10,000 | <input type="checkbox"/> SILVER SPONSOR | \$1,000 |
| <input type="checkbox"/> PLATINUM SPONSOR | \$5,000 | <input type="checkbox"/> BRONZE SPONSOR | \$500 |
| <input type="checkbox"/> GOLD SPONSOR | \$2,500 | | |

COMPANY NAME: _____

CONTACT: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

DATE: _____

Completion of this agreement is confirmation of your support as a sponsor of this event, as set out above. An acknowledgement receipt will be issued in accordance with CRA guidelines.

All sponsorships must be confirmed and paid by October 15, 2019. Please note that sponsorships are non-refundable.

PAYMENT OPTIONS:

- ☐ Payment enclosed (Cheque payable to UFV)
- ☐ Visa ☐ Mastercard ☐ Please invoice us

NAME ON CARD: _____

- ☐ Business ☐ Personal

CREDIT CARD #: _____

EXP: _____ SIGNATURE: _____

Please return form and payment to UFV Advancement Office



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THANK YOU

**"Education is the most powerful weapon which
you can use to change the world."**

— Nelson Mandela

Thank you for your consideration of this important
initiative. We look forward to your participation.