

# Town & Gown

2018 SPONSORSHIP  
OPPORTUNITIES

WED, NOV 14 AT 6 PM | EVERED HALL, STUDENT UNION BUILDING, ABBOTSFORD CAMPUS

PRESENTING SPONSOR



# Town & Gown

WEDNESDAY, NOVEMBER 14  
ABBOTSFORD CAMPUS

UFV's Town & Gown provides a unique opportunity for sponsorship with a dynamic and influential network of UFV stakeholders — including alumni, students, and community leaders — in an evening of celebration focused on how UFV transforms student lives and builds our community.

## EVENT DETAILS

On Wednesday, November 14, the University of the Fraser Valley hosts its 4<sup>th</sup> annual dinner, Town & Gown. This elegant event supports student scholarships through the Changing Lives, Building Community Endowment.

## EVENT HIGHLIGHTS

- An engaging evening with a student table ambassador
- Words of thanks from a student who has benefited from the generous support of donors like you
- A personal message of thanks from Dr. Joanne MacLean, UFV President and Vice-Chancellor
- Delicious locally sourced dinner on the Abbotsford campus
- Engaging conversations with influential business and community leaders from across the Fraser Valley
- Inspirational stories of UFV's Distinguished Alumni

## 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 important community events. There are over 250 participants in attendance, including:

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

Proceeds contribute to the **Changing Lives, Building Community Endowment** — supporting scholarships for students who demonstrate superior scholastic achievement, leadership, and commitment to the community.

Through sponsorship, you visibly highlight your investment in the community's future leaders.

## 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 through the extensive media coverage planned
3. Strengthen brand awareness and increase its reach

Town & Gown offers branding and sponsorship opportunities that include **months of profile** through advertising and online coverage, and of course, at the event itself. With exposure on our website, through other event-related materials, and on event signage, you have the unique opportunity to identify your brand with one of the Fraser Valley's largest employers with:

- over 1,500 staff and faculty members
- a sophisticated internal communications system that includes a robust social networking environment engaging more than 1.3 million unique visitors to [ufv.ca](http://ufv.ca) annually, 94,000 blog visits per month, 10,097 fans on Facebook, 6,325 followers on Twitter, 12,700 followers on LinkedIn, and more than 8 million all-time individual photo views on Flickr
- over 15,000 current students and 38,000 alumni
- over 1300 UFV donors and friends through our monthly e-newsletter



"I would like to sincerely thank you for your generosity and support. Your impact goes beyond me. By helping me with my tuition and my books, you give me the time to also help others. Scholarships allow me to have 100% focus on school and volunteerism. Thanks to you, I can continue my community involvement while I continue my studies."

— Roshan Gosal, Bachelor of Science student, Community Advocate, Special Olympics Volunteer & award winner

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
<b>GENERAL</b>					
Exclusivity in type of business as a sponsor at the event	•				
<b>FIRST TOUCH</b>					
Logo included on event invitations	•	•			
<b>CORPORATE RECOGNITION: ADVERTISING AND PROMOTION</b>					
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	•	•			
<b>EVENT PROFILE</b>					
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
<b>UFV RECOGNITION</b>					
Corporate logo included on Recognition Board displayed in prominent locations on both Abbotsford and Chilliwack campuses	large	medium	small	listed	listed
Right of first refusal for future sponsorships	•	•	•	•	•
Certificate of appreciation with sponsorship level	•	•	•	•	•
<b>POST-EVENT RECOGNITION</b>					
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 very much welcome your suggestion and will 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

## 2018 SPONSORSHIP AGREEMENT

### WE WISH TO BE RECOGNIZED AS A:

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

COMPANY NAME: \_\_\_\_\_

CONTACT: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

DATE: \_\_\_\_\_

Completion of this agreement is confirmation of your support as a sponsor of the event, as set out above. If required, UFV will send an invoice for payment of the sponsorship amount. All sponsorships must be confirmed and paid by October 18, 2018. Please note that sponsorships are non-refundable.

(Acknowledgement receipt will be issued in accordance with CRA guidelines)

### PAYMENT OPTIONS:

- Payment enclosed (Cheque payable to UFV)       Visa       Mastercard       Invoice Us

NAME ON CARD: \_\_\_\_\_

- Business       Personal

CREDIT CARD #: \_\_\_\_\_

EXP: \_\_\_\_\_ SIGNATURE: \_\_\_\_\_

Please return form and payment to UFV Advancement Office



**SHEILA REIMER**  
Advancement Officer,  
Special Gifts and Stewardship  
University Relations  
O: 604-854-4513  
C: 604-217-0453  
E: Sheila.Reimer@ufv.ca

### THANK YOU

Thank you for your consideration and support in this important initiative. We look forward to your participation as a sponsor for our annual fundraising dinner, Town & Gown.