

# MOUNT SAINT VINCENT UNIVERSITY STUDENTS' UNION PARTNERSHIP PACKAGE 2018



**msvusu**

# WHO WE ARE

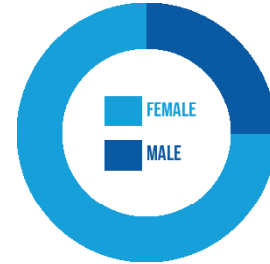
MOUNT SAINT VINCENT UNIVERSITY HAS A STUDENT  
POPULATION OF OVER

# 4200

## IDENTIFYING DEMOGRAPHICS



75%



25%



2,600+ LIKES



/MSVUSU



3000+ FOLLOWERS



@MSVUSU



1200+ FOLLOWERS



@MSVUSU

## OUR MISSION / VISION

The **Mount Saint Vincent University Students' Union (MSVUSU)** is a student elected and governed non-profit organization existing to serve the needs and protect the rights of Mount students under the four pillars of student life, governance, service and advocacy.

The MSVUSU operates physical services, plans events and campaigns, provides resources for students and acts as the voice of the student body on a variety of university committees and to the greater community.

The MSVUSU works to create a welcoming and inclusive student environment in the pursuit of student success, inclusion and wellness.

# PARTNERSHIP PACKAGES\*

**ORIENTATION WEEK SEPTEMBER 2-6**  
**WELCOME WEEK SEPTEMBER 6-14**

Special rates available for non-profit organizations.

Packages are customizable and can be designed to fit the needs of any organization.



WHAT WE CAN DO FOR YOU	Platinum \$3000	Gold \$2000	Silver \$1000	Bronze \$500
Official sponsor certificate for your organization's office	✓	✓	✓	✓
Advertisements in MSVUSU emails sent to all students and faculty regularly throughout the year	1 full page ad + 7 quarter page ads	1 half page ad + 3 quarter page ads	2 banner ads (2" x 8")	1 banner ad (2" x 8")
Your organization's products/prints/promotional materials placed in Orientation Week Kits (250 kits)	✓	✓	✓	✓
Ad space on MSVUSU Facebook, Instagram and Twitter	6 times	4 times	2 times	1 time
A table at the Mount's vendor fair on September 11th (\$175 value)	✓	✓	✓	
Ad space on MSVUSU plasma screens throughout campus in high traffic areas	✓	✓	✓	
Logo/Web Address/Social Media on flyers given out at the campus bookstore and Used Textbook Fair in September	✓	✓	✓	
Orientation event presented in organization's name	✓	✓		
Logo placed on all Orientation Week Print Materials	✓	✓		
Promotional/Information materials displayed and made available at both the MSVUSU HUB Information Desk and the MSVUSU Welcome Centre	✓	✓		
Table vending space on campus for company promotion	2 times	1 time		
Your company banner AD and link on an MSVUSU web page until May 2019	✓	✓		
Your company's logo and link on the MSVUSU homepage until May 2019	✓			
Presenting sponsor at Student Awards Gala in March (\$500 value)	✓			
Award presented in your organization's name at the Orientation Awards Night in September	✓			

## INDIVIDUAL PARTNERSHIP OPTIONS

**MSVU Welcome Week Vendor Fair**..... \$175.00  
(Located on campus on September 12th)

### Orientation Kit Inserts (250 kits)

Items Inserts..... \$150.00  
Paper Inserts..... \$200.00

### In-Kind Donations

The success of Orientation week is dependent on the support from our community members. In-kind donations are a great way to partner with Orientation if a financial partnership is not possible. Partners making in-kind donations are eligible for the same benefits as seen above, dependent on the value of the contribution. In-kind donations can be made in the form of prizing or event needs.

# SHINERAMA

CAMPAIGN RAISING MONEY FOR  
CYSTIC FIBROSIS CANADA

## WHAT IS SHINERAMA?

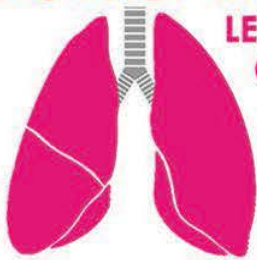
Shinerama is **Canada's largest post-secondary fundraiser in support of Cystic Fibrosis Canada**. Over 35,000 student volunteers from 45 Canadian universities and colleges across the country come together every year to raise crucial funds to **make a difference in the lives of those battling cystic fibrosis (CF)**.

Every week in Canada, one child is diagnosed through newborn screening. Of the Canadians who died in 2016, half were under the age of 40. **There is no cure.**

**CYSTIC FIBROSIS IS THE MOST COMMON FATAL GENETIC DISEASE AFFECTING CANADIAN KIDS AND YOUNG ADULTS**



**PERSISTENT AND ONGOING LUNG INFECTIONS LEAD TO DESTRUCTION OF THE LUNGS AND LOSS OF FUNCTION ULTIMATELY CAUSE DEATH FOR THOSE WITH CYSTIC FIBROSIS**



**IT IS ESTIMATED THAT ONE IN EVERY 3,600 CHILDREN BORN IN CANADA HAS CYSTIC FIBROSIS**

The Mount is one of the most successful fundraiser schools in the country, ranked 5th among all universities and colleges in Canada for raising money for cystic fibrosis research and care.

**We invite you to be part of that legacy.**

# GET EXPOSURE!

Partner with us on a Shinerama event. We do the promotion, and you get increased visibility by being connected with an important cause.

- Promotion on MSVUSU and Mount Shinerama social media platforms
- Signage featured at Shinerama events
- Logo feature on Shinerama campaign materials
- Official sponsorship certificate for your office



## BECOME A SHINE PARTNER

- Sponsor a Shinerama event
- Hold a Shinerama fundraising competition in your workplace
- Contribute to a summer BBQ event (provide food, face paint, etc.)
- Provide your organization's swag to student fundraising packages
- Host a Shinerama activity or event in your space
- Become a Shine Ambassador for a day by donating proceeds to our campaign
- Contribute your organization's products to a Shinerama raffle basket

## SHINE TIERS

GOLD: \$2000+  
SILVER: \$1000+  
BRONZE: \$500+



We look forward to working with you to create a partnership that suits your organization.

Contact our Shinerama Coordinator at [shinerama@mountstudents.ca](mailto:shinerama@mountstudents.ca) for more information.

 @mountshinerama

 @msvushine

 @msvushine

Help us reach our goal of \$5,000,  
and make "CF" stand for "Cure Found!"

# OTHER OPPORTUNITIES

**UNION EVENTS AND OPPORTUNITIES  
SEPTEMBER 2018 - APRIL 2019**

Maybe Orientation Week isn't what your business is looking to partner with. The Students' Union operates services and events throughout the year that you can become involved with. Talk with us about how you can increase your presence on campus and obtain a better student relationship.

## EVENTS

Events such as our Graduation activities, our Haunted House, or our Kids Carnival are great community events to partner up with. We are always looking for opportunities to enhance campus events with prizes and donations to help raise the excitement of these events and ensure their success.

## STUDENT SOCIETIES

We have many ratified student groups on campus all interested in their own fundraising efforts, whether it be for students, or external charities. As managers of all societies, the Students' Union can partner with some of our more active societies such as the Business and Tourism Society, the Public Relations Society, Environmental Society, Off-Campus Society, First Year Students' Society, or Science Society.

Societies primarily look for fundraising opportunities, prizes or discounts but can also benefit from in-kind services.

## CAMPAIGNS

MSVUSU presents many campaigns each year for students and the MSVU community. These may take the form of wellness and awareness campaigns. Recent campaigns include the #LevelsLove Campaign for love equality, the I'm Feeling Anti-Stigma Mental Health Campaign, the Love Yourself Self-Care Challenge, the Think Pink Breast Cancer Fundraiser Campaign and of course our annual Shinerama campaign for cystic-fibrosis awareness.

We look to businesses to become active partners in our campaigns, partner with our fundraising efforts, provide us with prizes, or partner with us on events.

## SERVICES

MSVUSU works hard to provide services that offer students the most out of their university experience. Some of our services include the Crow N' Go Snack Bar, the Wellness Centre and Food Pantry, the Fountain Play Centre (child care service), the MSVUSU Pride Centre and Vinnie's Pub & Student Lounge.

We look to community members to become active partners in our services so we can offer affordable food options, health and wellness initiatives and items, and engaging child care service for our student parents.

**THANK YOU FOR TAKING THE TIME TO REVIEW OUR PARTNERSHIP PACKAGE. WE ARE VERY INTERESTED IN SITTING DOWN TO DISCUSS HOW WE CAN WORK TOGETHER AND MUTUALLY BENEFIT FROM AN ONGOING RELATIONSHIP.**

**IF INTERESTED, PLEASE CONTACT RACHEL MILLAR, CHIEF FINANCIAL OFFICER AT [CFO@MOUNTSTUDENTS.CA](mailto:CFO@MOUNTSTUDENTS.CA) OR (902) 457-6153 TO DISCUSS A POTENTIAL PARTNERSHIP STRATEGY.**

# CONTACT

**RACHEL MILLAR**  
**CHIEF FINANCIAL OFFICERER, MSVUSU**

**P: (902) 457-6153**

**E: CFO@MOUNTSTUDENTS.CA**

**W: MOUNTSTUDENTS.CA**

**FACEBOOK.COM/MSVUSU**

**INSTAGRAM @MSVUSU**

**TWITTER @MSVUSU**

