



DALHOUSIE STUDENT UNION

SPONSORSHIP PACKAGE

2024-2025

ABOUT THE DSU

The Dalhousie Student Union represents the collective voice of over 21,000 students studying at Dalhousie University, Atlantic Canada's leading research-intensive university employing another 6,000 staff and faculty.

With over 300 student Societies & Clubs, and a year-round roster of events and programming, a DSU partnership is a great way to engage with students in Halifax!

THE STUDENT UNION BUILDING

Located in the heart of Dalhousie's largest campus, The Dalhousie Student Union Building is a hub for the Dalhousie community on campus. It is home to a full food court, restaurant and bar, study spaces, the Dalhousie Bookstore, 2 free food services, a Sex Education Centre, event spaces and more! Throughout the year, the SUB is the primary host of events on campus and is a popular social space for students, staff, and faculty at Dalhousie.

The SUB sees high daily traffic, as Dal's Official Bookstore, the Student Success Centre and our Health Insurance Plan office also attract students looking for school supplies or support.



Over
8,000
followers



Over
12,200
followers



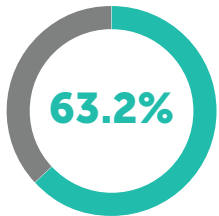
Over
10,000
followers

Monthly Average of 130,000
impressions on Instagram

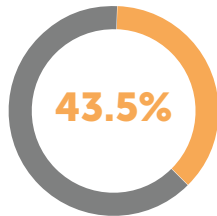




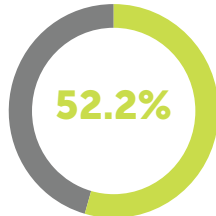
STUDENT DEMOGRAPHICS



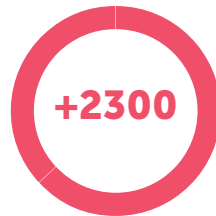
Travel to Dal from outside of NS



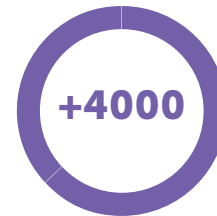
Identify as a Male Student



Identify as a Female Student



Students live on campus



International Students

As the representative of Atlantic Canada's largest student body, the DSU offers the most significant platform for reaching students in Halifax.

For students, by students, the DSU and its social media channels connect students of Dal with each other, and with whats happening on campus!



Connect with 21,000 Dal students.

Engaging with students early develops long-lasting relationships!



Reach new consumers.

Over 50% of O-Week participants are international and out-of-province students eager to explore Halifax.



Build brand ambassadors.

Engagement with our 200 O-week leaders leads to word-of-mouth buzz that supports long term brand loyalty.

SPONSORSHIP: WHAT'S THE BENEFIT FOR YOU?

Dalhousie students, as young adults at the beginning of their professional careers, have years of spending ahead of them. Establishing a relationship with individuals at this stage can result in lifelong consumers returning remarkable value. It's well known that brand loyalty once achieved is typically very difficult to break. Attaching your brand to an individual's formative student experience is one of the most direct paths to building your relationship with them.

When a student arrives at Dalhousie and may be opening a bank account, getting their first credit card, buying what they need for their dorm room or first apartment, eating their favourite food as they pull an all nighter/meet with their study group, or texting their new friends about the great time they had last night – will it be your brand they associate with?



FINANCIAL:

With 5 major Canadian banks, and array of virtual and regional options, we understand that the banking industry in Halifax is competitive! Students in university are often looking to open banking accounts for the first time, looking to build credit, or require financial assistance for school.

Reaching the student population early in their career is the most ideal way to create a connection and sense of trust that will last throughout their life, including when they want to make those first major purchases like a home or car, and when they begin saving for their retirement or children's education.



RETAIL:

Exploring fashion and establishing your "look", finding that perfect apartment esthetic, getting the right tech you'll be using to help you through your degree, or even stopping in that favourite store to pick up party supplies, students are making purchases every day.

Having hectic schedules and competing demands means students want to go right to reliable brands. Having your brand front and centre throughout their experience will help you ensure they know you're the place to go!

FOOD & ESSENTIALS:

Whether it's indulging in a late-night treat, sharing a meal with friends, or grabbing essentials at the grocery store, food is at the forefront of every student's mind! Students choose their favourite grocery store or pharmacy and stick to it; coffee shops are a prime location for student study sessions; local restaurants become the staple spot for a bite to eat, and students seek out the closest fast-food options the moment they arrive.

Representing your company on campus in the first few weeks of the school year will increase recognition in Dal students, as a local, accessible, and popular option for food in Halifax!



TELECOMMUNICATIONS:

Students renting for the first time in Halifax may not be aware of all phone, internet, or Cable package options, available to them. With the cost of living in Halifax, many students choose their provider by the best deals or promotions offered, and with many internet and phone companies in Halifax, getting your deals out to students early is key.

Promoting your company and its deals by sponsoring with the DSU will give your company access to potential new long-term clients before they even arrive on campus. With offers like space on our website for student deals, and access to the students through e-newsletters, there will be ample opportunity to reach students who may be looking for reputable providers.

TRAVEL & HOSPITALITY:

With over 60% of Dalhousie students being from out of province, the majority of Dalhousie Students must move to Halifax for their studies. Family helping with the move will be searching for travel deals, and often require alternative places to stay, close to campus, during this time. Students also have several breaks throughout the course of the school year, and whether students are booking trips home to visit family, or even or getting some friends together for a relaxing spring vacation, travel is important to students, long after move-in month.

Joining on as a sponsor with the DSU will give you access to new and returning students who either travel regularly or are thinking about it for the first time. Students may not know the local options, and this is your chance to gain loyal customers right out of the gate, whether you're an agency, travel service, or a shuttle, we've got opportunities to help you reach your ideal student audience, long before they even arrive in Halifax.

BRANDING OPPORTUNITIES

The age range of 12-24 is considered to be a person's most impressionable, and formative stage of life. With most new undergraduate students being within the 18-24 range, positive interactions with your brand are more likely to solidify brand loyalty as they continue their life past post-secondary education.

Premiere events throughout the academic year, such as O-Week, can connect a multitude of bright young minds with the products and services they need. The majority of incoming and current Dal Students are from outside of Nova Scotia and by sponsoring the DSU you'll be given full access to a range of students who are eager to see what Nova Scotia has to offer!



DIGITAL BRANDING OPPORTUNITIES: AD PLACEMENTS

• MOVIE NIGHT | O-WEEK 🟢🟡🟠🟡🟢

Sponsors will be given space on our screens before the O-Week Movie Night, where ads will be playing on a loop as over 1000 students and over 200 Leaders arrive and settle in, to kick off Orientation Week! Each 1920px x 1080px Screen Ad will play for 15 seconds on a loop before the start of the movie.

• MEDIA SCREEN AD | SUB LOBBY 🟢🟡🟠🟡🟢

The DSU has two high-resolution LCD screens in the lobby of the Student Union Building. The SUB sees high traffic rates, as it hosts the University bookstore, Health Plan Office, and Food Court. Your ad will be shown on a loop that runs constantly – 7 days a week!

E-NEWSLETTER & EMAIL BLASTS

E-Newsletters are an ideal way to have your brand visible to students at Dal, whether they're on campus or not!

• O-WEEK NEWSLETTER | +1000 STUDENTS 🟢🟡🟠🟡🟢

The DSU O-Week email blast is sent to all ticket holders before the event. Receiving recognition in one of these targeted emails will build brand awareness and position your brand in a favourable light.

• SEPTEMBER DSU NEWSLETTER | +21,000 STUDENTS 🟢🟡🟠🟡🟢

Have your brand reach the entire Dalhousie Student Population in one go! The DSU September newsletter is sent out to all 21,000 Dalhousie Students. This monthly newsletter highlights upcoming events, news, jobs, and info students look for on campus!



DSU WEBSITE

Students visit the DSU Website to gain access to event information, funding and bursaries, Society resources, jobs, DSU services, and Orientation week ticket buying.

- **LOGO ON O-WEEK WEBPAGE** 🟢🟢🟡🟢🟢

Almost 80% of O-Week participants register for the event using our website, as well as their family members supporting them. The O-Week website sees repeat visits as we make new announcements, and updates until September. We'll have your logo at the top of our O-Week webpage acknowledging you as a sponsor, garnering high visibility.

- **LOGO ON DSU HOMEPAGE** 🟢🟢🟡

For Gold, Platinum, and Diamond package holders who will be sponsoring the DSU for the full year, you'll have your brand front and centre,

- **ADVERTISING SPACE** 🟢🟢🟡🟢🟢

Our Student Deals page goes up every year with promotions students may find attractive. Have your advertisement or promotional deal located on our Student Deals Page, that will be accessible through our main navigation bar of the DSU Website, and the DSU O-Week Page.

SOCIAL MEDIA

Your organization can be associated with the DSU and Orientation events on our Instagram page, where we receive the highest engagement and reach, boasting over 12,200 followers on @dalstudentunion.

- **INSTAGRAM STORY** 🟡

Have a shoutout to your company on the DSU Instagram story! Your advertisement will remain up for 24 hours and then will be featured in a highlight on our profile for the duration of O-Week .

- **INSTAGRAM POST:** 🟢🟢

Work with our Social Media Coordinator to create a 15 Second advertising reel of your activation during O-Week. This could be a walkthrough of your activation site, or a deal you may have that students will appreciate! We'll work with you to find an idea that suits your company.

PHYSICAL BRANDING OPPORTUNITIES:

O-WEEK KIT INSERT

Each year we provide O-Week students with a “Welcome to Dalhousie” package, which includes a variety of “swag” items from the university, the DSU, and companies like yours! Items we have provided in the past include coffee mugs, water bottles, key chains, clipboards, and coupons.

You can insert a brochure, coupon, product sample or branded “swag” item in the O-Week Kit. **The deadline to drop off items for O-Week Kits is August 16, 2024**

PREMIERE EVENT PROMOTION

At annual premiere events following O-week, our Gold Platinum, and Diamond sponsors will be able to provide a brochure, coupon, product sample or branded item to students attending.

O-WEEK SWAG LOGO PLACEMENTS

Want your brand to be visible to students all day every day? Have your logo on our O-Week swag items.

- **O-WEEK T-SHIRT **

Every single O-Week Student, leader and staff will be given an O-Week t-shirt, in their Kit. Students, who are placed into House teams by colour, will wear their t-shirts proudly throughout the weekend, as they win points for their house. Diamond, and Platinum Sponsors can have their logo placed on the back of all +1200 O-Week t-shirts. Students and leaders wearing these shirts will be seen all over campus, and even throughout the city! **The contract deadline to have your Logo on our tote bag is July 5th, 2024.**

- **O-WEEK TOTE BAG **

Each O-Week ticket holder receives a branded O-Week Kit that includes swag items, safe sex products, coupon, and more. These tote bags are used by many students as travel, or school bags throughout their years at Dal. Gold, Diamond, and Platinum Sponsors can have their logo placed each of our 1000 tote bags! **The contract deadline to have your Logo on our tote bag is July 5th, 2024.**



ON-SITE OPPORTUNITIES

Whether it's an information table, an interactive trade show booth, or a sampling counter, we provide opportunities for on-site activation at key events are available to place your banner or handout at various locations on campus throughout O-Week.



BANNER OR HANDOUT

PLACEMENT DURING O-WEEK ✓✓✓✓✓

For sponsors, who wish to have a presence on campus during O-Week, opportunities are available to place your banner or handout at various locations on campus throughout O-Week.

BOOTH SPACE ✓✓✓✓

We offer 10ft x 10ft O-Week Event Booth Spaces at our events, or Student Union Building, during O-Week and the first weeks of classes. There are both indoor, and outdoor space available!

Do you have an idea for a larger activation or experience during O-Week? ✓✓

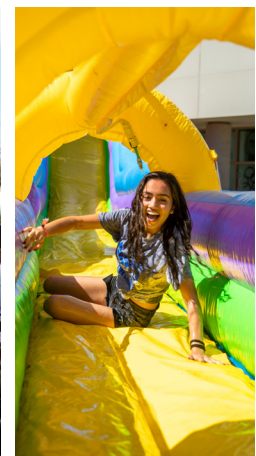
With the Diamond or Platinum packages we'll work with you to create a custom experience that suits your needs! In the past we've seen Beauty booths, Sponsored BBQ events, large scale interactive games, a 16x16 Pop - Ups, and more

YEAR-LONG PREMIERE EVENT ACTIVATION

With the Gold, Platinum and Diamond packages, your company will become a year-long Sponsor for the DSU and will be given an on-site space at some of our Premiere DSU events throughout the academic year. While not all students are able to attend our O-week, we open our other Key events throughout the year **to all students!**

2024/25 PREMIER EVENTS ✓✓✓

- **O-Week** (September)
- **DalFest** (September)
- **Society Expos x2** (September & January)
- **Late Night Exam Wellness Breakfast** (December)
- **Sn-O Week** (January)
- **Winter Gala** (Winter Term)



O-Week (All sponsors receive access)

More so than any other time during a student's education, O-Week is when incoming students actively explore new ideas, opportunities and expand their knowledge of campus life. We expect our registration numbers to be at an all-time high this year!

DalFest:

Since 2007, DalFest has become the premiere September welcome event for ALL students at Dalhousie University and community members! DalFest is a festival-style event featuring world-class music on our campus. DalFest draws over 3000 students and community members for an unforgettable celebration in September.

DSU Society Expo | Fall & Winter

On the 2nd or 3rd week of each major academic semester (Fall and Winter), the DSU hosts the Clubs and Societies Expo. With a selection of over 300 societies, this event is a huge draw to students looking to network and learn more about what Dalhousie University, the DSU, and ratified societies clubs and societies have to offer on campus. You could be in attendance at one, or both, of the expos!

Exam Wellness Late Night Breakfast

In the fall semester, the DSU hosts an annual Late-Night Breakfast, in the week leading up to exam period. From 10pm – 12am, we serve a full breakfast to students living on campus, or who are taking advantage of the SUB's late night study hours!

SnO Week

As a winter follow up to our Fall O-Week, we welcome students back to campus for their winter semester with a week of free fun winter activities, and other exciting programming during the first week classes in January.

Winter Gala

Each winter semester the DSU hosts a gala event to celebrate all the great work our 300+ societies and clubs engage in throughout the year. We put on our best, have a delicious dinner, give out awards, and get our dance for a fun filled evening!

Have questions about an event, or an idea for activation? Contact us to learn more!



Diamond Package

PRODUCT OR SERVICE EXCLUSIVITY

With our sponsorship opportunities, we understand that competing with other businesses in your industry can be challenging. We are offering an exclusive sponsorship opportunity tailored to elevate your brand's visibility. By partnering with us, you will gain unparalleled exposure to a highly influential age group, and foster brand recognition and loyalty during their impressionable years.



Brand Affiliation: ✓

Align your brand with ours to enhance credibility and trust among new students, arriving in Halifax.

Exclusive Exposure: ✓

Set your brand apart from competitors by personally connecting with students on campus and forming a connection with them. As the sole sponsor for your industry, your brand will enjoy prime placement and visibility across all our platforms, ensuring maximum exposure to our audience.



With the Diamond Package you'll have sole access from your service or product's industry, to Dalhousie Students during O-week as well as all 6 of our DSU premiere events throughout the 2024 – 2025 year!

YEAR LONG ADVERTISING OPPORTUNITIES

Book a space in the SUB

\$500 Day | Outside of Blackout Dates

Interested in having an on-site presence at the DSU outside of events and programming? With a high traffic area, The Dalhousie Student Union Building is a hub for students through the year.

Contact:

Ashvani Ramasawmy

Director, Conference Services
dsu.meetings@dal.ca

Rent a space on our LCD Screens

\$150 / Week | Outside of Blackout Dates

We offer weekly advertising spaces with your ad running for 15 second intervals all day long, on our Main level LCD Screens in the Student Union Building!

Contact:

Kelsey McNamara

Marketing & Design Manager
dsu.marketing@dal.ca

Dalhousie Student Union 2024-2025

SPONSORSHIP PACKAGES

INCLUDES
YEAR-LONG
PRODUCT
OR SERVICE
EXCLUSIVITY

Advertising Opportunities	Bronze \$750	Silver \$2000	Gold \$5000	Platinum \$10,000	Diamond \$15,000
O-Week Kit Inserts (Value: \$500) Space in O-Week Kit bags for your product or flyer!	✓	✓	✓	✓	✓
Banner Display, Handout on Sponsor Table, or an ad on our online Student Deals Page (Value: \$300) Have your brand displayed in at least 1 of 3 ways!	✓ 1 Option	✓ 1 Option	✓ 2 Options	✓ 2 Options	✓ 3 Options
Movie Night: Pre-Show Advertisement (Value: \$250) Have your logo, or an Advertisement displayed at the first major O-Week Event! (Pg...)	✓	✓	✓	✓	✓
Your logo on our website (Value: \$100-\$200) 1. Logo highlighted on our O-Week registration page 2. Logo highlighted our DSU homepage year-long!	✓ O-Week	✓ O-Week	✓ Both	✓ Both	✓ Both
O-Week E-Newsletter Mention (Value: \$350) Sponsorship Recognition in our O-Week Newsletter, sent out to incoming students.		✓	✓	✓	✓
SUB Lobby Screen Ad (Value: \$300 / Week) Ad or Logo Placement on two (2) Lobby LCD Screens, located in a high traffic area of the Building.		✓ 1 Week	✓ 2 Weeks	✓ 4 Weeks	✓ 6 Weeks
On-Site Presence O-Week Days (Value: \$1000) 10x10 foot booth for one day of O-Week. *Diamond & Platinum package: Custom on-site Experience!		✓ 1 Day	✓ 2 Days	✓ 2 Days	✓ 2 Days
Promotion on DSU Instagram (Value: \$200-\$400) A 24 Hour Story, of your booth during O-Week or a permanent feed post/reel of your brand's activation.			✓ Story	✓ Feed	✓ Feed
DSU Semester E-Newsletter Mention (Value: \$700) Recognition or ad space in two Bi-Monthly E-Newsletters, sent out to all 21,000 Dalhousie students.			✓	✓	✓
On-Site Presence Premiere Events (Value: \$750/Event) Opportunity to partner with the DSU throughout the year! * See page ___ for full list!			✓ 2 Events	✓ 6 Events	✓ 6 Events
Your logo on the O-Week Tote Bag (Value: \$1000) Have your logo on team T-Shirts and/or on the Kit bags given to every O-Week student.			✓	✓	✓
Your logo on the O-Week Official T-Shirts (Value: \$1000) Have your logo visible as a sponsor on and off campus as students wear their shirts with pride during o-week!				✓	✓
On-Site Presence First Week of Classes (Value: \$750) A custom booth space in the SUB 1 Day of your choice during first week of classes when all students arrive.				✓	✓
Product or Service Exclusivity With the Diamond package you'll be our sole sponsor for your industry at O-week and all Premiere DSU events!					✓



**ANNUAL
SPONSORSHIP
WITH THE DSU**

PACKAGE DETAILS | O-WEEK PACKAGES

Bronze | \$750 (Total Value: \$1150) ✓

O-Week Kit Insert space | Space for your swag, coupon or ad in our kits. (Value: \$500)

Movie Night: Ad or Logo placement (Value: \$250)

Have the option of one (1): (Value: \$300)

1. A space for your banner to go up in our SUB during O-Week.
2. A handout displayed for pickup at O-week events on our Sponsorship table.
3. An ad on our Student Deals Page promoting an offer to students about your service or product.

*This will stay up as long as your deal is active, up to April 2025!

Logo announcing you as an O-Week sponsor on our O-Week webpage (Value: \$100)

Links to your website, stays up during O-Week

Silver | \$2,000 (Total Value: \$2800) ✓

+ 1 Day On-Site Presence space during O-Week | 10x10 space (Value: \$1000)

Includes: Table and two chairs *Electrical power is location dependant and upon request.

+ O-Week Newsletter Mention | +1000 O-Week Attendees (Value: \$350)

+ SUB Lobby Screen Ad during high traffic blackout dates - 1 week (Value: \$300)

O-Week Kit Insert space | Space for your swag, coupon or ad in our kits. (Value: \$500)

Movie Night: Ad or Logo placement (Value: \$250)

Have the option of one (1): (Value: \$300)

1. A space for your banner to go up in our SUB during O-Week.
2. A handout displayed for pickup at O-week events on our Sponsorship table.
3. An ad on our Student Deals Page promoting an offer to students about your service or product.

*This will stay up as long as your deal is active, up to April 2025!

Logo announcing you as an O-Week sponsor on our O-Week webpage (Value: \$100)

Links to your website, stays up during O-Week



PACKAGE DETAILS | YEAR-LONG PACKAGES

Gold (\$5,000) | Total Value: \$8000

+ **On-Site presence space at your choice of 2 Premiere DSU Events** (Value: \$1500)

Includes: Table and two chairs. *electricity available on request

+ **Logo Placement on O-Week Tote Bags** – Payment Deadline July 5th. (Value: \$1000)

+ **September Newsletter Mention** | Full Student Body – 20,000 students (Value: \$700)

+ **DSU Activation Insta promotion:** Story - 24hr & week long highlight (Value: \$200)

+ **SUB Lobby (screens)** during high traffic blackout dates - 2 weeks (Value: \$600)

+ **2 Day On-Site Presence space during O-Week** | 10x10 space (Value: \$2000)

Includes: Table and two chairs *Electrical power is location dependent and upon request.

O-Week Newsletter Mention | +1000 O-Week Attendees (Value: \$350)

O-Week Kit Insert space | Space for your swag, coupon, or ad in our kits. (Value: \$500)

Movie Night: Ad or Logo placement (Value: \$250)

+ **Have the option of two (2):** (Value: \$600)

1. A space for your banner to go up in our SUB during O-Week.
2. A handout displayed for pickup at O-week events on our sponsorship table.
3. An ad on our Student Deals Page promoting an offer to students about your service or product. *This will stay up as long as your deal is active, up to April 2025!

Logo announcing you as an O-Week sponsor on our O-Week webpage (Value: \$100)

Links to your website, stays up during O-Week

Logo announcing you as a DSU Sponsor on our DSU Homepage (Value: \$200)

Links to your website, stays up all year long, on our main page.

Platinum (\$10,000) | Total Value: \$13,050

+ **Activation space at 6 Premiere DSU Events through the year** (Value: \$750 /event | \$3750)

Be on-site at all 2024/25 DSU Premiere Events.

Includes: 10x10 space, table, 2 chairs, *Electrical power is location dependent and upon request.

+ **Two day presence on Campus between O-Week days 1 – 4** (Value: \$2000)

Includes: 10x10 space starting (Platinum and Diamond sponsors can customize their space) Table, 2 chairs

*Electrical power is location dependent and upon request.

+ **1 Day Presence First Week of classes** (Value: \$1000)

Activation Space on the Day of your choice, table, chairs and electricity included.

+ **Logo Placement on O-Week T-Shirts** (Value: \$1000) – Payment Deadline July 5th

SUB Lobby Screen Ad during high traffic blackout dates - **4 weeks** (Value: \$1200)

Logo Placement on our O-Week Tote Bags (Value: \$1000)

September Newsletter Mention | Full Student Body – 20,000 students (Value: \$700)

DSU Activation Insta promotion | Feed Post/Reel - Permanent (Value: \$400)

We'll work with you to create a custom reel or post highlighting your activation space during O-Week)

Have the option of two (2): (Value: \$600)

1. A space for your banner to go up in our SUB during O-Week.
2. A handout displayed for pickup at O-week events on our sponsorship table.
3. An ad on our Student Deals Page promoting an offer to students about your service or product. *This will stay up as long as your deal is active, up to April 2025!

O-Week Newsletter Mention | +1000 O-Week Attendees (Value: \$350)

O-Week Kit Insert space | Space for your swag, coupon or ad in our kits. (Value: \$500)

Movie Night: Ad or Logo placement (Value: \$250)

Logo announcing you as an O-Week sponsor on our O-Week webpage (Value: \$100)

Links to your website, stays up during O-Week

Logo announcing you as a DSU Sponsor on our DSU Homepage (Value: \$200)

Links to your website, stays up all year long, on our main page.

Diamond (\$15,000) | Total Value: \$18,950 + Exclusivity benefits



+ Product or Service Exclusivity ALL YEAR LONG!

With the Diamond Package you'll have sole access in your service or product industry for all digital and physical Branding and presence at the 2024-2025 DSU Premiere Events.

+ **SUB Lobby Screen Ad** | during high traffic blackout dates - **6 weeks** (Value: \$1800)

+ **Have the option of all three (3):** (Value: \$900)

1. A space for your banner to go up in our SUB during O-Week.
2. A handout displayed for pickup at O-week events on our sponsorship table.
3. An ad on our Student Deals Page promoting an offer to students about your service or product.

*This will stay up as long as your deal is active, up to April 2025!

Activation space at 6 Premiere DSU Events through the year (Value: \$750 /event | \$3750)

Be on-site at all 2024/25 DSU Premiere Events.

Includes: 10x10 space, table, 2 chairs, *Electrical power is location dependent and upon request.

Two day presence on Campus between O-Week days 1 – 4 (Value: \$2000)

Includes: 10x10 space starting (Platinum and Diamond sponsors can customize their space) Table, 2 chairs *Electrical power is location dependent and upon request.

1 Day Presence First Week of classes (Value: \$1000)

Activation Space on the Day of your choice, table, chairs and electricity available on request,

Logo Placement on O-Week T-Shirts (Value: \$1000)

Logo Placement on our O-Week Tote Bags (Value: \$1000)

September Newsletter Mention | Full Student Body – 20,000 students (Value: \$700)

DSU Activation Insta promotion | Feed Post/Reel - Permanent (Value: \$400)

We'll work with you to create a custom reel or post highlighting your activation space during O-Week

O-Week Newsletter Mention | +1000 O-Week Attendees (Value: \$350)

O-Week Kit Insert space | Space for your swag, coupon, or ad, in our kits. (Value: \$500)

Movie Night: Ad or Logo placement (Value: \$250)

Logo announcing you as an O-Week sponsor on our O-Week webpage (Value: \$100)

Links to your website - stays up during O-Week

Logo announcing you as a DSU Sponsor on our DSU Homepage (Value: \$200)

Links to your website - stays up all year long on our main page.

CONTRACT DEADLINES

For us to meet printing and technical deadlines on our end, payment, and signed sponsorship contracts, all required files must be sent by the following deadlines:

CONTRACT DEADLINES:

Bronze – Silver Sponsorship Contracts:

- Payment required by August 23rd, 2024.

Gold – Platinum Sponsorship Contracts:

FOR LOGO PLACEMENT ON O-WEEK SWAG

- Payment required by July 5th, 2024

NO LOGO PLACEMENT ON O-WEEK SWAG

- Payment required by August 23rd, 2024

Diamond Sponsorship Contracts:

- Payment required by July 5th

ASSET DEADLINES:

Logos for Placements on Swag (Tote Bags & T-Shirts):

- Vector Logo file sent by July 5th, 2024

O-Week Kit Inserts:

- Insert required to be delivered to us by August 16th, 2024

All other required advertising or logo assets:

- Must be sent by August 23rd, 2024.



THANK YOU!

CONTACT

Sponsorship and Advertising Officer
Dalhousie Student Union
dsusponsor@dal.ca
dsu.ca/sponsor

***Please note:**

DSU does not partner with companies related to Alcohol, Cannabis, Gambling, Tobacco, Oil and Natural Gas. Nor do we deal with organizations whose policies or views are racist, sexist, homophobic, or violate human rights. Thanks for your understanding.

