

Sponsorship Package

January 2018

CAPILANO UNIVERSITY IS 50!
CELEBRATE THE EXPERIENCE



PRIDE, PROFILE, PRESTIGE

In September 2018, Capilano University will celebrate 50 years as a cornerstone of the North Shore community. As Capilano University looks to our 50th year, building and maintaining strong, authentic relationships with partner organizations has never been more important.

It is our pleasure to provide you with an exclusive opportunity to be Capilano's official anniversary Presenting Partner. Together, we can celebrate our community impact with a clear vision of the future. We look forward to discussing this with you, and thank you in advance for your consideration of partnering with us to mark this unique milestone.



CAPILANO
UNIVERSITY



CELEBRATE
THE EXPERIENCE

OPPORTUNITY

We will develop a tailored package for you to reach maximum exposure for your target audience through a series of celebratory events in the 2018/19 milestone year. Sponsorship can come through a combination of both cash and in-kind support. Come celebrate with us, and let's discuss opportunities to promote your business while doing good in our community.

EVENTS – 50TH ANNIVERSARY OF CAPILANO UNIVERSITY

Anniversary celebrations are an opportunity to raise profile. During the anniversary period September 2018 to June 2019, we have developed new events specific to our 50th. Additionally, all existing University events including student orientation, convocation, alumni awards and more will be leveraged to highlight the anniversary through commemorative and celebratory initiatives. We also have new events in the 50th year. The 50th anniversary celebrations will be used as an opportunity to welcome neighbours and community members to campus and experience it as a community resource. Be part of this milestone and show your support for advancing education, and the people who will ensure our community's businesses continue to thrive.

- 1. Capilano University Street Party.** Tuesday, September 4, 2018
4,000 new and returning students, on campus, to participate in a campus-wide CapU Street Party (CUSP) as part of the University's New Student Orientation program.
- 2. CapFest.** Saturday, September 22, 2018
This is CapU's biggest party of the year to celebrate the 50th year on campus. Everyone will enjoy multiple entertainment stages, food and beverages, campus tours and more. This will be open to everyone - students, alumni, faculty, staff, donors, business partners and the public (6,000+).
- 3. Alumni Awards of Excellence.** Thursday, October 18 2018
400 alumni, businesses and special guests will gather at the Pipe Shop in North Vancouver for Capilano University's Alumni Awards of Excellence to recognize outstanding achievements of alumni, and friends of the University.
- 4. CapRocks.** Saturday, January 12, 2019
An event to celebrate the experience of our current students. Join our students and their guests (approximately 500) on campus as we "welcome in" the next 50 years for Capilano University.
- 5. Employee Recognition Awards.** Thursday, April 4 2019
Please join us for this invitation only event that will celebrate our current employees and accomplishments. Our faculty and staff have an enormous impact on students and their many successes inside and outside of the classroom.



SPONSOR LEVELS & BENEFITS SUMMARY - 2018/2019 EVENTS

<p>Gold Sponsors \$35,000 - \$49,999</p> <p>2 Available</p>	<p>Let us recognize your company at all 50th anniversary events (five in total). In addition, we are pleased to offer one Title Sponsorship for a premier event to be jointly determined.</p> <ul style="list-style-type: none"> • Title sponsor for event areas/zones • Exclusive sector promotion at events • Three social media marketing campaigns • Key speaking role at each event • Promote products and/or services at events • Digital media exposure with all event promotion • Participate in event planning • Recognition in purchased media • Employee volunteer opportunities (six at each event)
<p>Silver Sponsors \$25,000 - \$34,999</p> <p>3 Available</p>	<p>Silver Sponsors will have an opportunity to promote their company at five 50th anniversary events celebrations as outlined below. In consideration of your support, we are also pleased to offer an exclusive main stage sponsorship at one event.</p> <ul style="list-style-type: none"> • Recognition at five events • Speaking opportunity at events • Promote products and / or services at events • Title sponsor for one event areas/zone • One social media marketing campaign and mentions in all media • Recognition in purchased media • Employee volunteer opportunities (four at each event)
<p>Bronze Sponsors \$15,000 - \$24,999</p> <p>5 Available</p>	<p>Bronze Sponsors will be recognized at five 50th anniversary events. Your company's involvement and support will be promoted in event-related communications.</p> <ul style="list-style-type: none"> • Recognition at five events • Promote products and / or services at events • Social media mentions • Online promotion pre-and post-event • Recognition in purchased media • Employee volunteer opportunities (three at each event)



<p>Influencer Sponsors \$7,500 - \$14,999</p> <p>5 Available</p>	<p>Influencer Sponsors will be recognized at five 50th anniversary events. Your company will also receive post-event promotion.</p> <ul style="list-style-type: none"> • Recognition at five events • Promote products and / or services at events • Social media mentions • Online promotion post event • Employee volunteer opportunities (one at each event)
<p>Friend Sponsors \$2,500 - \$7,499</p> <p>10 Available</p>	<p>Friend Sponsors will be recognized as outlined below at all five 50th anniversary events.</p> <ul style="list-style-type: none"> • Recognition at five events • Promote products and / or services at events • Social media mention • Online promotion post-event

CONCLUSION

Capilano University is pleased to put forward these sponsorship opportunities demonstrating our commitment to our students, alumni, the communities we serve and our partners like you.

Thank you for your consideration of this exciting funding opportunity. I look forward to meeting to discuss your interest, and developing a tailored sponsorship proposal based on your needs and budget.

I will follow up with you shortly.

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