

STUDENT ASSOCIATION
GEORGE BROWN COLLEGE

OPPORTUNITIES
PARTNERSHIP
PACKAGE

MISSION STATEMENT

WE ARE THE STUDENTS OF GEORGE BROWN COLLEGE, COMMITTED TO SUPPORTING EACH OTHER IN THE STRUGGLE FOR STUDENT RIGHTS, THE PURSUIT OF QUALITY EDUCATION AND THE PROVISION OF SERVICES IN A SAFE, ACCESSIBLE AND EQUITABLE ENVIRONMENT.

PARTNERSHIP

The Student Association of George Brown College (SA GBC) is a non-profit organization run by students for students. We provide information, resources and support to the students of George Brown College. We advocate for student rights, provide important services, add to the quality of student life, and we are the formal representative of the student voice within the college. The SA runs programming and services for students across three campuses (Casa Loma, St. James and Ryerson).

Partnering with the SA provides you with access to George Brown College's 22,000 full-time students and 50,000 part-time and continuing education students. The majority of these students fall within the 18-25 year age category. Our student body is recognized as a key target audience within the city.

Our partnership opportunities range from advertising space in our school paper to participating in our orientation activities via inserts in our frosh kits and setting up a booth during our festivities. There is any number of possibilities for your benefit.

FLYERS

As part of the SA's strategy to reach our students, flyers are distributed on a daily basis by our Events team. Flyering is essential for the SA because it establishes direct contact and a relationship is built by our staff and the students. Flyers are distributed at each campus. Forty hours of flyering (20 hours at each campus) is \$250. Details of the sponsor and your logo will appear on each flyer.



VENDING OPPORTUNITIES

We offer prime access to one of the most sought after demographics. Vending spaces are available at our Casa Loma campus, both in the cafeteria and in our student centre, which includes a food court. At our St. James campus, we offer spaces outside the cafeteria and outside the student lounge. These spaces are available for \$100 per day plus HST. We are pleased to offer discounts for multiple, pre-paid bookings.

- **2 day package - \$199**
- **10 day package - \$840**
- **15 day package - \$1100**
- **18 day package - \$1400**

WEB

The Student Association of George Brown College's website is the first stop for students who want to know what's going on at the SA. With RSS, Facebook and Twitter feeds, polls, the ability to comment on and rate posts, and photo and video galleries, the website is fully interactive. The website also archives old posts, past meeting minutes and SA publications.

The website receives over 400 visits per day. Following are the rates for the three types of banners we offer. Please note the rates are offered on a monthly basis.

- **728x90 High frequency leader board banner ad: \$ 750 per month**
- **160x600 High frequency skyscraper banner ad: \$ 500 per month**
- **300x250 High frequency big box banner ad: \$ 250 per month**



THE DIALOG STUDENT NEWSPAPER

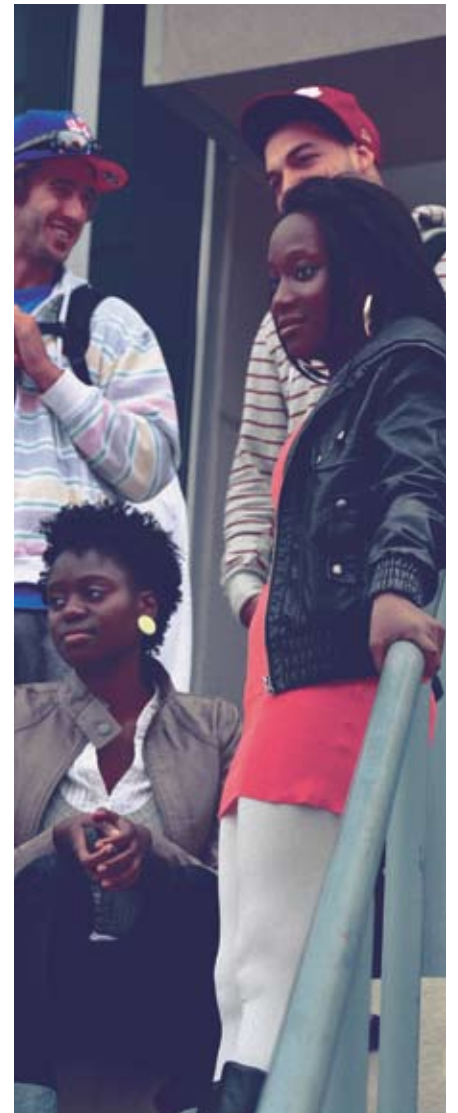
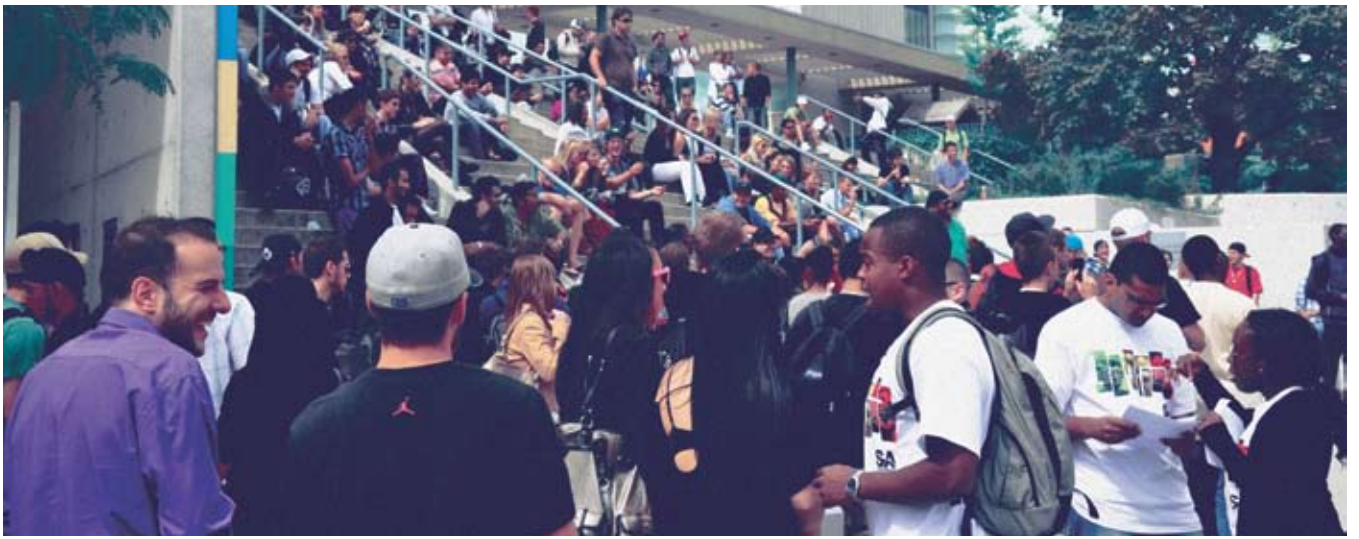
The Dialog is the biweekly newspaper of the student body at George Brown College, covering hard news, sports, technology and arts and entertainment happening at the college and in the city. Fifteen hundred copies of the Dialog are distributed to racks across the campuses on a biweekly basis. An added bonus for advertisers is approximately 500 papers are hand delivered to students and community members at the St. James and Casa Loma campuses. These people receive the paper hot off the press before it makes the stands.

RATE CARD

	SIZE	1 ISSUE	4 ISSUES	8 ISSUES	SPOT COLOUR	CMYK
FULL PAGE	(10" x 13")	\$575	\$470	\$380	\$150	\$475
³/₄ PAGE	(10" x 9.75")	\$432	\$353	\$285	\$140	\$465
¹/₂ PAGE	(10" x 6.5")	\$289	\$235	\$190	\$120	\$450
¹/₃ PAGE	(10" x 4.33")	\$190	\$155	\$125	\$120	\$395
¹/₄ PAGE	(10" x 6.5")	\$144	\$118	\$95	\$100	\$250
¹/₈ PAGE	(5" x 3.25")	\$72	\$59	\$48	\$100	\$250
BUS. CARD	(4" x 2")	\$50	\$43	\$35	\$90	\$150

(Prices do not include HST.)

Please contact Najib A. Malak (nmalak@georgebrown.ca) for publication dates.



STUDENT ASSOCIATION'S ORIENTATION

CONCEPT

Each year, the Student Association hosts events to welcome students to school. The events are an opportunity to introduce new and returning students to the wide range of services and programmes offered by the Student Association. This is an opportunity for students to be presented with information or product samples that may make their student lives easier. Our orientation events are designed to engage students and involve them in acquiring new knowledge.

EVENTS

We are pleased to announce our 2011 orientation. We will be having a lot of fun involving students in experiencing a fresh start. Whether it is a fresh start to the college, semester, or a fresh start in a new city, it is time to start off right! We'll be using booths, games and interactive stations to display and hand out related information. Each event will have both indoor and outdoor venues and provide opportunities to access students, regardless of the weather. All events take place between 9 a.m. and 4 p.m. and feature a free lunch for students. These are peak hours for student availability, and we anticipate the following levels of student participation.

Each event will feature opportunities for sponsors to set up a table or booth and interact with students. This is a great opportunity for site sampling or product information.

ORIENTATION SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNERSHIP: \$5000 (AVAILABLE: 1)

- PRODUCT OR INFORMATION IN FROSH KITS (8,000 PRODUCED)
- FULL PAGE ADVERTISEMENT SPACE IN ORIENTATION EDITION OF THE DIALOG, THE STUDENT NEWSPAPER (7,000 COPIES PRODUCED)
- LOGO PLACED ON SA GIVEAWAY (8,000 PRODUCED)
- OPPORTUNITY FOR SITE SAMPLING THROUGH A BOOTH AT EACH CAMPUS EVENT (3 EVENTS)
- OPTION TO HANG BANNERS AT EACH CAMPUS EVENT
- REGULAR ANNOUCEMENTS THROUGHOUT CAMPUS EVENTS
- LOGO AS PRESENTING PARTNER ON PROMOTIONAL MATERIAL, INCLUDING POSTERS AND HANDBILLS

ASSOCIATION PARTNERSHIP: \$3000 (AVAILABLE: 2)

- PRODUCT OR INFORMATION IN FROSH KITS (8,000 PRODUCED)
- HALF PAGE ADVERTISEMENT SPACE IN ORIENTATION EDITION OF THE DIALOG, THE STUDENT NEWSPAPER (7,000 COPIES PRODUCED)
- OPPORTUNITY FOR SITE SAMPLING THROUGH A BOOTH AT EACH CAMPUS EVENT (3 EVENTS)
- OPTION TO HANG BANNERS AT EACH CAMPUS EVENT
- REGULAR ANNOUCEMENTS THROUGHOUT CAMPUS EVENTS
- LOGO AS ASSOCIATE PARTNER ON PROMOTIONAL MATERIAL, INCLUDING POSTERS AND HANDBILLS

MAJOR PARTNERSHIP: \$2,000 (AVAILABLE: 2)

- PRODUCT OR INFORMATION IN FROSH KITS (8,000 PRODUCED)
- ADVERTISEMENT SPACE IN ORIENTATION EDITION OF THE DIALOG, THE STUDENT NEWSPAPER (7,000 COPIES PRODUCED)
- OPPORTUNITY FOR SITE SAMPLING THROUGH A BOOTH AT EACH CAMPUS EVENT (3 EVENTS)
- OPTION TO HANG BANNERS AT EACH CAMPUS EVENT
- REGULAR ANNOUCEMENTS THROUGHOUT CAMPUS EVENTS
- LOGO AS MAJOR PARTNER ON PROMOTIONAL MATERIAL, INCLUDING POSTERS AND HANDBILLS

FROSH KIT INSERTION: \$1,000

- PRODUCT OR INFORMATION IN FROSH KITS (8,000 PRODUCED)

CONTACT

For more information, please contact:

SALES & CLIENT SERVICES COORDINATOR

Najib A. Malak | nmalak@georgebrown.ca

STUDENT ASSOCIATION OF GEORGE BROWN COLLEGE

St. James Campus:

200 King Street East, Room 147

Toronto, ON Canada - M5A 3W8

Tel: 416.415.5000 x. 6392 | Fax: 416.415.2491

Casa Loma Campus:

147 Kendal Avenue, Room E100

Toronto, ON Canada - M5R 1M3

Tel: 416.415.5000 x. 4730 | Fax: 416.415.4719

Ryerson Campus (*SHE Building*)

99 Gerrard Street, Room 614

Toronto, ON Canada - M5B 2K8

Tel: 416.415.5000 x. 4049 | Fax: 416.415.4069

NOTES

NOTES

STUDENT ASSOCIATION

GEORGE BROWN COLLEGE

WWW.STUDENTASSOCIATION.CA