



2024/2025

# Sponsorship Package



# We Are an Investment You Can Trust

The Student Association of George Brown College (SAGBC) functions as the central student government representing the interests of more than 30,000 George Brown College students. The Student Association focuses on representation, advocacy, delivery of services, and the operation of businesses to support its overall mandate. SAGBC offers a wide variety of programs and services for student members to foster their student life experience and promote an open and inclusive campus environment where everyone feels safe. SAGBC offers opportunities for students to get involved with the GBC community through diverse services.

SAGBC brings you the Week of Welcome 2024 (W.O.W), the premiere Welcome Week from the only College in downtown Toronto. George Brown College has a rich and accomplished history of being one of the most diverse colleges in Canada. We celebrate our vast diversity through various monthly themed events that allow students to embrace and share their culture with other students.

W.O.W is a week-long festival across three campuses. It's a week of activities for over 24,000 students that take place from September 3rd – September 5th at our Waterfront, Casa Loma, and St James campuses.

This year's carnival-themed street festival is the ideal opportunity for sponsors to interact with our diverse student population. During the first week of school, each campus is designated one day to host a one-of-a-kind high-traffic street festival. These festivals include a free BBQ, live music, interactive & engaging games & activities, food trucks, a wide array of prizes for students to win & much more.

As a partner of W.O.W, your business will be given the opportunity of engaging with our students during our week-long festival. Each campus has its own unique flair and engagement opportunities that will enable your company to interact with thousands of students. The SAGBC festival continues to grow its numbers of student participation each year and we anticipate seeing over 10,000 students across these multi-campus week-long events

## **Wafa Uliyan**

Operations Manager

**[MGRoperations@SAGBC.ca](mailto:MGRoperations@SAGBC.ca)**

# Festival Locations



## Waterfront Campus

Tuesday, Sept. 3rd

The waterfront campus is nestled by Sherbourne Street & Queens Quay. It is one of the city's most architecturally striking learning environments, with labs and classrooms overlooking the Toronto Harbour, for 4,000 students in health sciences programs. The street festival for Waterfront will be held inside the campus's large main lobby.



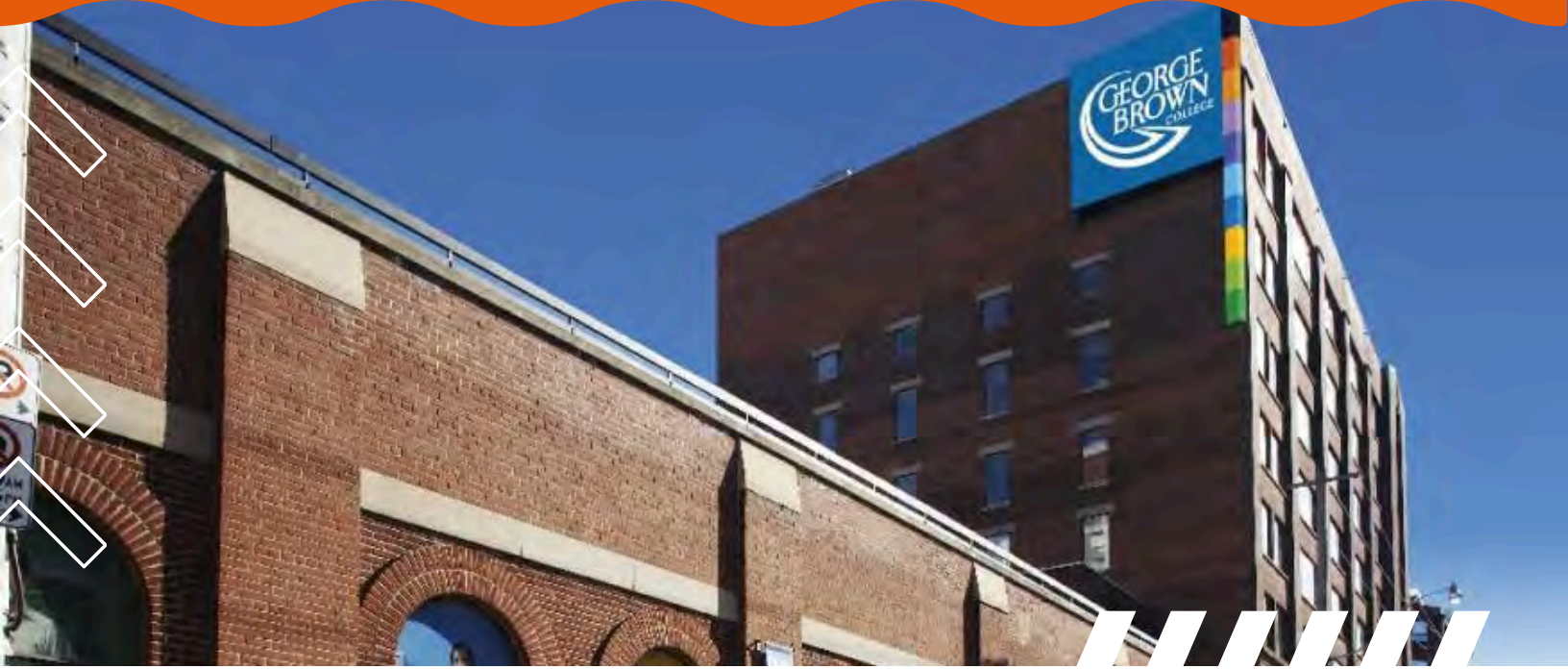


# Casa Loma Campus

**Wednesday, Sept. 4th**

The Casa Loma campus is situated on Kendal Avenue, between Davenport Road and MacPherson Avenue. Casa Loma is a strong, vibrant community located close to the historic Casa Loma Castle. The campus has over 6000 students who come to their in-person classes. Sponsors have a unique opportunity to reach students who will be working in the skilled trades after graduation. The street festival for Casa Loma utilizes some of Kendal Avenue which enables us to operate on the main street of the campus and allows the festival and sponsors to intermingle with the students as they enter or leave the campus





# St. James Campus

Thursday, Sept. 5th

St. James campus encompasses a total of five buildings. The main building located at 200 King St. East is the central hub where most of the activity happens. St. James campus is located in the heart of downtown Toronto and is easily accessible by both the GO train and the TTC. The campus is surrounded by a community of both offices and condo residences. With the historic St. Lawrence Market a five-minute walk from the campus, it's no wonder why the St. James campus is so vibrant. The campus has more than 9,000 Students coming for their in-person classes. The street festival for St. James will take place on George Street between King and Adelaide Streets and on the second-floor patio. This allows for a better flow of traffic and access to your products and services throughout the street festivals



# Highlights From GBC Student Community

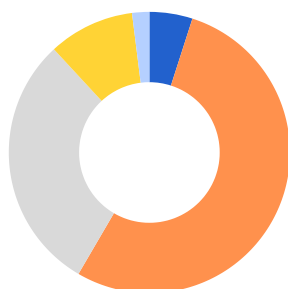
## Student Diversity

Every year, George Brown College opens their doors and welcomes in more than 30,000 students – both domestic and international. These young minds seeking a chance to improve their skills and join the workforce, come from all over the world and bring with them a rich heritage of cultural and religious backgrounds that enrich the college environment. GBC and the Student Association are happy to be apart of the continued fostering of the diversity that is so prevalent across all campuses of the college. We work to ensure that all students, regardless of heritage, religion, or background, feel welcome and included each day they walk through the doors of a campus. Students of today are the workers of tomorrow, all of whom will bring their enriching backgrounds to their future places of employment. Our street festivals allow potential sponsors the unique ability to interact with our vibrant student body across the three campuses.

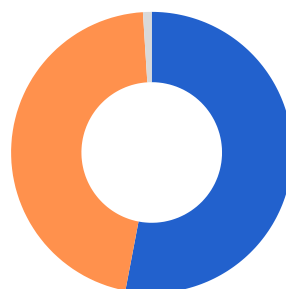
### Domestic Vs International



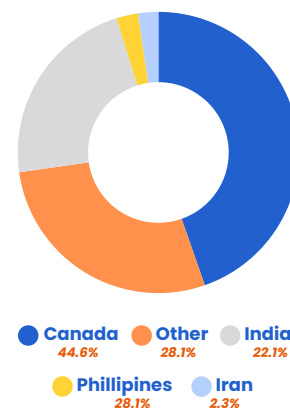
### Age Demographics



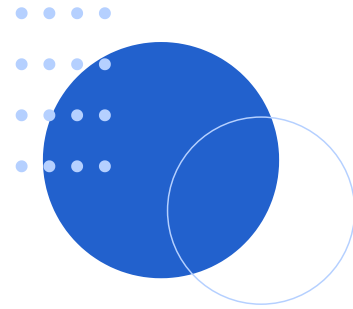
### Gender Ratios



### Student Regions



# SAGBC Online Community & Presence



The Student Association at George Brown College (SAGBC) operates under the account **@SAGBC**, which has a strong social media presence on various platforms. With over 9,700 followers on Instagram, Twitter, and Facebook, the association regularly posts updates on events, initiatives, and student life at the college.

Over the past year, the SAGBC main social accounts have grown exponentially. We have a total daily reach of 671K and have gotten over 1.8 million unique impressions. From those numbers we have had 44,300 interactions, 55,600 Profile visits and 12,700 link clicks.

New Followers

**4,000**

^ 57% from last period

Total Daily Reach

**671.3K**

^ 42% from last period

Impressions

**1.8M**

^ 37% from last period

The SAGBC operates under many secondary accounts as well including:

- @SAGBC** - 9,700 followers
- @SAGBCEvents** - 16.4K followers
- @gbcsafewalk** - 815 followers
- @communitycarecentre** - 1,630 followers
- @thedialog** - 989 followers.

Sponsors would benefit from partnering with **@SAGBC** as it provides an opportunity to reach a highly engaged audience of students and faculty at George Brown College. Additionally, **@SAGBC's** mission of supporting student success and well-being aligns with many corporate social responsibility goals, making it an attractive partner for brands looking to make a positive impact on society.



# Sponsorship Packages



The Student Association wants to make things as easy as possible for you when you choose our association to support. There are many ways that you can get involved; Street festival events, individual events, and general donations.

## Street Festivals & Week of Welcome (Sep. 3rd– Sep. 5th)

### Platinum Sponsors

\$10,000 or More

### Gold Sponsors

\$6,500 – \$9,999

### Silver Sponsors

\$4,000 – \$6,499

### Bronze Sponsors

\$2,000 – \$3,999

### Friends of The Festival

\$1,000

### Individual Event

\$500 – \$1,000

**Monday, August 19, 2024**

Materials for insertion in our frosh kits must be delivered to our Casa Loma Campus

**Monday, August 5, 2024**

Company logo for SAGBC  
Ads must be sent by email to  
[recreation@sagbc.ca](mailto:recreation@sagbc.ca)  
[MGRoperations@sagbc.ca](mailto:MGRoperations@sagbc.ca)

**Tuesday, Sept. 3, 2024**

Company Booth (10 x 10')  
must be delivered &  
Installed by 9am in the  
morning at SA WF Campus



# Platinum Sponsor

## \$10,000 or more

Any company or organization that donates \$10,000 or more in cash, agreed upon goods and/ or services will be considered a Platinum Partner and will be eligible for the following:

### SAGBC Street Festival & Frosh Week Programming

- Category exclusivity
- Premium booth 10 x 10' location at all 3 campus Street Festivals take place at Waterfront, Casa Loma & St James campus (September 3rd – September 5th)- (Client to bring their own Tent)
- Promotional opportunity during other on-campus events taking place during SA Week of Welcome.
- Premium banner locations in high-traffic locations during SA Week of Welcome (client to provide banner)
- Access to power outlets at all booth locations on campus

### SAGBC Orientation Frosh Kits

- Sponsor has up to three promotional inserts in 6,000 orientation frosh kits distributed throughout the orientation and frosh week of each term to GBC students

### SAGBC Events Flyers

- The sponsor's logo will be featured in our events flyer that promotes the SAGBC events through September month.
- 3000 flyers are printed and distributed to GBC students throughout our frosh week, distributed during our tabling, and events throughout the month

### SAGBC Branding T-Shirts

- The sponsor's logo will be featured in our printed T-shirts worn by our staff during the full frosh week
- Platinum Sponsors Logo will be in larger size compared to other sponsors and highlighted

### Advertising on our SM Account and Website

- The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors
- Platinum Sponsors Logo will be in larger size compared to other sponsors and highlighted

### Dialog Student Newspaper

- The sponsor's logo will be featured in our Frosh week artwork printed in full color in our Dialog newspaper, (9.5" wide x 14.75" high)
- 2000 issues will be printed and distributed to students during the frosh week providing higher visibility to our sponsors

### Advertising on our SM Account and Website

- Four vending day opportunities on campus during the 2024/2025 academic school year (September 2024 – April 2025) (6 Foot table dimension: 72" x 30")

# Gold Sponsor

## Category 1 | \$8,000 - \$9,999

Any company or organization that donates \$8,000 - \$9,999 in cash, agreed upon goods and/ or services, will be considered a Gold Partner and will be eligible for the following:

### **SAGBC Street Festival & Frosh Week Programming**

- Premium booth 10 x 10' location at all 3 campus Street Festivals take place at Waterfront, Casa Loma & St James campus (September 3rd - September 5th)- (Client to bring their own Tent)
- Promotional opportunity during other on-campus events taking place during SA Week of Welcome.
- Premium banner locations in high-traffic locations during SA Week of Welcome (client to provide banner)
- Access to power outlets at all booth locations on campus

### **SAGBC Orientation Frosh Kits**

- Sponsor has up to two promotional inserts in 6,000 orientation frosh kits distributed throughout the orientation and frosh week of each term to GBC students

### **SAGBC Events Flyers**

- The sponsor's logo will be featured in our events flyer that promotes the SAGBC events through September.
- 3000 flyers are printed and distributed to GBC students throughout our frosh week, distributed during our tabling, and events throughout the month

### **SAGBC Branding T-Shirts**

- The sponsor's logo will be featured in our printed T-shirts worn by our staff during the full frosh week

### **Advertising on our SM Account and Website**

- The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors
- Gold Sponsors Logo will be in larger size compared to other sponsors and highlighted

### **Dialog Student Newspaper**

- The sponsor's logo will be featured in our Frosh week artwork printed in full color in our Dialog newspaper, (9.5" wide x 14.75" high)
- 2000 issues will be printed and distributed to students during the frosh week providing higher visibility to our sponsors

### **Advertising on our SM Account and Website**

- Two vending day opportunities on campus during the 2024/2025 academic school year (September 2024 - April 2025) (6 Foot table dimension: 72" x 30")

# Gold Sponsor

## Category 2 | \$6,500 – \$7,999

Any company or organization that donates \$6,500 – \$7,999 in cash, agreed upon goods and/ or services, will be considered a Gold Partner and will be eligible for the following:

<b>SAGBC Street Festival &amp; Frosh Week Programming</b>	<ul style="list-style-type: none"><li>• Premium booth 10 x 10' location at all 3 campus Street Festivals take place at Waterfront, Casa Loma &amp; St James campus (September 3rd – September 5th)- (Client to bring their own Tent)</li><li>• Promotional opportunity during other on-campus events taking place during SA Week of Welcome.</li><li>• Premium banner locations in high-traffic locations during SA Week of Welcome (client to provide banner)</li><li>• Access to power outlets at all booth locations on campus</li></ul>
<b>SAGBC Orientation Frosh Kits</b>	<ul style="list-style-type: none"><li>• Sponsor has one promotional insert in 6,000 orientation frosh kits distributed throughout the orientation and frosh week of each term to GBC students</li></ul>
<b>SAGBC Events Flyers</b>	<ul style="list-style-type: none"><li>• The sponsor's logo will be featured in our events flyer that promotes the SAGBC events through September.</li><li>• 3000 flyers are printed and distributed to GBC students throughout our frosh week, distributed during our tabling, and events throughout the month</li></ul>
<b>SAGBC Branding T-Shirts</b>	<ul style="list-style-type: none"><li>• The sponsor's logo will be featured in our printed T-shirts worn by our staff during the full frosh week</li></ul>
<b>Advertising on our SM Account and Website</b>	<ul style="list-style-type: none"><li>• The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors</li><li>• Gold Sponsors Logo will be in larger size compared to other sponsors and highlighted</li></ul>
<b>Dialog Student Newspaper</b>	<ul style="list-style-type: none"><li>• The sponsor's logo will be featured in our Frosh week artwork printed in full color in our Dialog newspaper, (9.5" wide x 14.75" high)</li><li>• 2000 issues will be printed and distributed to students during the frosh week providing higher visibility to our sponsors</li></ul>
<b>Advertising on our SM Account and Website</b>	<ul style="list-style-type: none"><li>• One vending day opportunity on campus during the 2024/2025 academic school year (September 2024 – April 2025) (6 Foot table dimension: 72" x 30")</li></ul>

# Silver Sponsor

## \$4,000 – \$6,499

Any company or organization that donates \$4,000 – \$6,499 in cash, agreed upon goods and/ or services, will be considered a Gold Partner and will be eligible for the following:

### **SAGBC Street Festival & Frosh Week Programming**

- Only One booth location 10 x 10' location at one campus Street Festival during (September 3rd – September 5th)-(Client to bring their own Tent)
- Access to power outlets at booth location on campus

### **SAGBC Orientation Frosh Kits**

- Sponsor has up to ONE promotional insert in 6,000 orientation frosh kits distributed throughout the orientation and frosh week of each term to GBC students

### **SAGBC Events Flyers**

- The sponsor's logo will be featured in our events flyer that promotes the SAGBC events through September.
- 3000 flyers are printed and distributed to GBC students throughout our frosh week, distributed during our tabling, and events throughout the month

### **SAGBC Branding T-Shirts**

- The sponsor's logo will be featured in our printed T-shirts worn by our staff during the full frosh week

### **Advertising on our SM Account and Website**

- The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors

### **Dialog Student Newspaper**

- The sponsor's logo will be featured in our Frosh week artwork printed in full color in our Dialog newspaper, (9.5" wide x 14.75" high)
- 2000 issues will be printed and distributed to students during the frosh week providing higher visibility to our sponsors



# Bronze Sponsor

## \$2,000 – \$3,999

Any company or organization that donates \$2,000 – \$4,000 in cash, agreed upon goods and/ or services, will be considered a Gold Partner and will be eligible for the following:

### **SAGBC Street Festival & Frosh Week Programming**

- Only One booth location 10 x 10' location at one campus Street Festival during (September 3rd– September 5th)- (Client to bring their own Tent)
- Access to power outlets at booth location on campus

### **SAGBC Events Flyers**

- The sponsor's logo will be featured in our events flyer that promotes the SAGBC events through September.
- 3000 flyers are printed and distributed to GBC students throughout our frosh week, distributed during our tabling, and events throughout the month

### **SAGBC Branding T-Shirts**

- The sponsor's logo will be featured in our printed T-shirts worn by our staff during the full frosh week

### **Advertising on our SM Account and Website**

- The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors

### **Dialog Student Newspaper**

- The sponsor's logo will be featured in our Frosh week artwork printed in full color in our Dialog newspaper, (9.5" wide x 14.75" high)
- 2000 issues will be printed and distributed to students during the frosh week providing higher visibility to our sponsors

# Friends of the Festival

SA Week of Welcome cannot grow without the help of our amazing sponsors. In order for it to continue to be free for George Brown College students, we need support from friends like you! You can get a customized package For \$1,000 and contribute to the ongoing success of our back-to-school activities. When you become a Friend of Festival you will be eligible to the following offerings:

## **SAGBC Orientation Frosh Kits**

- Sponsor has up to ONE promotional insert in 6,000 orientation frosh kits distributed throughout the orientation and frosh week of each term to GBC students

## **Advertising on our SM Account and Website**

- The sponsor's logo will be featured in our Frosh week artwork communicated in our SM accounts and website, providing higher visibility to our sponsors



# Event Sponsorship

Event Sponsorship is a great way to support the organization, enjoy an event, and have your business promoted. Whether you want to focus on one event or support multiple events, we can find something that will work for you and your budget. Some of these key events that are highly attended by students during the 2023/2024 academic year are the following:

## **Back to School / End of Year Boat Cruise – \$1000**

Our Boat Cruises has been one of our signature events taking place for over two decades. With an average attendance of 475 students for each cruise, there is a reason why it's the most talked about event at George Brown College. Companies will have the opportunity to sponsor the cruise as the presenting sponsor and will be able to engage with students while they wait to board. There will also be plenty of opportunities to engage with students on the boat during the four-hour cruise.

### **Sponsorship Package Covers:**

- Access to a 6 ft vending table at our boat and allow for interacting and engaging with students
- The sponsor logo will be featured in our Boat Cruise printed posters, SM posts, and graphics that will be communicated in our SM accounts

## **On-Campus Large Social Events – \$500**

The Events & Recreation Department plans over 80+ events each academic year to engage with our George Brown College student community. Depending on your needs, partnering with one of our events could be a great way to market your brand to our diverse student body. Events will vary from Casino Nights, Mental Health Days, Themed Parties, Guest Speakers, and much more that are attended by 200 to 400 students per event. Being a sponsor for events will put you in direct contact with George Brown College students.

### **Sponsorship Package Covers:**

- Access to a 6 ft vending table at our boat and allow for interacting and engaging with students
- The sponsor logo will be featured in our Boat Cruise printed posters, SM posts, and graphics that will be communicated in our SM accounts



# Confirm Your Support

**You** are making it possible for us to continue offering programs that support improving our students' on-campus life experience and contribute to their academic success. You are choosing to invest in the future of our community. Whether you choose to support our welcome week festival or sponsor an event **you are creating positive change in our GBC students' community.**

We've done our best to make supporting our organization as easy as possible! If you are ready to confirm your support of SAGBC welcome week and events, you can easily complete our online form found here <https://forms.office.com/r/068yRz3mdF> and our Sr. Events & Recreation Coordinator Neil Cumberbatch will connect to confirm all your details and agreement information.

If you still have questions or wondering about customizing support further, please reach out to our Events & Recreation Coordinator

**Wafa Uliyan**

**MGRoperations@SAGBC.ca**

**416-800-2008 x 101**





# Contact

**For more information on partnership possibilities,  
please contact:**

*Wafa Ulliyan*

**Operations Manager**

**MGRoperations@SAGBC.ca | 416-800-2008 x101**



## **St. James Campus**

200 King Street East, Room 147  
Toronto, ON Canada - M5A 3W8  
Tel: 416-800-2008

## **Casa Loma Campus**

147 Kendal Avenue, Room E100  
Toronto, ON Canada - M5R 1M3  
Tel: 416-800-2008

## **TMU Campus (SHE Building)**

99 Gerrard Street, Room 614  
Toronto, ON Canada - M5B 2K8  
Tel: 416-800-2008

## **Waterfront Campus**

51 Dockside Drive, Room 033  
Toronto, ON Canada - M5T 2T9  
Tel: 416-800-2008