



GRADUATE
STUDENTS'
ASSOCIATION

UNIVERSITY OF CALGARY

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Graduate Students' Association, University of Calgary

ES 1030, 844 Campus Place NW

Calgary, Alberta T2N 1N4

Tel: 403-220-5779

www.gsa.ucalgary.ca

   @gsacalgary

THE GSA AND ITS MEMBERS

The University of Calgary Graduate Students' Association (GSA) is a not-for-profit organization serving nearly 7,000 members through responsive programs and initiatives, as well as advocacy on student issues to support their success during and after their academic endeavors.

Our members, which include certificate, Master's, and PhD students, acquire advanced knowledge, conduct research, and teach in diverse areas of study. The University of Calgary graduate student population is as diverse as the areas they study and work in. Some enroll in programs right out of undergraduate studies, while others have already completed advance degrees or started families, and still others return to school after years of employment. A number of our students are international students, as the province attracts many graduate students from outside of Canada.

THE GSA SERVES

Numbers reflect the
May 2018 - April 2019 academic year



136

Events hosted by the GSA throughout the academic year, receiving great turn out from the student body.



215

Awards were presented to students in recognition for their excellence.



\$236,832

Were awarded to students for their achievements.



5740

GSA students attended an event during the academic year.



235

Dedicated volunteers donated their time and volunteered with the GSA.

VENUES RUN BY THE GSA

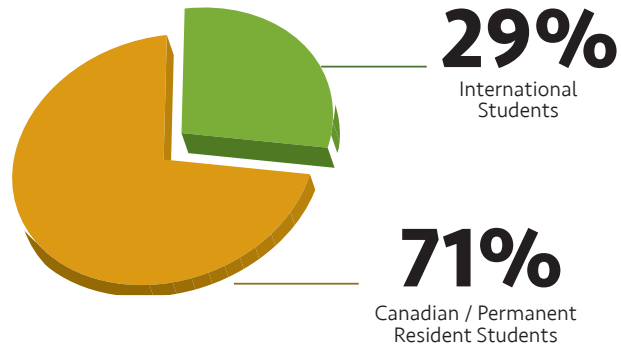
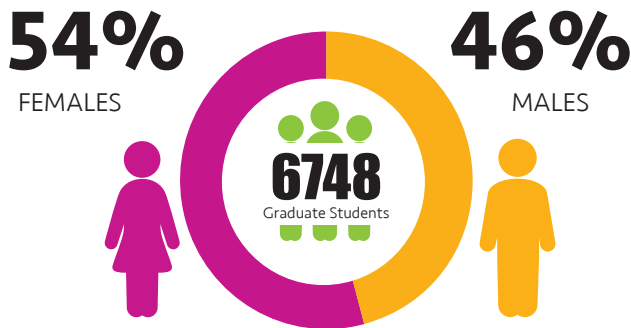
The Last Defence Lounge

The Last Defence Lounge offers a cozy and relaxing environment for graduate students and the greater university community. The Last Defence Lounge focuses on local beer and fresh food while ensuring sustainability.

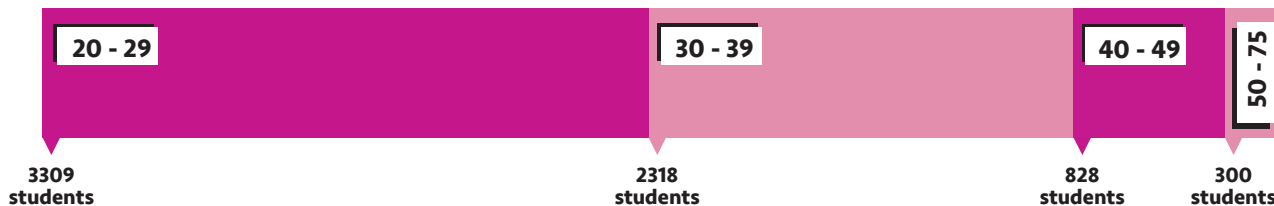
That Grad Space

That Grad Space is a brand-new and modern graduate student space located in the lobby of the Crowsnest Hall. The space serves as the home for graduate student related events, socials, meetings, workshops, and more!

OUR AUDIENCE



Age range of our graduate students



Common interests: Academic research, professional and personal development opportunities, leadership, contribution to the community, social and industry connections, healthy and active lifestyle.

OUR REACH

WEEKLY NEWSLETTERS

Open Rate: **63%**

Click Rate: **9%**

Subscribers: **6,000**

Compared to average newsletter rates for non-profits
Open Rate: 25.96%
Click Rate: 3.05%
(Causevox, 2020)

GSA WEBSITE

Yearly page visits: **100K**

GSA SOCIAL MEDIA

Instagram: **1.2K** followers
3.6K engagements*

Facebook: **1.8K** followers
4.3K engagements*

Twitter: **2.1K** followers
1.2K engagements*

As of May 2020.
*average of last 12-month engagements.

DISCOUNT DIRECTORY

Attract students to your business by adding a discounted service or product to our Discount Directory. With the ability to adjust or change your discount throughout the year, you can target a different subset of our students or promote new services or products.

- Discount Directory set up – discount, logo, link to your website / social media
- 3 changes to discount per year
- 3 social media blasts per year
- Annual fee



SPONSORSHIP OPPORTUNITIES

PRODUCT DISTRIBUTION

Want to have your products placed directly into the hands of students? Opportunities exist for products to be distributed during high volume events such as Orientation, Campus Expo, GradFest, and De-stress Week.

- Social media blast when we hand out the product
- Photos of the product being handed out
- Pay a fee per sample handed out by the GSA
- All product provided by you



EXPERIENTIAL MARKETING

With over 100 events each year, we have excellent opportunities to create activations that leave a lasting impression of your brand on potential customers.

- Space for experience – designed and branded by you
- Social media blast during the event
- All décor, promotions, or products provided by you



IN-KIND PARTNERSHIP

Our events provide great opportunities for in-kind partnerships.

- Logo on marketing materials for the event
- Mention during event program
- Social media blast during event



AWARD SPONSORSHIP

The GSA serves students with many award opportunities. Over the course of a year, 215 awards and \$236,832 are being placed into the hands of students. Have your brand or your organization give away an award to help us create a sustainable source of funding for these vital awards and scholarships.

- Name / logo on award
- Award creation
- Presenting rights at Awards Gala
- Tournaments



PROGRAM SPONSORSHIP

Our large programs, such as our Volunteer Program or our Student Group Program, are a great way to be in front of a specific group of students and to have a constant brand presence throughout the year.

- Logo and brand associated with the program
- Possibility of featured programming



TITLE SPONSORSHIP

That Grad Space is a GSA-operated student space located in a graduate student residence. All graduate students have access during business hours and many graduate student events are here.

Name associated with one of our spaces, such as That Grad Space.

Whenever mentioned in GSA marketing would include:

"[Your Brand]'s That Grad Space"

"[Your Brand] Grad Space"

Other custom opportunities

Name associated with one of our events, such as a soccer tournament.

Whenever mentioned in GSA marketing would include:

"[Your Brand]'s Peer Beyond"

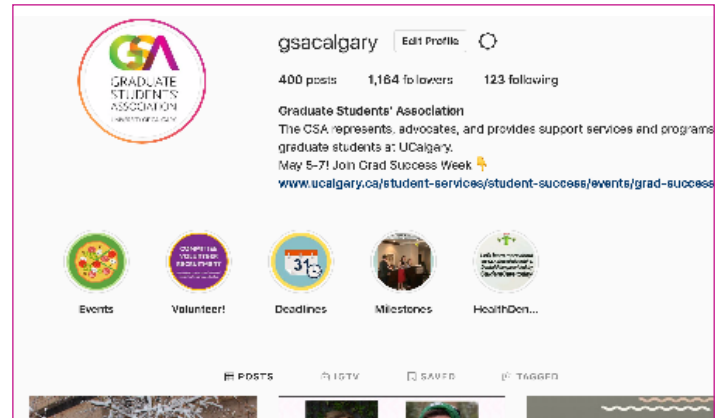
"[Your Brand] Trivia Night"

ADVERTISING OPPORTUNITIES

SOCIAL MEDIA

Get your brand in front of our social media followers. Our social media audience are engaging, love having a good laugh and some relaxed moments beside their busy daily life, enjoy finding a good deal or facing a fun challenge.

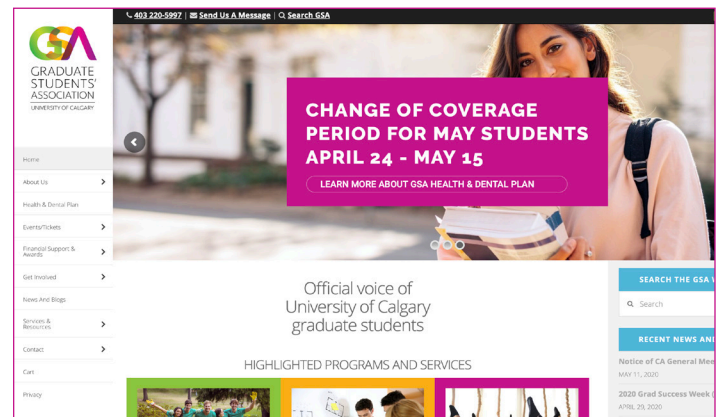
- Embed your brand on our social media posts
- Initiate a fun online challenge/activity such as scavenger hunt, trivia, or polls
- Take over our Instagram Stories for a day to introduce your brand authentically



WEBSITE

The GSA website draws a large amount of our audience in each month, averaging 4,600 users (March 2019 – March 2020). Leveraging our website's advertising opportunities to create an effective campaign would enable your brand to sell to our audience better.

- Have your logo or campaign graphics on our website's sidebar banners
- Organize a fun activity on our website, e.g. egg hunt, scavenger hunt



WEEKLY NEWSLETTERS

With a click rate above industry average, our newsletter is a great way to get your brand in front of your demographic.

- Banner style ad in newsletter
- With one advertisement per newsletter – your ad won't get lost among others
- Weekly or monthly options available



GSA SURVIVAL GUIDE

This is a brand new initiative! Our survival guide will be distributed to all new graduate students. Over 1,000 copies are distributed within a year in the Fall and Winter Orientation bags or emails.

- Insert discount coupons for your business
- Display an ad graphic and/or text copy of your business at the back of the guide

Collective Agreement

Through the Collective Agreement, the GSA is the exclusive authority to negotiate on behalf of graduate students regarding their employment and benefits. This includes:

- Negotiation on Graduate Associationship (electing, non-electing, and research)
- Duties such as hours of work and responsibilities
- Remuneration and benefits
- Medical claims, parental leave, and other special leaves
- Health and safety

To review the latest Collective Agreement and know more about your rights as a Graduate Associate, visit gsa.ucalgary.ca/collective-agreement or contact the Labour Relations Committee at lrc@ucalgary.ca.

Last Defence Lounge

The Last Defence Lounge (LDL) is a fully licensed restaurant operated by the GSA, and located on the third floor of the MacEwen Student Centre (above the food court). The LDL offers the best dining experience on campus for a quick bite, social gathering, celebration, or special event. Enjoy great food and drinks and many of the other features the lounge offers:

- Variety specials, a wide selection of local beers, and take-out options
- Private rooms available for booking
- Live, live music, and other special events

Visit lastdefencelounge.ca for menus, food specials, and reservations.

CONTACT THE LDL
Phone: 403.221.7473
Email: gsa@lastdefencelounge.ca

Quality Money

The GSA is committed to providing a strong foundation for our members and community by offering valued services and programs that support and empower graduate students during and after their academic endeavours. Quality Money is one way that the GSA invests in the graduate student community.

Through Quality Money, the GSA funds proposals that contribute impact graduate students, provide multidisciplinary interactions, align with the Basic High and GSA's strategic plan and integrate sustainable initiatives.

To learn more about the program, contact: gsa@ucalgary.ca or visit gsa.ucalgary.ca/qualitymoney.

Awards, Grants & Bursaries

As a graduate student you can apply for a range of Awards, Bursaries, and Grants including:

- Professional Development Grant
- Emergency Bursary
- GSA Bursary

Please visit gsa.ucalgary.ca/awards for all of our funding descriptions, terms of reference, and deadlines.

Contact our Awards Committee Chair for more information at gsa@ucalgary.ca.

Do you know an excellent supervisor, graduate student, or administrator? Nominate them for the GSA Excellence Award! Visit gsa.ucalgary.ca/excellence for more information.

Departmental Graduate Associations (DGAs)

Graduate Student Groups (GSGs)

Departmental Graduate Associations (DGAs) are smaller graduate student associations that are run by students in a specific department.

Each DGA provides a number of opportunities and resources for their members such as:

- Networking opportunities
- Funding from the GSA
- The right to vote on GSA initiatives
- An opportunity to have your voice heard at the Graduate Representative Council
- And much more!

Graduate Student Groups (GSGs) are student groups recognized by the GSA that focus on research, cultural, special interests, etc.

If you are interested in joining a DGA or GSG or would like more information, visit gsa.ucalgary.ca/dga or contact gsa@ucalgary.ca.

Student Life Events

There is a lot more to being a graduate student than just academics. The GSA hosts many events and activities for graduate students to relax, get to know each other and have fun! Some of the GSA activities are:

- Trivia, paint nights, and board games
- AGMs
- Discounted tickets to events around Calgary
- Sports tournaments
- International student events
- And much more!

For a list of all GSA events and discounted tickets, visit gsa.ucalgary.ca/events.

Health & Dental Plan

The GSA extended health and dental plan provides graduate students with a multitude of health benefits such as:

- 60% off prescription drugs
- 70% off basic dental services
- Vision benefits and coverage for many health-care professionals

Full-time students are automatically enrolled in the plan. Part-time students are able to enroll and students are also able to add their spouse and family to their extended health and dental plan for a cost.

If you have alternate health and dental coverage, you can opt out of the plan by visiting the opt-out site at gsa.ucalgary.ca/health.

For more information about your extended health and dental plan, visit gsa.ucalgary.ca/health.

CONTACT US

Marketing and Communications Manager
Email: gsaco@ucalgary.ca

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EVENT SPONSORSHIP

ORIENTATION

Orientation occurs in September and January when new graduate students are welcomed to UCalgary. September has over 800 students attending Orientation while over 250 students attend in January. In September, Orientation activities extend over the week ending with a trade show-style event – Campus Expo. The GSA typically distributes information, products and prizes during Campus Expo.

Potential Sponsorship Opportunities

- Product distribution
- Experiential marketing



GRADFESTS

GradFests, in September and April, are our largest events of the year where students can enjoy great food, drinks, and music. These parties attract over 250 students each; and in past years, themes, photobooths, and contests have been integrated into the party. As GradFest continually evolves, we are exploring new avenues to provide interactive experiences within this event.

Potential Sponsorship Opportunities

- Product distribution
- Experiential marketing
- In-kind partnerships
- Title sponsor



TOURNAMENTS

Over the past four years, sport tournaments have become one of our most popular and requested events with approximately 300 students participating over the series of tournaments. Soccer and volleyball have been offered for four and three years, respectively; and this year, a curling tournament will be introduced.

Potential Sponsorship Opportunities

- Product distribution
- Event activation
- In-kind partnerships
- Title sponsor



TRIPS

Our trips to attractions within and near Calgary are some of our most popular and well-attended events while introducing our members to Calgary and Canada. We have offered trips to Banff and Lake Louise, laser tag and bowling nights, curling and skating lessons.

Potential Sponsorship Opportunities

- Product distribution
- Experiential marketing
- In-kind partnerships



EVENT SERIES

Over the year, a series of events that occur monthly or weekly are offered. These events have a strong and consistent following of students. Event Series include Trivia Nights, Yoga, Dance Crew, Café Mornings, Board Game Nights, Wine Wednesdays, and Paint Parties.

Potential Sponsorship Opportunities

- Product distribution
- Experiential marketing
- In-kind partnership
- Title sponsor

LIVE MUSIC AT THE LDL

The Last Defence Lounge is an on-campus restaurant/bar/pub that hosts live music. Local artists and UCalgary orchestras are invited to play at the lounge throughout the school year. Previous artists include: UCalgary Jazz Orchestra, Jamie Allanach, Kevin Friel and Earl Morgan Band

Potential Sponsorship Opportunities

- In-kind partnership
- Title Sponsor

EVENT STATS

May 2018 - April 2019
Academic Year

136

EVENTS

5740

TOTAL ATTENDEES

May 2019 - December 2019
Academic Year

80

EVENTS

250

VOLUNTEERS

2654

ATTENDEES