SPONSORSHIP & ADVERTISING OPPORTUNITIES
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

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

Awards were presented to students in recognition for their excellence.

Were awarded to students for their achievements.

GSA students attended an event during the academic year.

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**

- **54%** Females
- **46%** Males

6,748 Graduate Students

**Age range of our graduate students**

- **20 - 29**
  - 3,309 students

- **30 - 39**
  - 2,318 students

- **40 - 49**
  - 828 students

- **50 - 75**
  - 300 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 SOCIAL MEDIA**

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

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

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

*average of last 12-month engagements.

**GSA WEBSITE**

- **Yearly page visits:** 100K

As of May 2020.
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

CONTACT US

Marketing and Communications Manager
Email: gsaco@ucalgary.ca
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 tradeshow-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

<table>
<thead>
<tr>
<th>May 2018 - April 2019 Academic Year</th>
<th>May 2019 - December 2019 Academic Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>EVENTS 136</td>
<td>EVENTS 80</td>
</tr>
<tr>
<td>TOTAL ATTENDEES 5740</td>
<td>VOLUNTEERS 250</td>
</tr>
<tr>
<td></td>
<td>ATTENDEES 2654</td>
</tr>
</tbody>
</table>