

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



GRADFEST

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

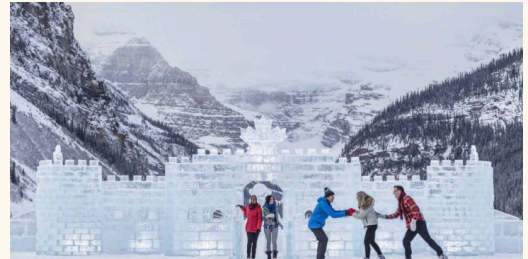


TRIPS

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

60+

VOLUNTEERS

2654

ATTENDEES