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 are full- and part-time Master’s and PhD students who 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 turn out from the student body.

Awards were presented to students in recognition for their excellence.

Were awarded to students for their achievements.

Dedicated volunteers donated their time and volunteered with the GSA.

VENUES RUN BY 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!

Numbers reflect the May 2018 - April 2019 academic year.
OUR TARGET GROUP

54% FEMALES
46% MALES
6748 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

29% International Students
71% Canadian / Permanent Resident Students

OUR REACH

Weekly Newsletter
Open Rate: 61%
Click Rate: 8.5%
Compared to average newsletter rates for non-profits
Open Rate: 25.96%
Click Rate: 3.05%

GSA Social Media
Instagram: 1,085 followers
830 engagements*

Facebook: 1,852 followers
1,300 engagements*

Twitter: 2,041 followers
534 engagements*

GSA Website
4,900 average monthly users

As of February 2020.
*average of last 6-month engagements.
SPONSORSHIP OPPORTUNITIES

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

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

NEWSLETTER ADVERTISING

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
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

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

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 associated with one of these awards and help us create a sustainable source of funding for these vital awards and scholarships.

- Name / logo on award
- Presenting rights at Awards Gala
- Tournaments
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 Soccer Tournament”
  • “[Your Brand] Trivia Night”
For sponsorship inquiries, please contact:

Marketing and Communications Coordinator
E: gsaco@ucalgary.ca
P: (403) 220 5997