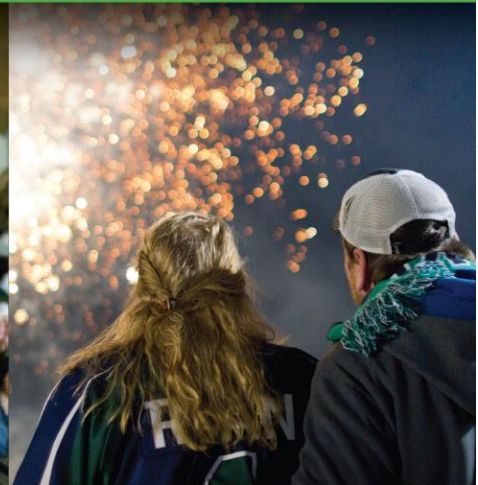


NIPISSING UNIVERSITY



Sponsorship Proposal



Do you support Nipissing University? Are you looking for a way to support a community event and bring awareness to your business? Join us as a sponsor for Nipissing's 2022 Homecoming Weekend! Established in 2012, Homecoming is a first-class series of events that celebrates Nipissing graduates, students and the North Bay community.

Our 2022 Homecoming marks a return to in-person programming. We look forward to opening the doors of the University and welcoming folks to cheer on our Lakers Hockey and Volleyball teams. We are launching the weekend with a Luminary Walk and Bonfire at our trailhead. A highlight of our weekend includes an evening with CBC's Scott Russell at the NUSU Student Center, as well as our annual alumni awards celebrating the accomplishments of Nipissing graduates.

Homecoming sponsorships offer many valuable benefits including on-site presence, exposure on web and social media, and visibility in Nipissing Alumni's e-communications.

By partnering with Nipissing University and supporting Homecoming, your business is able to;

- Gain targeted networking opportunities
- Access opportunities to engage with the Nipissing students, alumni, and North Bay community members
- Reinforce existing business and generate new business engagements through high profile branding
- Demonstrate that you are a key supporter of Nipissing University

Homecoming Sponsorship Packages

Shoot-A-Puck Lakers Package (only 1 available)

\$4,500

- Exclusive naming of the half-time Shoot-A-Puck audience game during Men's and Women's Lakers games including branding on net board, and MC acknowledgement
- 6 complimentary tickets for employees and clients with VIP seating for An Evening with Scott Russell Keynote event and dinner reception at the new NUSU Student Centre
- 6 Complimentary tickets to Men's and Women's Lakers hockey games at Memorial Gardens including access to the family skate.
- 6 complimentary tickets to Men's and Women's Lakers Volleyball games at Nipissing's R.J. Surtees Athletic Centre
- Opportunity to engage with students, alumni and community attendees at a booth at Memorial Gardens during both Men's and Women's Lakers games. Including opportunity to provide branded products for distribution
- Regular social media call outs and mentions throughout events on Nipissing University's various platforms (Facebook, Twitter, Instagram, LinkedIn) including sponsor thank you post following the weekend. Average engagement per post is 200 with a combined 50,000 followers
- Logo recognition on table-toppers at An Evening with Scott Russell, Chancellors Hockey Game Lounge, and Alumni Awards reception
- Logo recognition on sponsor board located at registration table at A Night with Scott Russell, the Chancellor's Hockey Game Lounge, and the Alumni Awards Reception
- Recognition on Memorial Gardens jumbo screen throughout Men's and Women's Lakers games
- Recognition on video screen during An Evening with Scott Russell, the Alumni Award Reception and Men's and Women's Lakers Volleyball games in Nipissing's R. J. Surtees Athletic Centre
- Logo on all Nipissing Homecoming communications including Alumni e-newsletter reaching up to 26,000 subscribers.
- Logo and link to own site on the Nipissing Homecoming website for 1 year with approximately 12,000 page views a year. MC acknowledgements during all events

Lakers Package

\$4,000

- 6 complimentary tickets for employees and clients with VIP seating for An Evening with Scott Russell Keynote event and dinner reception at the new NUSU Student Centre
- 6 Complimentary tickets to Men's and Women's Lakers hockey games at Memorial Gardens including access to the family skate.
- 6 complimentary tickets to Men's and Women's Lakers Volleyball games at Nipissing's R.J. Surtees Athletic Centre
- Opportunity to engage with students, alumni and community attendees at a booth at Memorial Gardens during both Men's and Women's Lakers games. Including opportunity to provide branded products for distribution
- Regular social media call outs and mentions throughout events on Nipissing University's various platforms (Facebook, Twitter, Instagram, LinkedIn) including sponsor thank you post following the weekend. Average engagement per post is 200 with a combined 50,000 followers
- Logo recognition on table-toppers at An Evening with Scott Russell, Chancellors Hockey Game Lounge, and Alumni Awards reception
- Logo recognition on sponsor board located at registration table at A Night with Scott Russell, the Chancellor's Hockey Game Lounge, and the Alumni Awards Reception
- Recognition on Memorial Gardens jumbo screen throughout Men's and Women's Lakers games
- Recognition on video screen during An Evening with Scott Russell, the Alumni Award Reception and Men's and Women's Lakers Volleyball games in Nipissing's R. J. Surtees Athletic Centre
- Logo on all Nipissing Homecoming communications including Alumni e-newsletter reaching up to 26,000 subscribers.
- Logo and link to own site on the Nipissing Homecoming website for 1 year with approximately 12,000 page views a year. MC acknowledgements during all events

Blue and Green Package

\$2,500

- 2 complimentary tickets for employees and clients with VIP seating for An Evening with Scott Russell Keynote event and dinner reception at the new NUSU Student Centre
- 2 complimentary tickets to Men's and Women's Lakers hockey games at Memorial Gardens including access to the family skate
- 2 complimentary tickets to Men's and Women's Lakers Volleyball games at Nipissing's R.J. Surtees Athletic Centre
- Regular social media call outs and mentions throughout events on Nipissing University's various platforms (Facebook, Twitter, Instagram, LinkedIn) including sponsor thank you post following the weekend. Average engagement per post is 200 with a combined 50,000 followers
- Logo recognition on sponsor board located at registration table at A Night with Scott Russell, the Chancellor's Hockey Game Lounge, and the Alumni Awards Reception
- Logo on all Nipissing Homecoming communications including Alumni e-newsletter reaching up to 26,000 subscribers
- Logo and link to own site on the Nipissing Homecoming website for 1 year with approximately 12,000 page views a year
- MC acknowledgements during all events

Sponsorship Deadline: November 7th 2022

To secure your sponsorship, or for more information please contact:

Andrea Parolin

Senior Development Officer

andreapa@nipissingu.ca

(705) 474- 3450 ext. 4665