



WELCOME WAGON
by Student Life and Success

Each year Brock University partners with local organizations to welcome Brock students to the community. As part of this initiative, Brock University staff and local municipal partners will be visiting neighbourhoods where students live off campus and distributing Welcome Wagon tote bags to approximately 500 households. Our goal for the Welcome Wagon tote bag is to connect students to local businesses, organizations and resources that they will find beneficial throughout their academic year. Community businesses are welcome to support the Welcome Wagon initiative by sponsoring the bags and including educational, promotional or other beneficial materials to students. This year, we are happy to provide five levels of sponsorships to choose from:

SPONSORSHIP BENEFITS	DIAMOND \$750	GOLD \$550	SILVER \$450	BRONZE \$350	COLLABORATOR \$150
Exclusive sponsorship of Off-Campus BBQ on September 1, 2024	●				
Personalized thank you post from the Off-Campus team shared on Student Life and Success' social media	●				
Featured in the online <u>Good Neighbour Guide</u>	●	●			
Featured on Student Life and Success' digital screens for the month of September	●	●			
Highlighted feature on the Welcome Wagon website	●	●			
Dedicated social media posts, up to 5, highlighting your business	●	●			
Featured in the September Off-Campus Living e-newsletter sent to approximately 1,000 students	●	●	●		
Logo on the Welcome Wagon tote bag	●	●	●		
Logo on the Welcome Wagon website with a link to your business website	●	●	●	●	
Opportunity to include coupons, flyers, or promotional materials in the Welcome Wagon tote bags (supplied by sponsor)	●	●	●	●	●

To sponsor Welcome Wagon, visit www.brocku.ca/off-campus-living/neighbourhood-relations/welcome-wagon/

OTHER SPONSORSHIP OPPORTUNITIES

Student Life and Success



Brock Student Local Guide

\$500 for 6"x 4" full page colour advertisement

New this year! We are launching a printed local guide for Brock students, so that they know about the products and services that local businesses have to offer!

This is a great opportunity to promote your business, services and potentially offer discounts to Brock student customers.

- 1000 full colour guides will be printed for distribution in the Welcome Wagon bags during our door to door neighbourhood visits in September, during campus-wide Welcome Week events and other prime locations across campus ** Brock staff are handing the guides directly to students!
- A digital version of the Brock Student Local Guide will be available online as a resource on Brock's Off-Campus Living website (www.brocku.ca/off-campus-living/)
- Limited full page landscape (6"x 4") colour advertisements available
- Encourage students to show their Brock student card to receive discounts from your business

Off-Campus Living E-Newsletter

\$200 per newsletter (limited to one banner per newsletter)

Off-Campus Living sends a monthly e-newsletter to approximately 1000 Brock off-campus student subscribers. This is a great opportunity to feature your business directly in students' inboxes. There are 11 opportunities for this sponsorship (October 2024 to August 2025) on a first come, first served basis.

Off-Campus Student Event Sponsorships

Student Life and Success hosts multiple off-campus student events throughout the year with the intention for students to make connections with each other and their local community. Would your business like to host an event or be a title sponsor for an event? Please reach out to us! We would love to hear from you to discuss further details.

Are you Brock alumni? Brock alumni owned businesses will receive a 10% discount on their sponsorships

To sign up for any of these sponsorship opportunities, visit www.brocku.ca/off-campus-living/neighbourhood-relations/off-campus-living-sponsorship-opportunities/

Do you have questions or need more information?

Please contact Kristen Smith

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Experience

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Student Life and Success:

www.brocku.ca/student-life-success

Off-Campus Living:

www.brocku.ca/off-campus-living/

Follow us on Instagram:@brockusls