

# Carleton University

## United Nations Society



# Sponsorship Package



2011 - 2012



Dear Sponsor,

The Carleton University United Nations (UN) Society is Carleton's largest International Affairs Association with an active membership of over 200 students. The Society provides a variety of services to both its members and the Carleton University community as a whole. These UN Society directed initiatives serve to compliment in-class learning and to enhance the overall university experience.

The Carleton University United Nations (UN) Society was established in 2003 as a student-run Model United Nations club. The society has since expanded its mandate to become Carleton's International Affairs Association. To this end, the Society organizes and participates in a wide variety of events and conferences that pertain to foreign affairs. These initiatives, which involve cooperation with both on-campus and external entities, provide our members with a beneficial learning environment and enhance their overall university experience.

One of the UN Society's most popular development initiatives is our Model United Nations Program. The Society sends delegations to four high-profile Model UN Conferences across North America. Carleton delegates not only represent the Carleton community but Canada as well receiving multiple awards including the Outstanding Delegation award at Harvard National Model UN and the Distinguished Delegation award at the National Model United Nations conference held in New York City at the UN Headquarters. As a sponsor you will not only be able to share in our successes, but have the opportunity to show the global community your commitment to youth education and development.

We hope that you will consider the following package and the opportunities and advantages that will arise out of a partnership. We hope to offer exciting opportunities for your firm and to provide a point of intersection and communication between students and businesses.

Should you have any additional questions, comments, or require a copy of our detailed budget, please do not hesitate to contact me. I look forward to hearing from you.

Sincerely,

Janis Amal  
President, United Nations Society



# Events

## The Events We Host

- The Carleton University Fall Model United Nations Conference
- “Diplomacy is Sexy” – Ottawa City Student Pub Night
- Career Fair
- Policy Symposium – 1 day conference tackling a specific policy issue
- “Afternoon with an Ambassador” –Visits to an Embassy
- Panel Discussions
- The Carleton University Winter Model United Nations Conference

## The Events We Attend

- Queens Model United Nations Conference
- McGill Model United Nations Conference
- Harvard National Model United Nations Conference
- National Model United Nations Conference
- Canadian International Model United Nations Conference
- York Model United Nations Conference
- World Model United Nations Conference



# Partnership

The Carleton United Nations Society is looking to build an opportunity for partnership with firms who demonstrate strong a sense of social responsibility. With access to over 200 of the society's active members, 1000 person mailing list, the Carleton community of students and professors, the Canadian and international delegations we work with, and industry academics and experts, we hope that you will find partnership with us to be both exciting and beneficial.

While we pride ourselves in offering students unprecedented access and opportunity, we also pride ourselves on the value we offer the community. We hope that by creating strong partnerships, we can continue to strive for excellence and improve the relationship between students, the university, businesses and the local community.

By partnering with us, whether through sponsorship or resources, you will be helping to build a new generation of skilled workers committed to innovation, education, and excellence.



## Carleton Conferences and Events

# Gold

- Top-tier recognition as the official sponsor of:
  - The Carleton University Fall Model United Nations Conference
  - The Carleton University Winter Model United Nations Conference
- Includes:
  - Projection of firm logo, along with the tag “2011 Carleton University Model United Nations Conference brought to you by \_\_\_\_\_” at opening and closing ceremonies
  - Projection of firm logo during breaks, lunch, and “moderated caucus”
  - Promotional Banner displayed on podium
  - Firm Logo on conference advertisements, recognized as a Gold Sponsor
  - Full page advertisement in delegate handbook
  - Promotional literature inserted into delegate handbook
  - Option for a CIBC promotional table
  - Option to play a 30 second video advertisement
- Firm logo on website indicating Gold Partnership
- Firm logo on official delegate tshirts, recognized as the Primary Sponsor
- Firm logo on event advertisements
- Opportunity to distribute promotional material at events
- Representation at Career Fair
- Firm Logo on promotional banners
- Complimentary member pass to non-conference events



# Silver

- Recognition as a sponsor of one of:
  - The Carleton University Fall Model United Nations Conference
  - The Carleton University Winter Model United Nations Conference
- Firm logo on website
- Promotional literature inserted into delegate package
- Firm logo on event advertisements
- Firm logo on official delegate tshirt
- Opportunity to distribute promotional material at events
- Firm logo projection at opening and closing ceremonies at one of:
  - The Carleton University Fall Model United Nations Conference
  - The Carleton University Winter Model United Nations Conference
- Representation at Career Fair
- ½ Advertisement in Handbook at one of:
  - The Carleton University Fall Model United Nations Conference
  - The Carleton University Winter Model United Nations Conference
- Firm Logo on promotional banners



# Bronze

- Firm logo on website
- Promotional literature inserted into delegate package
- Firm logo on event advertisements
- Representation at Career Fair
- Firm Logo on promotional banners



## Premium

The premium package will offer the opportunity to be the official sponsor of the Carleton Delegation at one of the following conferences:

- Queens Model United Nations Conference
- McGill Model United Nations Conference
- Harvard National Model United Nations Conference
- National Model United Nations Conference
- Canadian International Model United Nations Conference
- York Model United Nations Conference

## Platinum

The platinum package will offer the opportunity to be the official sponsor of the Carleton Delegation at all of the external conferences attended in the 2009/2010 school year.

Combination Package

## Paramount

The paramount package will offer the opportunity to take advantage of every sponsorship prospect at both Carleton Events, as well as External Events.



## The Package Opportunities

### Carleton Conference and Event Package

Package	Amount
Bronze	250
Silver	700
Gold	1200

### External Conference Package

Package	Amount
Premium	1500
Platinum	3000

### Combination Package

Package	Amount
Paramount	5000

Note: This is a basic structure. There is flexibility to mix and match sponsorship opportunities to create a customized package that best suits your firm's interests.



**United Nations Society**  
Carleton's International Affairs Association

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Carleton University

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