

WELCOME WEEK RESIDENCE EXPERIENCE 2024



SPONSORSHIP OPPORTUNITIES

Memorial University | St. John's, NL

September 1-8, 2024



STUDENT RESIDENCES AND
ANCILLARY OPERATIONS



RezEx - Welcome Week

RezEx is the big kick-off week for new and returning students to Memorial University residence used to help enhance the upcoming semester experience for our students. It is used as a way to support healthy competition by having social fun activities and events, but most importantly it is used to build community. Our primary aim is to cultivate a robust and interconnected residence life, ensuring a fulfilling experience for all who call our campus home.

Throughout RezEx, students from diverse backgrounds converge, creating a welcoming and inclusive environment of cultures and perspectives. We are always looking for opportunities to enhance the student experience as we understand the importance of students networking and forging lasting friendships. By contributing to RezEx our sponsors not only contribute to the success of our events but also, your kind support enables us to create an enjoyable memorable experience for new and returning students .

We value and appreciate our sponsors and your feed back is important to us, we would love to hear about your experience and how we can keep working together for future events as our sponsors feedback is important in maintaining that connection. Your generous sponsorship has a valuable impact on our students experience and your support is invaluable in ensuring a successful start to the school year.



Why Sponsor RezEx?

"Looking back on my experience at Memorial University, the memories that shine the brightest are from RezEx. More than an event, RezEx was an invaluable introduction to campus life and the wonderful people and businesses of St. John's. This event was the birthplace of new traditions and friendships that have stood the test of time. Because of the sponsors who made it possible, RezEx quickly turned into cherished weekly rituals. The bonds forged during those times have proven to be as enduring as they are enriching."

- Student at Memorial University

Sponsorship Packages

Bronze Package / \$500.00

- **Sponsor Promotional material included in all Orientation kits**
 - Opportunity to include promotional flyers, coupons, gift certificates, etc., in our move-in bundles distributed to over 1500 students.
- **Sponsor logo Included in sponsorship display presented at all RezEx Events**
 - Sponsor Banner placement onsite at all major RezEx events seen by over 1500 students.
 - Logo provided by sponsor
- **Sponsor recognition during Welcome Week Pep Rally & on RezEx website**
 - Displayed on slideshow or projector when needed (+1500 student attendance)



Silver Package / \$1,000.00

- **All benefits included in the Bronze Package**
- **Social Media Exposure****
 - Promotional appreciation post scheduled for Facebook, Instagram:
 - 1 before welcome week
 - Daily posts/promotion during the week
 - 1 after Welcome weekNot exclusive to one sponsor
- **Opportunity to display promotional flyers in residence during fall semester:**
 - 1 flyer per month/sponsor. Sponsor to provide printed material x 35 copies on letter sized paper.



Opportunities Continued

Gold Package / \$2,000.00

- **All benefits included in the Silver Package**
- **Sponsor logo displayed on tent-cards during applicable RezEx events**
 - Excludes specific sponsored events
- **Premium promotional booth on Move-in day**
 - Sponsor is permitted to set up in Hunter's Square on move in day (Sept. 1st)
 - Booth size (4ft table, 2 chairs). If more space needed contact beforehand
- ***Sponsor provided promotional signage at 3 Networking Events:**
 - Drop in: Lawn Games - area to engage in recreational activities with peers
 - Drop-in: Rock painting & music
 - Drop in: Residence Gaming Tournament



Platinum Package / \$2,500.00

- **All benefits included in the Bronze and Silver Packages**
- ***3-minute exclusive speaking opportunity to promote organization at RezEx Event Battle of the Brains Trivia**
- **Premium promotional booth on Move-in day**
- ***Event of choice to be named after sponsor - 1 Signature Event**
 - Drag Show Palooza - Drag show event to promote safe sex & consent
 - Road Race - Annual historical race around Memorial Campus
- **Sponsor provided logo included on all RezEx schedules & non-event exclusive posters**
 - Distributed to approximately over 1500 students



Opportunities Continued

Diamond Package / \$3,500.00

- All benefits included in the Bronze and Silver Packages
- *5-minute exclusive speaking opportunity to promote organization at a RezEx Event
 - Pep Rally or Rez Got Talent
- Premium promotional booth on Move-in day
- *Sponsor provided promotional signage at Networking Event
 - The Great Memorial Scavenger Hunt - community building scavenger hunt
 - Wellness Wednesday: [Sponsor] Oasis
 - Drop in space to relax and meet new people with snacks and small games
- *Event of choice to be named after sponsor - 1 Signature Events
 - Drag Show Palooza - Drag show event to promote safe sex & consent
 - Road Race - Annual historical race around Memorial Campus
- Sponsor provided logo included on all RezEx schedules & non-event exclusive posters
- *Ad displayed in weekly residence Rundown Newsletter and residence TV displays



Micro - Sponsorship Opportunities

Sponsorship Opportunity	Price
**Social Media Exposure	\$150.00
Sponsor provided logo displayed on tent-cards during applicable RezEx events	\$250.00
Opportunity to display promotional flyers in residence during fall semester - Provided by sponsor	\$300.00
Sponsors promotional items included with RezEx Prizes (i.e. gift card/merchandise)	\$300.00
Sponsors logo on all RezEx Schedules	\$500.00
Sponsors promotional ad displayed on digital screens throughout residence	\$800.00
Premium booth on move-in day	\$1000.00

Other Sponsorship Packages

Sponsorship Opportunities	Diamond \$3,500.00	Platinum \$2,500.00	Gold \$2,000.00	Silver \$1,000.00	Bronze \$500.00
Sponsors Promotional material included in all Orientation kits	✓	✓	✓	✓	✓
Sponsors Logo Included in sponsorship banner presented at all RezEx Events	✓	✓	✓	✓	✓
Sponsor Recognition during Welcome Week Pep Rally & on RezEx website	✓	✓	✓	✓	✓
**Social Media Exposure	✓	✓	✓	✓	
Opportunity to display promotional flyers in residence during fall semester -Supplied by sponsor	✓	✓	✓	✓	
Sponsor logo displayed on tent-cards during applicable RezEx events	✓	✓	✓		
Sponsor provided signage at Networking events	✓		✓		
Premium promotional booth on move-in day	✓	✓	✓		
Sponsor logo included on all RezEx schedules & non-event exclusive posters	✓	✓			
1 Signature event named after sponsor	✓	✓			
*3-minute speaking opportunity at Battle of Brains Trivia		✓			
*5-minute speaking opportunity at a RezEx Event	✓				
*Ad displayed in weekly residence Rundown Newsletter	✓				

Sponsorship Registration Form

Please select which level of sponsorship you would like to register for:

<input type="checkbox"/> Diamond Sponsorship \$3,500.00	<input type="checkbox"/> Platinum Sponsorship \$2,500.00
<input type="checkbox"/> Gold Sponsorship \$2,000.00	<input type="checkbox"/> Silver Sponsorship \$1,000.00
<input type="checkbox"/> Bronze Sponsorship \$500.00	<input type="checkbox"/> Micro-Sponsorship: -----

Organization Name: _____

Contact Person: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone Number: _____

Email Address: _____

Website Address: _____

Please complete this form and return it to:

Ayomide Owolabi

Residence Life Activities and Program Coordinator

Student Residences and Ancillary Operations

Memorial University

Hatcher House

St. John's, NL A1C 5S7

Email: reslife@mun.ca

If you have any questions please contact us at reslife@mun.ca, thank you for your support.

Please make cheque payable to Memorial University with "RezEx 2024" in the memo.

CONDITIONS AND REGULATIONS

- Sponsorship is secured upon receipt of this signed Agreement and payment of 100 percent of the sponsorship fee.
- All sponsorship contracts are final and cannot be retracted.
- Memorial University reserves the right to decline sponsorship.
- Memorial University reserves the right to amend the rules and regulations governing sponsorship at its discretion.

Booking your sponsorship early will ensure inclusion in all event promotional and printed materials.

Deadline for printed material is 5:00pm on August 1, 2024