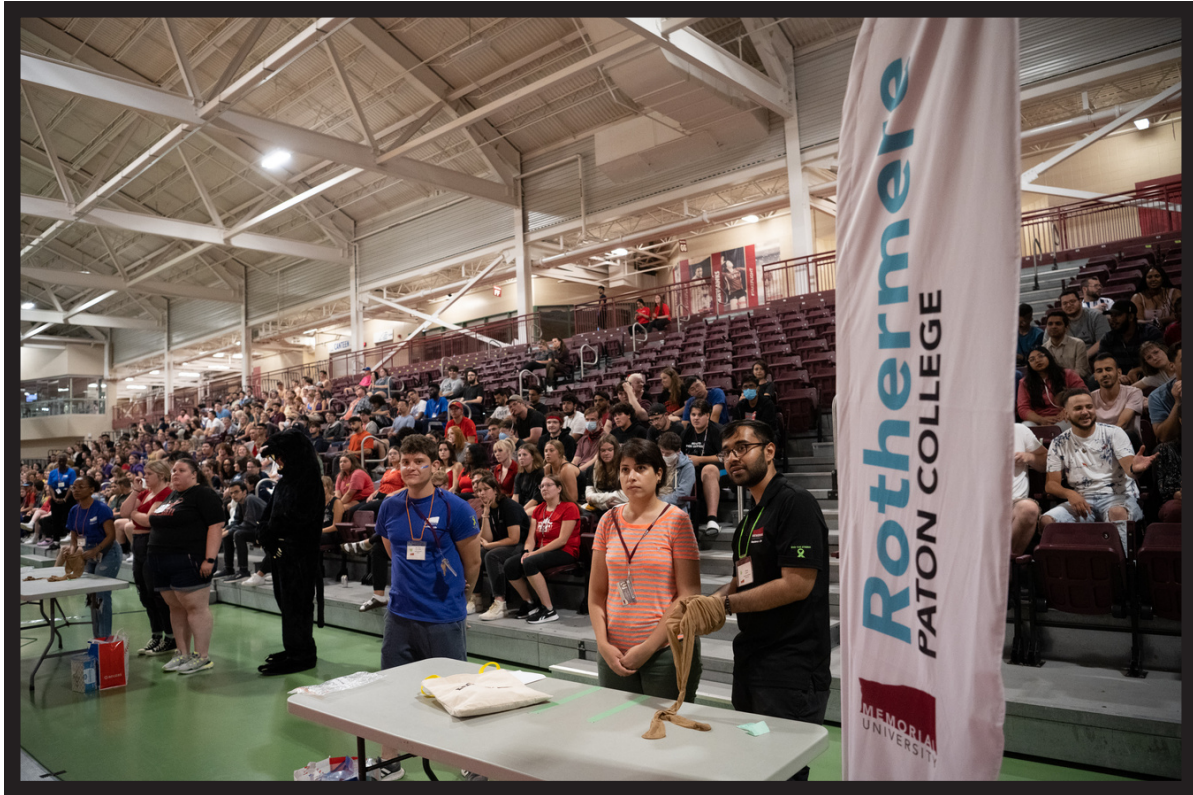


WELCOME WEEK RESIDENCE EXPERIENCE 2026



SPONSORSHIP OPPORTUNITIES

Memorial University | St. John's, NL

September 6-13, 2026



STUDENT RESIDENCES AND
ANCILLARY OPERATIONS



RezEx - Welcome Week

Residence Experience, RezEx to us, is the big kick-off week for new and returning students to Memorial University Student Residences used to help enhance the upcoming semester experience for our students. It is used as a way to support healthy competition by having fun social 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 feedback 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?

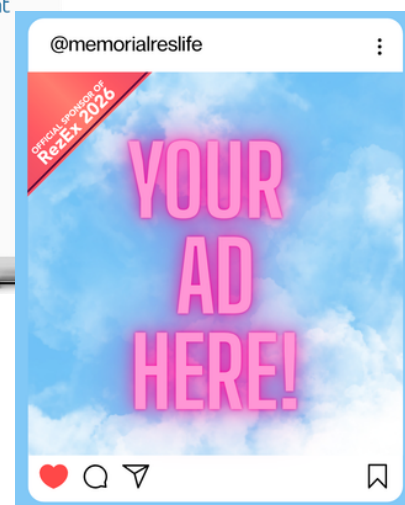
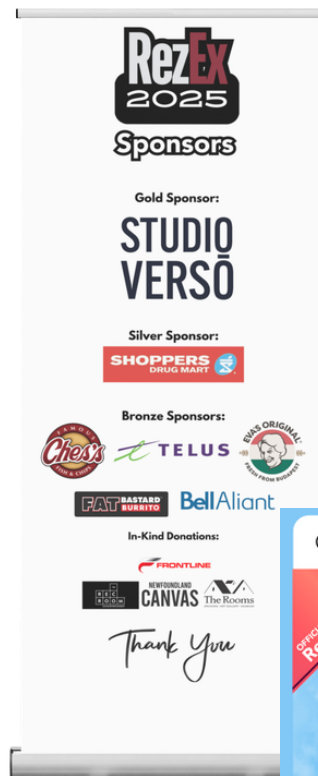
"Looking back on my experience at Memorial University, the memories that shine the brightest are from RezEx. More than an event, RezEx was an invaluable introduction to campus life and the wonderful people and businesses of St. John's. This event was the birthplace of new traditions and friendships that 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 on sponsorship pop-up banner displayed at all RezEx Events**
 - Sponsor pop-up 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**
 - Verbal recognition at the start of the event. (+1500 student attendance).
 - Logo placed on Welcome Week page.



Silver Package / \$1,000.00

- **All benefits included in the Bronze Package**
- **Social Media Exposure**
 - Promotional appreciation posts scheduled for Facebook and Instagram:
 - One individual post promoting your company (content provided by sponsor).
 - One group sponsor post before welcome week.
 - One group post after welcome week.
- **Opportunity to display promotional material in residence during fall semester:**
 - One flyer or digital poster per month/sponsor. Sponsor to provide printed material (35 letter sized copies) or digital file (1920 x 1080px).



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. 6th).
 - Booth size (4ft table, 2 chairs). If more space needed contact beforehand.



Platinum Package / \$2,500.00

- *All benefits included in the Gold Package*
- ***3-minute exclusive speaking opportunity to promote organization**
 - This will take place during Battle of the Brains Trivia.
- ***Sponsor provided promotional signage at 3 Networking Events:**
 - Lawn Games - area to engage in recreational activities with peers.
 - Wellness Afternoon - drop in space to relax and meet new people with snacks and small games.
 - Residence Gaming Tournament - An opportunity to unwind and connect with peers through board games, cards, ping pong, and video games in a fun and flexible environment.
- **Sponsor provided logo included on all RezEx schedules**
 - Displayed across residence in all buildings, on digital screens and social media.



Opportunities Continued

Diamond Package / \$3,500.00

- *All benefits included in the Platinum Package*
- ***Event of choice to be named after sponsor - One Signature Event**
 - Rez Got Talent, Trivia Night or Dance in the Square.
- ***5-minute exclusive speaking opportunity to promote organization at the named signature event**
 - Pep Rally or Rez Got Talent.
- ***Sponsor provided promotional signage at all Signature Events:**
 - Rez Rally, Rez Got Talent, Trivia Night, Road Race and Dance in the Square.
- **Sponsor provided ad placed in Residence Rundown Newsletter**
 - Newsletter is sent to all students in residence each friday.
 - Includes one ad per month throughout the Fall semester.



Micro - Sponsorship Opportunities

Sponsorship Opportunity	Price
**Social Media Exposure	\$150
Sponsor provided logo displayed on tent-cards during applicable RezEx events	\$250
Sponsors promotional items included with RezEx Prizes (i.e. gift card/merchandise)	\$300
Sponsors logo on all RezEx Schedules	\$500
Sponsors promotional ad displayed on digital screens throughout residence (a new ad can be provided one time per month September-December - 4 ads in total)	\$800
Premium booth on move-in day	\$1000

PLEASE NOTE: All sponsorships including in-kind donations, donated items, and items for orientation bags must be approved by Student Residences and Ancillary Operations. More information on Micro-sponsorships found in the brochure. Some conditions apply for in-kind donations, displayed promotion, and premium booth

Opportunities Continued

Semester Sponsorships

Not every partnership has to be tied to Welcome Week. Our year round sponsorships let you stay connected to residence students throughout the full academic year (Fall & Winter). Mix and match opportunities to build the visibility package that works best for you.

Sponsorship Opportunity	Price
Social Media exposure on @memorialreslife Instagram & Facebook (one post/month)	\$150/ month \$450/ semester
Ad included in Residence Rundown Newsletter - sent to all students weekly (one ad/month)	\$200/ month \$600/ semester
Promotional ad displayed on digital screens across St. John's campus	\$125+tax/week \$400+tax/month \$1,200+tax/semester
Promotional ad displayed on residence screens across St. John's campus	\$70+tax/week \$250+tax/month \$800+tax/semester
One flyer per month/sponsor (sponsor to provide 35 copies/month)	\$300/ semester
Sponsor provided pop-up branded banner displayed at Hatcher West (for one month)	\$250
Sponsor one residence-wide event (i.e. themed movie night, trivia night). Logo to be displayed on all promotion	\$400
Branded prize or giveaway at one residence-wide event	\$300
Sponsor exam week snack break in residence (sponsor to provide snacks)	\$300

All semester sponsors will have their logo displayed on a group sponsor graphic on digital screens across Residence

Sponsorship packages at a glance

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 on sponsorship pop-up banner presented at all RezEx Events	✓	✓	✓	✓	✓
Sponsor Recognition during welcome week pep rally & on RezEx website	✓	✓	✓	✓	✓
Social Media Exposure	✓	✓	✓	✓	
Opportunity to display promotional materials in residence during fall semester -Supplied by sponsor	✓	✓	✓	✓	
Sponsor logo displayed on tent-cards during applicable RezEx events	✓	✓	✓		
Premium promotional booth on move-in day	✓	✓	✓		
Sponsor provided promotional signage at RezEx events	✓	✓			
Sponsor logo included on all RezEx schedules	✓	✓			
Speaking opportunity during RezEx	✓	✓			
Event of choice to be named after sponsor	✓				
Ad in Residence Rundown Newsletter	✓				

Sponsorship Registration Form

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

☐ Diamond Sponsorship \$3,500.00	☐ Platinum Sponsorship \$2,500.00
☐ Gold Sponsorship \$2,000.00	☐ Silver Sponsorship \$1,000.00
☐ Bronze Sponsorship \$500.00	☐ Micro/Semester 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:

Harshine Kaur, Residence Life Activities and Program Coordinator

Student Residences and Ancillary Operations

Memorial University

Hatcher House

St. John's, NL A1C 5S7

Email: residence-events@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 2026" 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 August 14th, 2026