



MACMUN 2027

SPONSORSHIP BOOKLET

Invest in the next generation of global leaders



Welcome Letter

Dear Potential Community Partner,

It gives us great pleasure to invite your organization to join McMaster University and other community-minded partners as a valued supporter for our upcoming Model United Nations (MUN) Conference.

In the spirit of establishing a legacy of collaboration and dedication to global engagement, McMaster hosts an annual MUN conference for students across Ontario, providing an unparalleled learning experience where participants discuss the world's most critical issues and deliberate on resolutions in a United Nations-style setting.

In March 2027, we will be hosting the twelfth annual McMaster Model UN conference, featuring over 150 high school and university students, each ready to engage with a meaningful conference theme designed to address the urgent issues of our time. This year, we are lowering the registration fee to make the conference more financially accessible, please consider sponsoring individual delegates if you are interested.

As a non-profit event, this conference relies on the generous support of community partners like you. Your sponsorship is an investment in fostering the next generation of global leaders right here in Ontario, as they take their first steps toward creating positive change in the world.

Thank you for considering a partnership with MACMUN. Your commitment to accessibility and generativity will leave a lasting impact on students and strengthen our community's dedication to global leadership and awareness.

Yours sincerely,

Sana Sadoughi Yarandi

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VP Sponsorships

macmun@mcmaster.ca

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MACMUN

AT A GLANCE

The dates for the conference are the 5th, 6th and 7th of March 2027.

The conference will be held on-campus at McMaster University.

The event will host 5 committees for 150+ delegates representing over 190 nations and non-governmental organisations.

Awards and certificates will be presented to commendable delegates in each committee during the Closing Ceremony.

The program is entirely student-run by a team of dedicated McMaster University students.

MACMUN is a two-time recipient of the
'Academic Club of the Year' Award

FOUNDED IN
2014

WHY IS SPONSORSHIP A GOOD INVESTMENT?

Supporting our conference through a sponsorship not only helps us and our many attendees to participate in an inspiring and exciting event, it also helps you!

Whether you are a small local business, another university department, or a large company, supporting MACMUN 2027 provides you with a range of benefits:

- High visibility at an important, high-profile student event
- Extensive collateral exposure, through social media and press coverage of the Conference
- Linking your brand with a meaningful education experience
- A direct connection to an active student community of future leaders and decision-makers



TESTIMONIALS

"MACMUN has been the most valuable experience of my undergraduate. The conference is valuable for expanding your public speaking skills and becoming a well-rounded student!"

~ Past Committee Staff

"I have been a delegate for MACMUN twice now, and each time was better than the last! MACMUN truly offers something for everyone, and I am continuously thrilled to see them step up their game each year! Thank you, MACMUN, for providing me with awesome memories! I can't wait to return for another awesome adventure!"

~ Past Delegate

YES, I'D LIKE TO HELP!

To learn more on the process of sponsoring MACMUN 2027, please contact Sana Yarandi at macmun@mcmaster.ca

For more information on the conference, visit macmun.org

PREVIOUS SPONSORS

BRONZE (Under \$500)

United Nations Association in Canada – Hamilton Branch
Student Wellness Center
Department of French
Department of History
School of the Arts
Department of Social Psychology
Department of Sociology
CityLAB
Tourism Hamilton
Department of Psychology, Neuroscience and Behavior

SILVER (\$500 or over)

Faculty of Health Science
Faculty of Nursing
Faculty of Arts and Sciences
Faculty of Humanities
Faculty of Social Sciences
Faculty of Science
McMaster Alumni Association
Student Success Center
Hope Chair in Peace and Health, Nancy C. Doubleday
JVP Moving
Department of Political Science
Department of Health, Aging, and Society
Global Health Office, Faculty of Health Sciences
Ivey School of Business
Department of Mathematics and Statistics
Office of Experiential Education
Shutterstock
Phoenix Eyewear

GOLD (\$1500+)

Indigenous Student Services
Wilson Institute for Canadian History
Faculty of Engineering
Office of International Affairs
MPS
Toronto Audio Visual Rentals

DIAMOND (\$10,000+)

Socrates Project
Office of the President



SPONSORSHIP TIERS

	BRONZE <\$500	SILVER \$500 – \$1,500	GOLD \$1,500 – \$5,000	PLATINUM \$5,000 – \$10,000	DIAMOND \$10,000+
Website Logo	Small Logo	Small Logo	Small Logo	Medium Logo	Large Logo
Delegate Handbook Logo		Small Logo	Small Logo	Medium Logo	Large Logo
Social Media Mention		●	●	●	●
Booth at the Conference			●	●	●
Mention at Opening Ceremonies				●	●
Speaking Opportunity at Ceremonies					●

‘SPONSOR A DELEGATE’

Sponsors can make the conference more accessible by covering the registration fee of \$60 for delegates who may otherwise face financial barriers. Accessibility is a priority, and through the Sponsor a Delegate program, sponsors can choose to support individual delegates or a group by donating toward their registration fees.

SERVICE DISCOUNTS

Provide discounted services to MACMUN 2027 delegates and staff members during the conference, and in turn, your Hamilton establishment will be advertised to our 200+ delegates, giving you direct exposure to a vibrant community of students, educators, and professionals.

AWARDS SPONSOR

Support our conference through the donation of gift certificates, products, or other in-kind services. Your company will be acknowledged during the Awards Ceremony, and you will be a part of recognizing excellence amongst our delegates.



SPONSORSHIP PACKAGES



DIAMOND SPONSOR, CAD 10,000+

Logo Placement

- E-Flyer to carry your logo under the tag “MACMUN 2027 Presented by” at all social media platforms, including posts by various bloggers and event pages (Facebook, Instagram and all online media partners' respective pages and platforms); with a total reach of 10,000+ in Ontario.
- Paid social media campaign on Facebook and Instagram to feature your logo under the tag “MACMUN 2027 Presented by”, with a total reach of 5,000 high school students, university students and educators in Ontario.
- 25 tent cards to be placed at the centre of each table during the Social Night, featuring your logo under the tag “MACMUN 2027 Presented by”.
- 350+ ID tags that will be worn by all attendees (participating students, educators, faculty advisors, organising committee, etc.) at the event to feature your logo.
- All presentation slides during Opening and Closing Ceremonies to feature your logo under the tag “MACMUN 2027 Presented by”.
- 12 awards and 350+ certificates to feature your logo under the tag “MACMUN 2027 Presented by”.

On-Ground Branding

- Your company AV to be run at the event venue before the event and during breaks.
- Verbal mention during the Opening and Closing Ceremonies of your company from time to time, under the tag “MACMUN 2027 Presented by”.
- Your company roll-ups to be placed at prime locations around the venue for all three days. Maximum of 5 roll-ups, to be provided by you.
- Your company kiosk corner at the venue for disbursement of brochures/literature.



Continued...

Promotional Branding

- Opportunity to place your company's promotional material (eg. stickers, promo codes, etc.) in Delegate Bag awarded to all participants.
- Opportunity to present a promotional gift from your company to the 18 winners.

Other

- Large space for your company ad at the Sponsor's tab on our website.
- Full page for your company ad at the end of our Delegate Guide, Program Handout and Background Guides that are available on our website and read by every participant.
- Opportunity for a representative from your company to speak during the Opening or Closing Ceremony.
- 5 awards to be presented by a representative of your company on stage.



PLATINUM SPONSOR, CAD 5,000–10,000

Logo Placement

- E-Flyer to carry your logo under the tag “Sponsored by” at all social media platforms, including posts by various bloggers and event pages (Facebook, Instagram and all online media partners' respective pages and platforms); with a total reach of 10,000+ in Ontario.
- Paid social media campaign to feature your logo under the tag “Supported by”, with a total reach of 5,000 high school students, university students and educators in Ontario.
- 25 tent cards to be placed at the centre of each table during the Social Night, featuring your logo under the tag “Supported by”.

On-Ground Branding

- Your company roll-ups to be placed at good locations around the venue for all three days. Maximum of 3 roll-ups, to be provided by you.
- Your company kiosk corner at the venue for disbursement of brochures/literature.

Promotional Branding

- Opportunity to place your company’s promotional material (eg. stickers, promo codes, etc.) in Delegate Bag awarded to all participants.

Other

- Medium-sized space for your company ad at the Sponsor’s tab on our website.
- Half page for your company ad at the end of our Delegate Guide and Program Handout that are available on our website and read by every participant.



GOLD SPONSOR, CAD 1,500–5,000

Logo Placement

- E-Flyer to carry your logo under the tag “Supported by” at all social media platforms, including posts by various bloggers and event pages (Facebook, Instagram and all online media partners' respective pages and platforms); with a total reach of 10,000+ in Ontario.
- Paid social media campaign to feature your logo under the tag “Supported by”, with a total reach of 5,000 high school students, university students and educators in Ontario.

On-Ground Branding

- Your company roll-ups to be placed at good locations around the venue for all three days. Maximum of 3 roll-ups, to be provided by you.

Promotional Branding

- Opportunity to place your company’s promotional material (eg. stickers, promo codes, etc.) in Delegate Bag awarded to all participants.

Other

- Medium-sized space for your company ad at the Sponsor’s tab on our website.
- Quarter-page for your company ad at the end of our Delegate Guide and Program Handout that are available on our website and read by every participant.



SILVER SPONSOR, CAD 500–1,500

Logo Placement

- E-Flyer to carry your logo under the tag “Supported by” at all social media platforms, including posts by various bloggers and event pages (Facebook, Instagram and all online media partners' respective pages and platforms); with a total reach of 10,000+ in Ontario.
- Paid social media campaign to feature your logo under the tag “Supported by”, with a total reach of 5,000 high school students, university students and educators in Ontario.

Other

- Small-sized space for your company ad at the Sponsor’s tab on our website.
- Small-sized section for your company ad at the end of our Delegate Guide and Program Handout that are available on our website and read by every participant.



BRONZE SPONSOR, CAD 100-500

Logo Placement

- E-Flyer to carry your logo under the tag “Supported by” at all social media platforms, including posts by various bloggers and event pages (Facebook, Instagram and all online media partners' respective pages and platforms); with a total reach of 10,000+ in Ontario.

Other

- Small-sized space for your company ad at the Sponsor's tab on our website.



THANK YOU.

We look forward to potentially working with you in the spirit of an investment in the next generation of global leaders.



Contact Us



macmun@mcmaster.ca

VP Sponsorships, MACMUN 2027

