



MACMUN 2024

# SPONSORSHIP PACKAGE



# ABOUT OUR CONFERENCE

McMaster University's ninth annual Model United Nations Conference, MACMUN 2024, will take place from February 9-11, 2024. The conference will welcome more than 200 undergraduate-level delegates to engage in three days of debate, diplomacy and innovation. Delegates will have a chance to debate topical real-world issues and connect with other young leaders.

This year, McMaster Model United Nations aims to further SDG 4: Quality Education, by providing open and safe spaces on campus for students to learn about world issues. Our goal is to build a community for both new and returning delegates to collaborate and share perspectives.

At both our conference and programming throughout the year, we remain committed in pursuit of ensuring this generation of leaders is equipped to understand and actively engage with the complex issues facing today's world, with a mindset of inquiry, open-mindedness, and creativity.

## By The Numbers



**~2500**

*social media followers*



**2**

*Academic Club of the Year awards*



**8**

*successful conferences*



**200+**

*projected attendees*

# WHY SPONSORSHIP IS 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 2024 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

Please see the list of sponsorship options on page 5 in this package. We would be please to work with you to design a customized sponsorship package that corresponds to your needs and budget.

## 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 about how to sponsor MACMUN 2024 please contact Tazeen Hemraj and Dasnoor Saini at [usgexternal@macmun.org](mailto:usgexternal@macmun.org)

For more information on our club or conference reach out to us, or visit us at [macmun.org](http://macmun.org)

# BENEFITS

In return for your generous support, we at MACMUN provide a unique opportunity for your organization to reach students, influential guest speakers, and professionals from various fields. We offer the following benefits to our sponsors. These may be customized to suit your needs.

## Delegate Handbook

Have your logo featured in the delegate handbook, which will be provided to all delegates. Additionally, any promotional items donated will be included in the accompanying 'swag bag'



## Website

The MACMUN Club website offers prime exposure, where delegates, staff, and students go to learn information about our club. Applicable sponsors will have their logo displayed prominently on our website for club members, prospective delegates, McMaster students, and all staff to see.



## Mention at Ceremonies

All delegates attend the opening and closing ceremonies. Applicable sponsors will be recognized for their support at both the opening and closing ceremonies through a mention in our speech and the display of company logos projected throughout the ceremony.



## Booth

Sponsors can qualify to host a booth at our delegate information session, at which they can engage with delegates and share promotional materials. Sponsors are welcome to use this booth to promote various opportunities and programs to students. Space for booths is limited, and is granted on a first-come, first-served basis.



## Social Media

MACMUN uses a variety of social media platforms, including Facebook, Instagram, and LinkedIn, to reach a mass audience. MACMUN has a combined audience of more than 3000 followers. Qualifying sponsors will have their support and logos highlighted in a number of social media posts before and during the conference.



# SPONSORSHIP TIERS

	<b>BRONZE</b> < \$500	<b>SILVER</b> \$500 - \$1,500	<b>GOLD</b> \$1,500 - \$5,000	<b>PLATINUM</b> \$5,000 - \$10,000	<b>DIAMOND</b> \$10,000+
<b>Delegate Handbook Logo</b>	Small Logo	Small Logo	Medium Logo	Large Logo	Full Page
<b>Website Logo</b>		Small Logo	Medium Logo	Medium Logo	Large Logo
<b>Social Media Mention</b>		●	●	●	●
<b>Booth at Delegate Social Event</b>			●	●	●
<b>Mention at Opening Ceremonies</b>				●	●
<b>Speaking Opportunity at Ceremonies</b>					●

## ALTERNATIVE SPONSORSHIPS

### Sponsor A Delegate

Accessibility is a priority. Sponsors can choose to sponsor an individual or group of delegates, by donating to cover their delegate fees. The cost is \$75 per delegate.

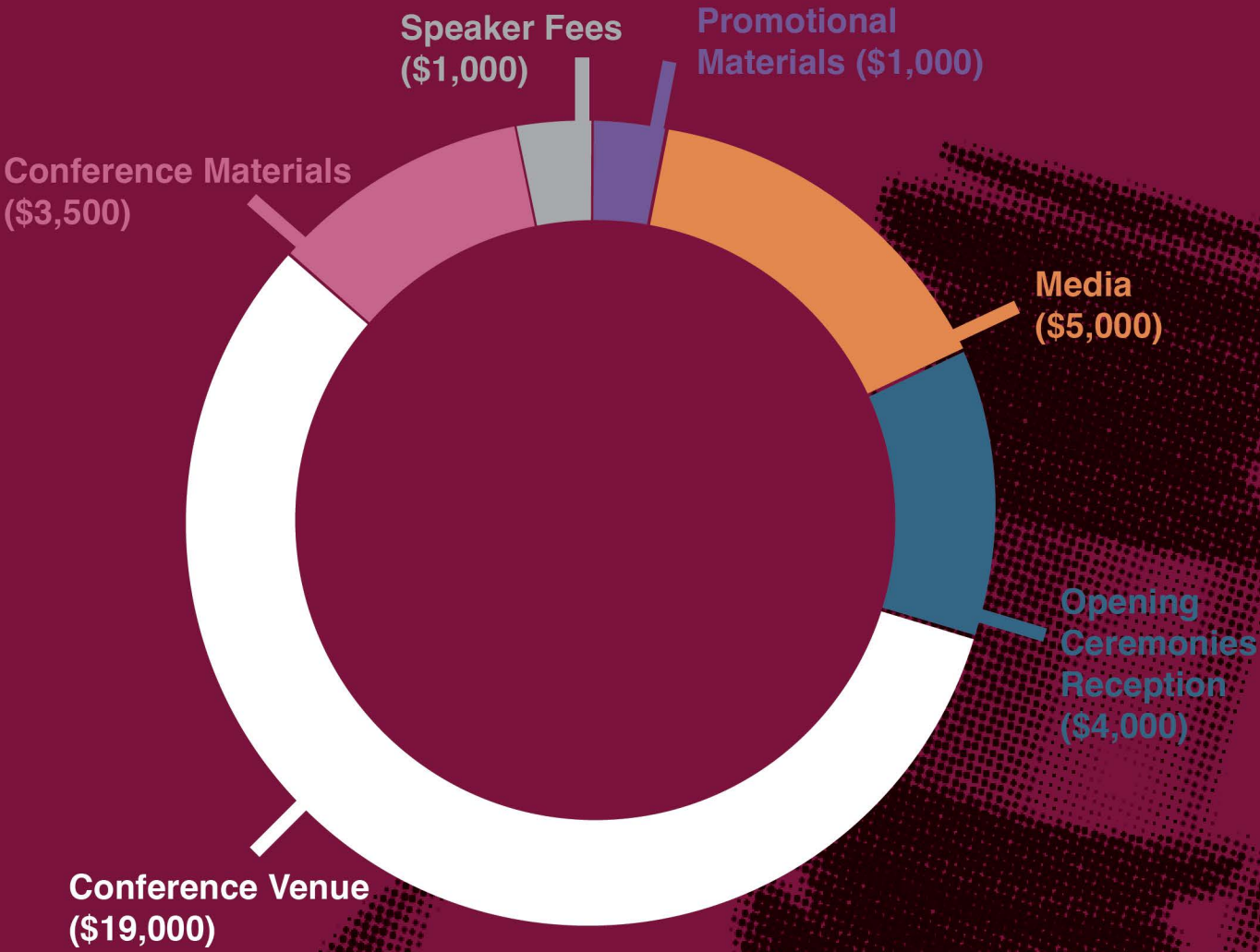
### Awards Sponsor

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 part of recognizing excellence amongst our delegates.

### Service Discounts

Provide discounted services to MACMUN 2024 delegates and staff members during the conference. In turn, your Hamilton establishment will be advertised to our 200+ delegates.

# CONFERENCE BUDGET



Projected Expenses for 2024:  
**\$30,000 - \$35,000**

# PREVIOUS SPONSORS

## Bronze (under 500)

United Nations Association in Canada - Hamilton Branch  
Student Wellness Centre  
Department of French  
Department of History  
School of the Arts  
Department of Social Psychology  
Department of Sociology  
CityLAB  
Tourism Hamilton  
Department of PNB

## Silver (500 or over)

Faculty of Health Sciences  
Faculty of Nursing  
Faculty of Arts and Science  
Faculty of Humanities  
Faculty of Social Sciences  
Experiential Education, Faculty of Social Sciences  
McMaster Alumni Association  
Student Success Centre  
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  
Faculty of Science

## Gold (1500+)

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

## Platinum (5000+)

Office of the President

## Diamond (10000+)

Socrates Project



THANK YOU

Dear Community Member,

Thank you for your interest in reviewing our sponsorship package for MACMUN 2024. We hope we have encapsulated the essence of our conference and have provided insight into any questions you may have about supporting us.

At MACMUN, we are committed to fostering safe and inclusive environments where students can discuss global affairs and deepen their understanding of international relations, all the while strengthening their public speaking and critical thinking abilities.

With your support, we believe we can take our conference to new heights and create a mutually beneficial partnership. We have carefully designed this package to ensure that your investment yields a significant return in terms of brand exposure, community engagement, and meaningful impact.

Please do not hesitate to reach out to us with any questions, ideas, or requests for further information.

Sincerely,



**Tazeen Hemraj**  
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