



MACMUN 2023

SPONSORSHIP PACKAGE



ABOUT OUR CONFERENCE

McMaster University's eighth annual Model United Nations Conference, MACMUN 2023, will take place from February 10 - 12, 2023. The conference will welcome more than 200 attendees from across the province to engage in three days of debate, diplomacy, and innovation. Students will have a chance to debate topical, often real-world situations and connect with other young leaders. Previous guest speakers at our conferences have included the former Canadian Minister of Foreign Affairs, the Honourable Lloyd Axworthy and UN Ambassador and International Prosecutor, Alfred Orono.

In light of recent events, our conference this year will be driven by the idea and theme of 'Bringing the MACMUN community together'. McMaster has welcomed a new generation of students since our last in-person conference, and we are excited to be forging new connections and welcoming them to our club. The global community continues to face innumerable challenges and MACMUN 2023 aims to create a generation of leaders able to understand and actively engage in these issues by fostering a mindset of inquiry, open-mindedness, and creativity.

By The Numbers



3000+

social media followers



2

Academic Club of the Year awards



7

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 2023 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.

PROTECTING OUR HEALTH

For the past two years, we have held our conference online. We successfully brought together more than 100 delegates on an online platform - a huge achievement as many other MUN conferences saw much lower participation. This year we are excited to be holding out event live, in person!

The health and safety of our delegates and organizers is a top priority. Should you have questions about our safety protocols please feel free to contact us at macmun@mcmaster.ca

YES, I'D LIKE TO HELP!

To learn more about how to sponsor MACMUN 2023 please contact Aayush Bhatia at usgexternal@macmun.org

For more information on our club or conference reach out to us, or visit us at 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

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

ALTERNATIVE SUPPORT

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. Cost is \$70 per delegate.

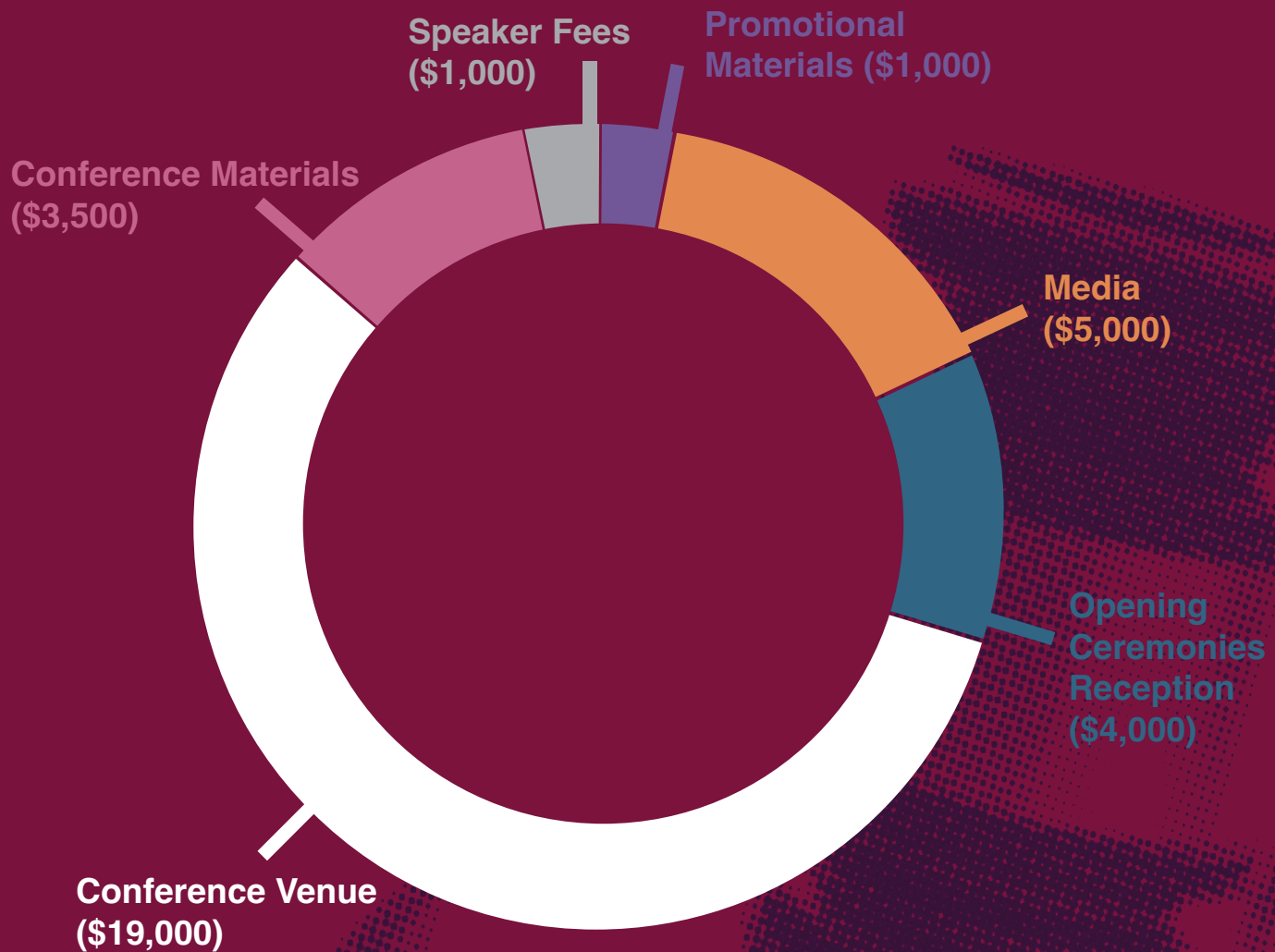
Donate a Gift

Sponsors can 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 help us recognize excellence amongst our delegates.

Service Discounts

Provide discounted services to MACMUN 2023 delegates and staff members during the conference. In turn, your Hamilton establishment will be advertised to our 200+ delegates.

CONFERENCE BUDGET



Projected Expenses for 2023:
\$35,000 - \$40,000

PREVIOUS SPONSORS

Bronze (under \$500)

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

Silver (\$500 - \$1,500)

Faculty of Health Sciences
Faculty of Nursing
Faculty of Arts and Science
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+ - \$5,000)

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

Platinum (\$5,000 - \$10,000)

Office of the President

Diamond (\$10,000+)

Socrates Project



THANK YOU

Dear Prospective Sponsor,

Thank you for taking the time to review our sponsorship package for MACMUN 2023. We hope this package has given you a sense of what our conference is about, and has answered questions you may have about your support.

We are very excited about this event and how it will stimulate vital discussions, foster a deeper understanding of international relations and global affairs, and encourage students to think critically and creatively. But none of this is possible without the generous support of our sponsors.

Despite the uncertainty surrounding the COVID-19 pandemic, we remain committed to providing students with the highest quality conference that will nurture leadership skills without compromise. Your support secures essential resources that will the guarantee success of this experience for everyone.

Please do not hesitate to contact us with any questions or to discuss ways in which you can help. We look forward to hearing from you.

Sincerely,



Aayush Bhatia

USG External Financial Partnerships
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