KPU

Having Fun

Buying Textbooks

First Day Preparation

Student ID

First Nations History

Ceremony

Games

Spirit

Eagle

Campus Tour

Food

Welcome

Finding Classrooms

Asking Questions

Discovering KPU Tools

Mentorship

Prize

Gaining Confidence

Welcome

Diversity

Making Friends

Coming Together

Student Clubs

KPU Fall 2018

New Student Orientation

Community Sponsor Information

What is Orientation?

Orientation is an opportunity for new students to be welcomed to the University, get acquainted with the campus and campus life and explore KPU tools and departments designed to help them succeed. It's also an important component in helping new students feel comfortable in the university environment with opportunities to make new friends, receive mentorship from senior students and be introduced to faculty in their program.

Visit website for current dates:
kpu.ca/orientation/fall

A snapshot of the 2017 Orientation results:

- Over 2,100 new students registered
  - » 1290 on KPU Surrey
  - » 390 on KPU Richmond
  - » 275 on KPU Langley
  - » 175 Mature (Age 25+) and Trades
- 96% of participants rated the orientation "good" or "great"
- 92% of participants would recommend New Student Orientation to other new students

Why Sponsor KPU's Orientation?

This market segment is vital to your success!

Having your business featured at KPU's New Student Orientation is a savvy way to reach a highly targeted demographic in one place.

ORIENTATIONS...

- **are the largest gatherings of students at KPU's three major campuses**
- **provide access to domestic and international students across the Lower Mainland**
- **provide marketing reach all over the Lower Mainland where our new students reside and study.**
- **give sponsors a captive audience**
- **are fun and engaging for everyone involved!**

Sponsoring KPU's New Student Orientation gives you flexible options for reach and frequency through several marketing avenues, including:

- **Direct marketing**
- **Promotions and networking**
- **Print and web advertising**

Orientation Demographic:

- Domestic Students and International Students
- Age groups:
  - » 87% from 17–24
  - » 13% from 25–49
- Commuters from across the Lower Mainland

What are sponsorship funds used for?

Orientation Sponsorship funds are put toward enhancing the student experience at Orientation events via food, games, prizes and entertainment.
All sponsorship funds are used only for Orientation.

Right: Orientation SWAG Bags for Students

If you would like to suggest a sponsorship activity not listed, please contact us with your ideas!

About KPU:

4 Campuses (Cloverdale, Langley, Richmond, and Surrey)

120+ programs in Arts, Business, Sciences, Technology, Trades, Horticulture, Health Sciences, Continuing Studies and more

Canada's first Polytechnic University, focusing on applied skills in tandem with traditional academics

Build your own sponsorship package! Select your favourite options below:

Package Options	Activities & Included Benefits	Price
Promotional Booth	**Tabling:** Host booth in central space in high-traffic area on General New Student Orientation event days during Information Fair & lunch hour (2 hours).	**Surrey Campus:** $500 **Richmond Campus:** $200 **Langley Campus :** $200 (add $1,000 for category exclusivity - conditions apply)
Print Advertising	**Swag Bag Insert:** Flyer, item, or brochure in 2,000 swag bags	$500
	General Orientation Event Day Agenda: Advertisement placed in agendas (approx. 2,000)	**Full Page:** $500 **Half Page:** $300 **Logo:** $100
Digital/ Web Advertising	**Logo and Web Link** featured on KPU Orientation website	$500
Activity Sponsor/Host	**Interactive Activities:** Trivia, lawn games, photobooth, student lounge space, prize draw, or a custom activity that fits your needs	**KPU Surrey:** $750 **KPU Richmond:** $250 **KPU Langley:** $250 In-kind items such as prizes and, food items accepted- please contact us for details.

Discounts available to registered charities and non-profit groups. Contact us for more details.

Above: KPU President Alan Davis takes a selfie at the Langley Orientation

The Fine Print:

- All sponsors must be approved through the KPU Office of Advancement
- Sponsors who share similar values with KPU will be given preference
- On-campus signage, materials, and messaging must be pre-approved by KPU
- The sales of services or products at the Orientations have restrictions. If you'd like to sell on-campus, please contact us for more details
- Some recognition deliverables have deadlines, so please contact us right away to confirm your interest and get the best value for your sponsorship
- KPU reserves the right to politely decline sponsorship requests

Contact us to further discuss these opportunities!

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Orientation

KPU