

# SECONDARY SCHOOLS' UNITED NATIONS SYMPOSIUM 2014

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## Sponsorship Information



*Dare to Challenge, Drive the Change*

ENGAGE

EMPOWER

EXPERIENCE

# Letter from Director of Public Relations

Dear Prospective Sponsor,

Bienvenue and welcome to Secondary Schools' United Nations Symposium 2014! On behalf of all students involved in the conference we thank you for your interest in SSUNS.

This sponsorship package will provide you with information regarding our conference as well as the various ways through which your organization can become involved.

We invite you to explore the different levels of sponsorship that are available to best suit your needs. We are also open to working on custom sponsorship packages for interested parties.

For further information, feel free to explore our website at [www.ssuns.org](http://www.ssuns.org). Please do not hesitate to contact us with any questions or concerns and we look forward to working with you.

Sincerely,

Nadia Fentiman

*Director of Public Relations 2014*  
Secondary Schools' United Nations Symposium



# Introduction

The Secondary Schools' United Nations Symposium (SSUNS) is a Model United Nations conference that has been occurring annually since 1992. Attracting over 1 000 secondary school students from around the globe, SSUNS is the largest and most renowned high school level model United Nations Conference in Canada. Directed and organized by students from McGill University, this conference aims to not only educate delegates on the dynamics of international relations, but also engage students in debate and discussion over the most pressing current events facing the contemporary world.



## Conference Information

### Date:

November 6 - 9, 2014

### Location:

Hilton Montréal Bonaventure  
900 De La Gauchetière W.  
Montréal, Québec

### Conference Size:

1100+ delegates (Secondary School + CEGEP students)  
400 + staffers and coordinators (McGill University students)

### 2014 Conference Theme:

*"Dare to challenge, Drive the change"  
Engage. Empower. Experience.*

## Charity

This year, SSUNS is proud to announce that it will be working with Room to Read, a charitable organization that focuses on literacy and gender equality in education.

Change the world through the power of education - Room to Read envisions a world in which all children can receive a quality education, reach their full potential, and contribute to their global and local community. With a focus on literacy and gender equality in education, Room to Read works in collaboration with communities and local governments across Asia and Africa to create programs that develop literacy skills and a passion for reading among primary school children.







## About Our Theme:

At one point or another, driven young adults have had ambitious dreams of their hopes for the future of this world and have aspired to making a difference for the generations of leaders to come. However for many, the difficulty comes when trying to put those ambitions into action in order to achieve the vision of a more cooperative and harmonious global community. SSUNS 2014 believes that goals can become accomplishments today, so long as delegates have the passion and determination to put their ideas into practice. Youth are the instigators of change and the time for that change is now. As such, the theme for this year's conference is ***"Dare to Challenge, Drive the Change"***.

SSUNS 2014 believes that the process from challenge to change is an active and dynamic process. As such, SSUNS hopes to inspire delegates to embody the theme through three key pillars that define the spirit of this year's conference: ***Engage, Empower, and Experience***

- ***Engage:*** The transformation process begins with facing the complexity of challenges faced by the international community today. SSUNS creates a supportive environment that engages delegates to contribute actively in addressing the multitude of tasks that must be addressed by our present society, and to become conscientious of the issues that require proactive solutions
- ***Empower:*** We are all part of the same global community. As such, it is our responsibility to move forward together towards a shared vision of the future we hope to create for the world. This begins with peer empowerment, reciprocal invigoration, and mutual support.
- ***Experience:*** This is our world, our time, and our opportunity. The change is ours to experience and ours to own. We are the instigators of change and this is our impact to make.



## SSUNS Sponsorship Levels

Platinum	(2000\$)	Presence at SSUNS walkway (either table, booth, poster etc.) Company name/logo on conference website Company name/logo in SSUNS newsletter One ad in delegate folder One full page printed advertisement in the delegate handbook Opening/closing ceremonies verbal mention Opening/closing ceremonies company name/logo displayed on screen Social media mention (2): display of logo/company name + small written introduction Company name/logo displayed at conference venue Company present in sponsorship video
Gold	(1400\$)	Presence at SSUNS walkway (either table, booth, poster etc.) Company name/logo on conference website Company name/logo in SSUNS newsletter One ad in delegate folder One small printed advertisement in the delegate handbook Opening/closing ceremonies verbal mention Social media mention (1): display of logo/company name
Silver	(700\$)	Presence at SSUNS walkway (either table, booth, poster etc.) Company name/logo on conference website One document in delegate folder One small printed advertisement in the delegate handbook Opening/closing ceremonies verbal mention
Bronze	(400\$)	Company name/logo on conference website One document in delegate folder One small printed advertisement in the delegate handbook
Basic	(200\$)	Company name/logo on conference website One document in delegate folder

## Other SSUNS Sponsorship

SSUNS Walkway	(300\$)	Presence at SSUNS walkway (either table, booth, poster etc.)
Scholarship (individual)	(90\$)	Funds one delegate's conference registration fee
Scholarship (international)	(700\$)	Funds one international delegate's conference registration fee + travel expenses
Dare to Lead - Youth Leadership Summit	(500\$)	Company name/logo displayed on screen Company name/logo in Youth Leadership Summit information pamphlet Verbal mention *1200\$ to be sole sponsor
Curriculum Component	(150\$)	Company name/logo on handout *300\$ to be sole sponsor

# FAQ

## 1. What is the delegate folder? What is the delegate handbook?

A delegate folder is provided to all delegates and faculty advisors at the conference. It contains the delegate handbook which contains all essential conference information and is a constant point of reference for all conference participants. For example: conference itinerary/policies, rules of procedure, staff list, school/delegate list, City of Montreal information etc.

## 2. What is SSUNS Walkway?

The SSUNS Walkway is one of the highlights of the conference for both delegates and sponsors. It provides the exhibitors an opportunity to meet and engage with students/delegates on a personal basis. We provide exhibitors with a table so that they can present promotional materials and communicate directly with their target audience through a representative. This event will be taking place the Friday morning of the conference weekend.

## 3. What is the SSUNS Newsletter?

Our newsletter is a monthly e-publication sent to all of the faculty advisors and is then shared with our delegates. This publication is also shared with the hundreds of members of our parent organization: International Relations Students' Association of McGill.

## 4. What is a SSUNS scholarship?

SSUNS is proud to present scholarships based upon need and merit since 2006. Through the Scholarships program, we want to ensure that every delegate or school that wants to attend our conference has the financial capacity to do so. Last year we were pleased to provide four scholarships to delegates and schools, and this year we aim to expand our Scholarship program even further. These scholarships are funded by donors and sponsors, and it is one of the many ways you can support our conference and our delegates.

## 5. What is the sponsorship video?

Sponsor will be featured in our YouTube video series.

## 6. What is the Curriculum Component?


The Curriculum Component is an annual event for Faculty Advisors (teachers) to explore how Model United Nations is more than just another extra-curricular activity. The session will feature guest speakers who will discuss how their involvement in Model UN has led them to where they are today. Faculty Advisors will be able to discover the role that they can play in extending their students' SSUNS experiences beyond the four days of the conference. It is our hope that students will be inspired to pursue student activism and other philanthropic ventures through their engagement with global issues at SSUNS. This event will be taking place the Saturday afternoon of the conference weekend.

## 7. What is the Youth Leadership Summit (Dare to Lead)?

This year SSUNS will be introducing the first ever Youth Leadership Summit called 'Dare to Lead'. This event will have a panel consisting of individuals who have spearheaded social movements on a both local and global scale. We hope that this panel will inspire delegates to apply the skills they learn over the weekend at SSUNS to take action and drive positive change in their communities or beyond. This panel will be presented to all delegates in GA & ECOSOC committees after opening ceremonies.

## 8. What does 'social media' mention entail?

SSUNS is present on the following social media platforms: Facebook, Twitter, Vine, Instagram, and LinkedIn. Thus, a social media mentions will be made from all of these accounts.

	Sponsorship Video	Venue Signage	Social Media (2)	Social Media (1)	OC/CC** Screen	OC/CC** Verbal	Full Page Ad DH*	Small Ad DH*	Document in Delegate Folder	SSUNS Newsletter	SSUNS Website	SSUNS Walkway
Basic (200\$)									x		x	
Bronze (400\$)								x	x		x	
Silver (700\$)						x		x	x		x	x
Gold (1400\$)				x		x		x	x	x	x	x
Platinum (2000\$)	x	x	x	x	x	x	x	x	x	x	x	x

\*DH: delegate handbook

\*\*OC/CC: opening and closing ceremonies

We are open to all sponsorship inquiries and would be happy to develop a custom sponsorship package to suit you and your company's needs. Other sponsorship opportunities include: naming SSUNS delegate dance/Saturday night social event after your company and branding of SSUNS merchandise with company name and/or logo.

Thank you for your interest in our conference and we look forward to working with you. Please do not hesitate to contact us with any further questions or inquiries.

## Contact Information

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*Director of Public Relations  
2014*

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