



McMUN 2013

HEADLINING PROGRESSIVE
DIALOGUE



McGill Model United Nations 2013
January 24-27 Montreal QC

DETAILS

DATE

January 24-27, 2013

VENUE

Le Centre Sheraton
Montreal, QC

DELEGATE ORIGINS

50% United States of America
40% Canada
10% International

ATTENDANCE

80+ Universities

PAST KEYNOTE SPEAKERS

LOUISE FRÉCHETTE
Deputy Secretary-General of the United Nations

GENERAL ROMÉO DALLAIRE
Former Force Commander of UNAMIR

REZA ASLAN
Political Activist and CEO of Aslan Media

BADIYA AL HASSAN
Princess of Jordan



What is McMUN?

The McGill Model United Nations Assembly, commonly referred to as McMUN, is an annual student-run initiative that has been held in Montreal, Quebec since 1989. It is the largest and most prestigious conference of its kind in Canada, and ranks among the top academic events at McGill University. Its reputation has crossed borders and became one of the most highly anticipated and competitive conferences of the international collegiate Model United Nations circuit. With over 1400 delegates from around the world and 500 McGill student staff, McMUN is one of the most inspiring and rewarding experiences for our University-aged participants.

Our objectives:

- Inspire student awareness and engagement.
- Strengthen available platforms to develop the leaders of tomorrow.
- Further McMUN's standard of diplomacy and excellence.
- Continue to lead the collegiate Model UN circuit in simulating realistic and innovative debate regarding global challenges of the past, present and future.
- Lead the collegiate Model UN circuit by simulating realistic and innovative past, current, and future situations.

McGill land thousands of universities and institutions around the world will continue to bring students together to discuss pressing issues at MUN forums. All of this makes one wonder: will it only be a matter of time before our leaders start drawing from the fresh thinking of today's youth to resolve critical matters of global importance?

- Nikita Pillai. *The Political Bouillon*

Conference Content

During McMUN, delegates take part in one of numerous simulations, the topics of which are selected to most accurately reflect the dynamism of current, past and future international geopolitics. McMUN has evolved beyond the traditional confines of Model UN to challenge delegates by hosting simulations resembling those of key decision makers in international politics as well as those in the spheres of technology, media and business.

This year's simulations:

General Assemblies

- World Health Summit
- Fourth Emergency Session: Congo Crisis 1960
- The Third Committee: Social Cultural & Humanitarian.

Socialized Agencies

- Social Media Summit
- DC Comics Board of Directors
- First Ministers' Conference on Canadian Foreign Policy
- BRICS Summit
- Chinese Cultural Revolution
- Plan Nord (bilingual)
- International Criminal Court
- Wall Street 2008
- German Olympics 1936/1972

Economic & Social Councils

- World Intellectual Property Organization
- Organization of Islamic Cooperation
- Annual Bank Conference on Development Economics
- UN Refugee Agency
- International Organization of Oil & Gas Producers

Crisis Committees

- Joint: American War on Organized Crime 1960
- KGB
- Joint: Frost/Nixon
- Triple Joint: Rwanda 1993
- Ad-Hoc Committee of the Secretary-General

Why Sponsor McMUN?

Montreal-Wide Publicity

- McMUN attracts media attention, both local & national.
- Visibility across McGill campus & downtown area.
- Variety of activities & events organized throughout the city.

33,000 McGill Students

- Campus-wide attention toward the conference.
- Students, professors, administration & media involved & invested in the creation & fruition of the conference.

1400 Future Leaders

The Best of the Best:

- U.S Universities: Harvard, Columbia, Cornell, Georgetown, etc.
- Canadian Universities: U of Toronto, U of British Columbia, Waterloo, Queens.
- International delegations from Latin America, Europe, & Asia.

500 Ambitious Staff

- Passionate, involved McGill students spanning from all faculties.
- 23 year legacy of success & professionalism.

One Inspiring Conference

- Expert academic speakers.
- Stirring keynote addresses.
- Discussion pertaining to the fields of academia, international relations, media & business.
- Pertinent debate regarding global issues of today & of tomorrow.
- Coming together to further a growing globalized human network, focused on safeguarding our future.

McMUN 2013 is proud to confirm
STAR ALLIANCE
THE WAY THE EARTH CONNECTS
as its Official Airline Network.



As our Headline Sponsor, you would benefit from the following
Platinum Package \$7000

Sector Exclusivity

- “McMUN 2013 powered by _____” (+).
- Mention in all outgoing materials.
- Industry-exclusive sponsorship.

Opening Ceremony (2000+ attendees)

- Company promotional video presented on two large screens or two minute speech from company representative regarding partnership.
- Two large banners placed at Opening Ceremonies (upon provision).

Promotional Materials

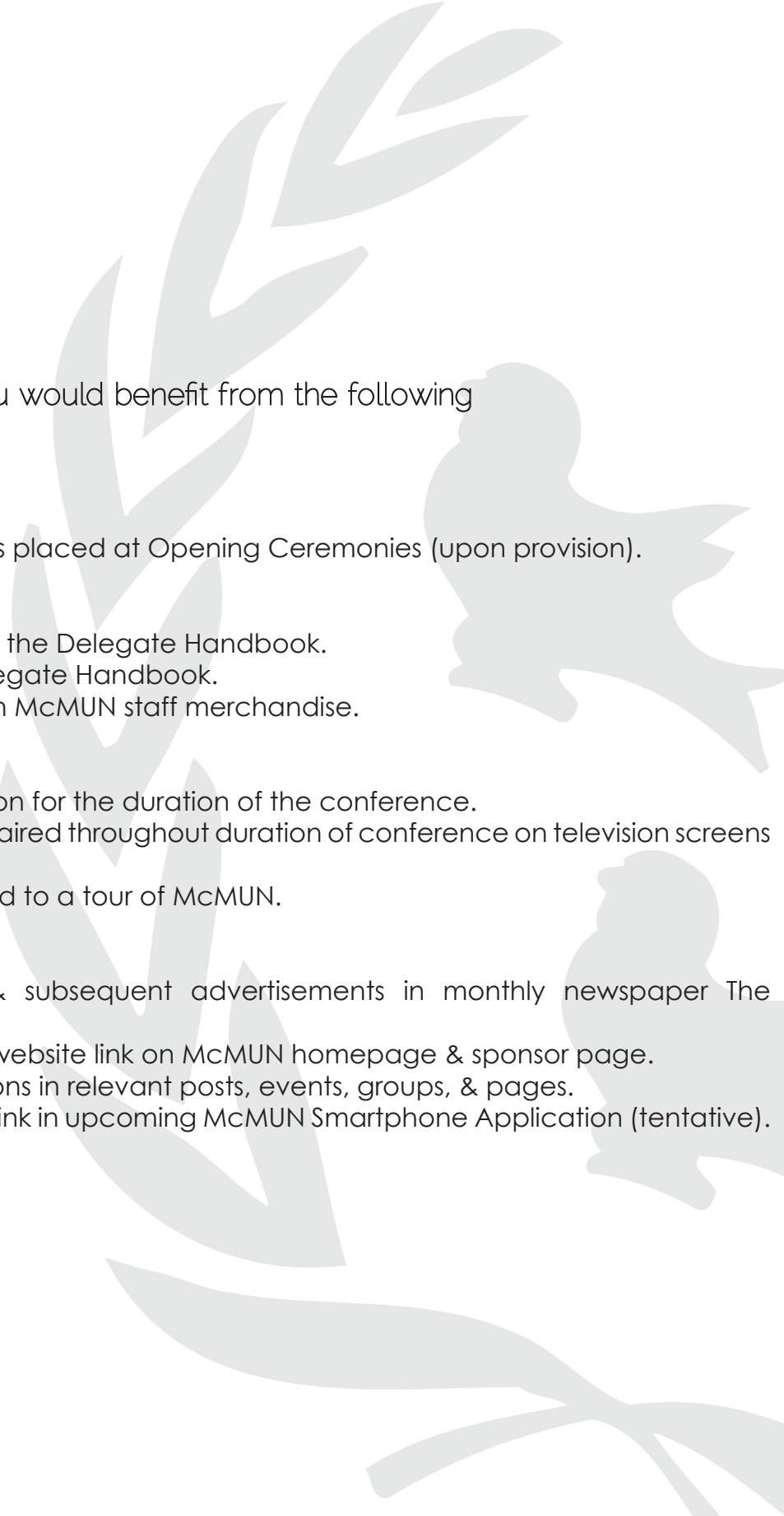
- Company brochure/booklet in the Delegate Folder (provided to each individual delegate).
- Full page advertisement in Delegate Handbook.
- Promotional materials available & visible at the Delegate Resource Center.
- Company name or logo on all McMUN staff apparel & select McMUN merchandise.

In-Conference Promotions

- Booth at Le Centre Sheraton for the duration of the conference (located in a high-traffic area).
- Backdrop with company logo at Photography Checkpoint during McParté (upon provision).
- Company advertisement aired throughout duration of conference on television screens in Le Centre Sheraton.
- Entrance for a representative to the prestigious Head Delegate Cocktail.
- Company personnel invited to a tour of McMUN.

Media

- Mention in McMUN press releases.
- An introductory article & subsequent advertisements in each edition of the conference's monthly newspaper The Ambassador.
- Company name, logo, & website link on McMUN homepage & sponsor page.
- Mentions in McMUN related print, radio, & television coverage.
- Active Facebook & Twitter mentions in relevant posts, events, groups, & pages.
- Company logo & website link in upcoming McMUN Smartphone Application (tentative).



As a Premiere Sponsor, you would benefit from the following
Gold Package \$5000

Opening Ceremony

- Two medium sized banners placed at Opening Ceremonies (upon provision).

Promotional Materials

- Full page advertisement in the Delegate Handbook.
- Pamphlet/Brochure in Delegate Handbook.
- Company name & logo on McMUN staff merchandise.

In-Conference Promotions

- Booth at Le Centre Sheraton for the duration of the conference.
- Company advertisements aired throughout duration of conference on television screens in Le Centre Sheraton.
- Company personnel invited to a tour of McMUN.

Media

- An introductory article & subsequent advertisements in monthly newspaper The Ambassador.
- Company name, logo, & website link on McMUN homepage & sponsor page.
- Facebook & Twitter mentions in relevant posts, events, groups, & pages.
- Company logo & website link in upcoming McMUN Smartphone Application (tentative).

As a Corporate Sponsor, you would benefit from the following
Silver Package \$1000

Promotional Materials

- Half page advertisement in the Delegate Handbook.
- Company logo on McMUN staff merchandise.

In-Conference Promotions

- Company advertisements aired throughout duration of conference on television screens in Le Centre Sheraton.
- Company personnel invited to a tour of McMUN.

Media

- Advertisements in monthly newspaper The Ambassador.
- Company name, logo, & website link on McMUN sponsor page.
- Company logo & website link in upcoming McMUN Smartphone Application (tentative).

	HEADLINE Platinum	PREMIERE Gold	CORPORATE Silver
“Powered by”	X		
Mention in all outgoing material	X		
Industry-Exclusive	X		
Video @ OC	X		
Banner @ OC	2 Large	1 Medium	
Brochure in Folder	X	X	
Ad in Handbook	Full Page	Full Page	Half Page
Materials @ DRC	X		
Staff Apparel	X	X	X
Booth @ Hotel	X	X	
Photography Backdrop	X		
Ads on TVs	X	X	X
Invite to HD Cocktail	X		
Tour of McMUN	X	X	X
McMUN Press Releases	Article in Ambassador	Ad in Ambassador	Ad in Ambassador
Website Logo	Homepage + Sponsors	Homepage + Sponsor	Sponsor
Media Mentions	All		
Social Media	Active Posts	Relevant	
App	X	X	X



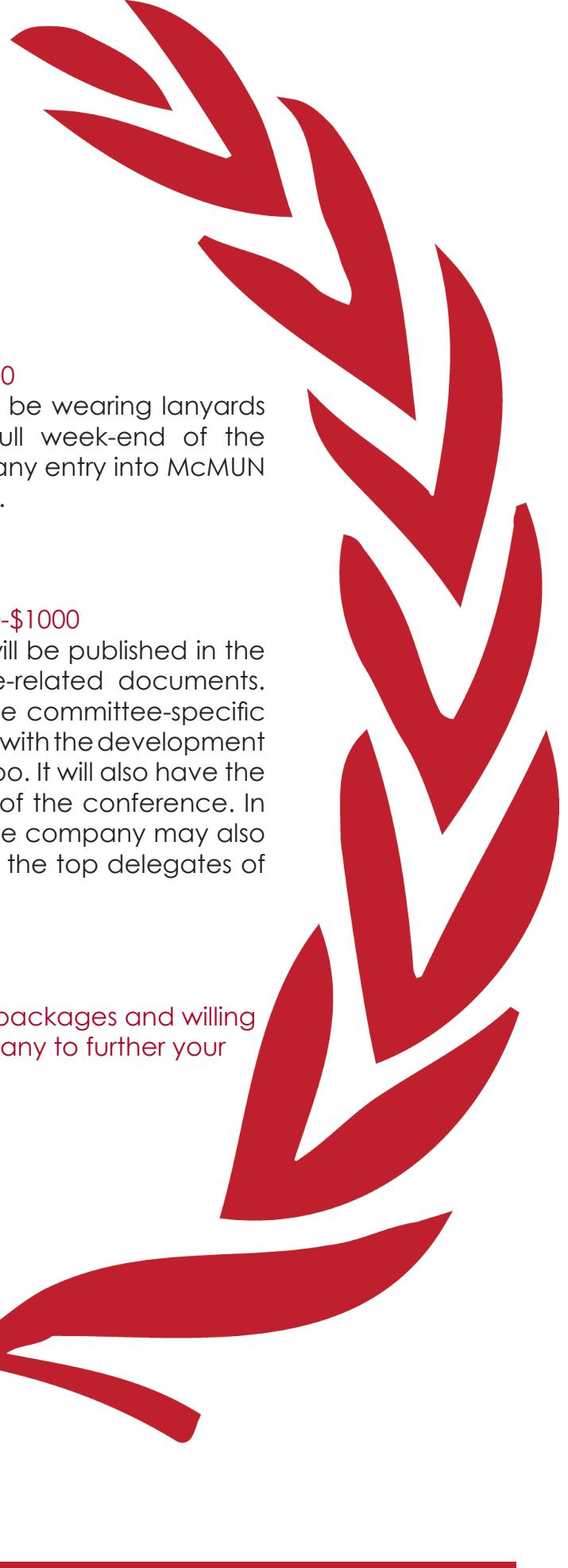
As a Project Sponsor, you may select from the following options, or combine them with an aforementioned sponsorship package:

Give Your Name to a McMUN Event **\$3000**

Your organization's name will be added to the title of one of McMUN's key events:

- Leadership Luncheon:
As a leader and mentor on the Model UN circuit, McMUN invites all head-delegates, faculty advisors and collegiate international relations club leaders to come together to discuss common ideas and resolve circuit-wide issues at this forum.
- Staff Cocktail:
As a thank you for their dedication and hard-work, McMUN invites all of its 500 staff members to meet, network and celebrate at this evening event.
- Pub Crawl:
The first meeting of our diverse group of delegates outside of the conference setting, this event is the delegates' chance to experience Canadian hospitality in the middle of Montreal's lively downtown scene.
- Head Delegate Cocktail (\$5000):
An exclusive evening event only open to head delegates of each University's delegation, the keynote speaker and invited guests, the Head Delegate Cocktail is the ultimate place to meet and mingle with the leaders of tomorrow.
- McParte:
The renowned Saturday evening event that brings both the delegates and staff together in a final night of celebration in downtown Montreal.

All event sponsors will receive a mention in the Delegate Handbook, McMUN website as well as all event-related press releases and media. Further advertisement opportunities are contingent on the project selected. Please contact our McMUN Public Relations team for more information.



Official Identification Provider

\$3000

Delegates, Staff, Visitors, and Secretariat will all be wearing lanyards with your company's logo throughout the full week-end of the conference. These lanyards are mandatory for any entry into McMUN related activities, thus visibility will be at its prime.

Sponsor a Committee

\$500-\$1000

"[Committee] Presented By [Your Company]" will be published in the Delegate handbook and all other committee-related documents. A company introduction will also appear on the committee-specific website. Your company can chose to be involved with the development and progress of the committee should it desire too. It will also have the possibility of visiting the committee at the time of the conference. In addition to a mention at closing ceremonies, the company may also send a representative to present the awards to the top delegates of the committee.

*We are open to discuss the above mentioned packages and willing to work to the needs and interests of your company to further your involvement/ interest with McMUN



Conference Itinerary

Thursday, January 26th

12:00 - 17:00	Registration
18:00 - 20:00	Opening Ceremonies
20:00 - 23:00	Committee Session I
23:00 - 01:00	Head Delegate Cocktail

Friday, January 27th

09:00 - 12:00	Committee Session II (GAs begin at 08:00)
12:00 - 13:00	Head Delegate Meeting
14:00 - 17:00	Committee Session III
17:00 - 19:00	Committee Dinners
19:00 - 21:00	Committee Session IV
21:30 - 01:00	Pub Crawl

Saturday, January 28th

09:00 - 10:00	Head Delegate Meeting
10:00 - 13:30	Committee Session V
13:30 - 15:30	Conference Leadership Lunch
15:30 - 19:30	Committee Session VI
22:00 - 03:00	McParte

Sunday, January 29th

10:00 - 11:30	Committee Session VII
11:30 - 13:00	Hotel Checkout
13:00 - 14:00	Closing Ceremony

* Times are subject to change. Please be advised that committee sessions will have staggered start and end times.



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Representative

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Representative

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Discover McMUN



www.mcmun.org



Check out our McMUN Facebook page



twitter.com/mcmun2013

Credits to Jad El Houssami for Layout and Design