



MCMUN 2014

25 years

CONFERENCE SPONSORSHIP PACKAGE



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 a hugely inspiring and rewarding experience for everyone involved.

Our **mission** is to:

INSPIRE innovation in the leaders of tomorrow.

STRENGTHEN student engagement and awareness of global issues.

CHALLENGE our participants through realistic and creative debate.

What is Model United Nations?

Model United Nations, or MUN, is an organized attempt by students to simulate actual bodies of the United Nations. Traditionally, conferences will run committees that all recreate and represent bodies of the United Nations. Delegates representing countries in these bodies will discuss their country's foreign policy goals within the larger context of debate. It is also common to run Crisis Committees wherein delegates will attempt to solve crises in a fast-paced and more impromptu setting while representing individual characters of both past and present. Delegates are rewarded for their knowledge of nations' foreign policies, ingenuity, and public speaking, among many other skills.

Why Sponsor McMUN?

Montreal-Wide Publicity

Visible across McGill and throughout the downtown Montreal area, McMUN attracts both *local* and *national* media attention. Moreover, because of the significant number of delegates joining us from different parts of the world, you will have the opportunity to share your brand internationally.

Engagement of 33,000 McGill Students

The conference draws campus-wide attention, bringing together students, professors, administration and the media. All are involved and invested in the creation of the largest non-faculty, academic-based event at the university.

1400 Future Leaders

McMUN connects some of the world's best students who come from more than 80 of the world's highest ranked universities including Harvard, Georgetown, University of Toronto, Columbia and Cornell. Enjoy a diverse range of exposure from a conference that welcomes 50% of its delegates from the US and 10% of its delegates from other nations of the world.

500 Ambitious Staff

McMUN attains its levels of success as a result of the passion of volunteering McGill students – their professionalism has reverberated over 24 years.

One Inspiring Conference.

McMUN 2014 is proud to confirm



as its official airline network.



Sponsorship Opportunities

*Please note that all sponsorship packages can be customized to suit your advertising needs

Headline Sponsor - \$5000

Sector Exclusivity

"McMUN 2014 is powered by _____"

Industry-exclusive sponsorship

Mention in all outgoing material

In-Conference Promotions

Booth at Le Centre Sheraton for the duration of the conference

Backdrop with logo at photobooth for McParté

Company ad aired during conference on hotel television screens

Invitation to Head Delegate Cocktail

Invitation to tour McMUN 2014

Opening Ceremony

2000+ attendees

2-minute spot for promotional speech

Company video and banners shown upon provision

Promotional Materials

Company brochure or pamphlet in every delegate folder (provided to all delegates)

Full-page advertisement in delegate handbook

Promotional materials placed in Delegate Resource Centre

Company name/logo on all apparel

Media

Mention in McMUN press releases

Introductory article in each monthly publication of the conference paper, *The Ambassador*

Company name, logo, and website link on the McMUN homepage and sponsor page

Mentions in McMUN-related print, television, and radio coverage

Active Twitter and Facebook mentions in relevant posts, events, groups, and pages.



Premier Sponsor - \$3000

Opening Ceremony

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

Media

Introductory article in each monthly publication of the conference paper, *The Ambassador*

Company name, logo, and website link on the McMUN homepage and sponsor page

Twitter and Facebook mentions in relevant posts, events, groups, and pages.

In-Conference Promotions

Booth at Le Centre Sheraton for the duration of the conference

Company ad aired during conference on hotel television screens

Invitation to tour McMUN 2014

Promotional Materials

Full-page advertisement in delegate handbook

Pamphlet/brochure in delegate folder

Company name and logo on McMUN staff merchandise

Corporate Sponsor - \$1000

Promotional Materials

Half-page advertisement in the delegate handbook

Company name/logo on McMUN staff merchandise

In-Conference Promotions

Company ad aired during conference on hotel television screens

Invitation to tour McMUN 2014

Media

Introductory article in each monthly publication of the conference paper, *The Ambassador*

Company name, logo, and website link on the McMUN homepage and sponsor page



Sponsorship Summary

	HEADLINE	PREMIER	CORPORATE
"Powered By"	<input checked="" type="checkbox"/>		
Mention in outgoing media	<input checked="" type="checkbox"/>		
Industry-Exclusive	<input checked="" type="checkbox"/>		
Photo Backdrop	<input checked="" type="checkbox"/>		
Materials at Resource Centre	<input checked="" type="checkbox"/>		
Cocktail Invitation	<input checked="" type="checkbox"/>		
Media Mentions	All		
Opening Ceremony Video	<input checked="" type="checkbox"/>		
Opening Ceremony Banner	2 Large	1 Medium	
Social Media	Active Posts	Relevant Posts	
Booth at Le Centre Sheraton	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Brochure in delegate folder	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Ad in delegate handbook	Full Page	Full Page	Half Page
Conference apparel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hotel TV screen ads	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tour of MCMUN 2014	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Press Releases	Article	Ad	Ad
Website Logo	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Event Packages

McParté - \$3000



The penultimate party: Sponsor the most renowned social event on the Model UN circuit! Your organization will have the chance headline the event that is the one of the greatest parties in North America and the grand finale for the conference.

Head Delegate Cocktail - \$2500



Gain a chance to represent your organization amongst the head delegates from top universities around the world at this prestigious cocktail event and make essential connections with student leaders.

Leadership Luncheon - \$2000

Sponsor an exclusive discussion with tomorrow's leaders. McMUN invites all head delegates, faculty advisors and club leaders to come together to discuss common ideas and resolve circuit-wide issues.

Staff Cocktail - \$1000



Celebrating with our roughly 500-person staff for the night, your organization will have a chance to be visible to some of McGill's top students. Ensure that your organization is well represented at McGill!

Pub Crawl - \$1000



Let your organization sponsor the festivities while delegates explore the most popular bars in downtown Montréal! Situated on Friday night, this is a key bonding event and is a great chance to have a positive impact on delegates.

Sponsor a Committee (\$250 - \$500)

Put your organization's name to one of our 26 committees. Listed below are some of our feature committees. For a full list, please visit www.mcmun.org.

International Telecommunications Union (ITU)

A Character-Based committee where each double-delegation features a delegate representing a minister from that state, and another delegate representing one corporation. Corporate representatives shall call each other out and compete to be the most innovative while ministers from different states make an effort to work in tandem with their corporate counterparts.

European Food Manufacturing and Safety Summit

With different meats being found contaminated with horse meat and animal guts day after day, ministers of the European states and the representatives of food manufacturing corporations have more than enough on their plates in this Character-Based ECOSOC.

Joint: Bid for 2020 World's Fair - Guangzhou vs. Dubai

As two of the planets largest growing world-class cities, two committees representing the bid committees for each city shall compete for the Expo. Each committee session represents one round of the bid, and the bid committee that wins the most rounds of the bid shall win the opportunity to host the Expo.

Apple Board of Directors

Chosen by popular vote through passionate future McMUN delegates, the Apple Board of Directors will attempt to take on the challenges that face the consumer technology market and the brand itself.



(Left to right - Justin Leung, Ryan Mitton, Sam Gregory)

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Conference Date & Location

January 23 - 26, 2014

Le Centre Sheraton

1201 Boulevard René-Lévesque West, Montreal, QC

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www.mcmun.org



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Check out our facebook page!