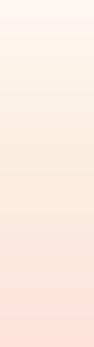




# Chinese Students Association

## Corporate Sponsorship Package

2024/2025



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## About

### What is CSA?

Founded in 1994 and proud to be the oldest Chinese association on campus. WLU CSA strives to provide students an all-encompassing university experience in social, athletic and educational activities while embracing and sharing the Chinese culture.



### Our mission

Our mission is to provide a diverse range of engaging and educational events that celebrate Chinese culture, create opportunities for personal and professional growth, and enhance the overall university experience for all students.

### Our Values



#### Inclusivity

Ensuring everyone in our community feels welcomed, safe, and secure



#### Community

Welcoming everyone no matter what school, background, or program



#### Legacy

Facilitating meaningful connections while empowering students to thrive socially and culturally



### Social media

Instagram: 1190  
Reach: 10k\*  
Engagement: 812\*

\*Last 9 posts

Facebook: 719  
Reach: 4010\*  
Engagement: 357\*

\*Past 365 Days

300+  
Discord members since inception in May 2021

~ Companies we've worked with

### Testimony



"Partnering with WLU CSA has been an exceptional experience. Their dedication and engagement with the student community at WLU are unparalleled. We look forward to continuing our collaboration"

- Marketing Director, Melona Canada

## Our Events



### Orientation

CSA Orientation is our first event of the school year, featuring engaging conversations, free food, trivia, and creative games! This event aims to unite the WLU CSA community, providing a warm welcome to first-year newcomers and offering them opportunities to connect, engage, and build lasting friendships. Orientation is the place to learn more about CSA and its impact on the community.

### Lunar New Year Night

CSA Lunar New Year Night is an event dedicated to celebrating the new year with fellow members. The highlight of the event lies in our Lunar New Year games, where you'll have the opportunity to engage in a series of thrilling challenges and friendly competitions. Such activities are; origami, lantern making, fortune telling, trivia, and the donut game.



Night Market

Tour Around Asia is a lively festival that celebrates and embraces Asian cultures within the community. It features numerous live performances complemented by variations of delicious Asian snacks & drinks, and vendors. It provided sponsors with a valuable platform to engage with a diverse student audience, showcase their brand, and align themselves with a cause promoting cultural understanding and community development.

## CSA Membership Card

Our club offers a membership card that provides members with a **10%-20% discount** at various stores in Waterloo, and we would be delighted to have your participation.

### The Benefits

#### Increased Traffic & Sales

Providing a discount will draw in these young consumers, providing an incentive to make purchases

#### Loyalty

As a partner, you'll have the potential for a high level of repeat customers, fostering long-term loyalty.

#### Presence at our events

We'll provide direct access to our student community with over 100+ attendees per event.

#### Brand Exposure

We'll feature you on stories and posts to increase your business's visibility to a network to over 1000+ students

#### Stand Out from Competitors

Discounts can differentiate a business from competitors who do not offer such benefits, making it more attractive to the student demographic.

#### Future Opportunities

Your business will be the first on our list when we host events, order catering, plan socials, etc.

### Our Current Partners



PRINCESS CINEMAS WATERLOO

Fantuan Delivery

The Bingsu OH OHIME CAKE 江米蛋糕

Vitasoy Red Bull

RED CHICKEN OLD FIREHALL CONFECTIONERY

CHAKRA KINTON RAMEN

Gong cha TORONTO

HELLO FRESH

Chung Chun RED HOT DOG NOW TEA 非同不可

OLD FIREHALL CONFECTIONERY

sweet dreams t-e-a-s-h-o-p.

Gong cha TORONTO

TRAPPED

Bao SANDWICH BAR

GOLFPLAY

Brown Donkatsu Original Korean tonkatsu house

LOOBAPBOP TASTY K FOOD

Smash's POUTINERIE

LooBapBop TASTY K FOOD

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