



# **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.



The CSA team! ~

## 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



# Why Sponsor Us

## A Loving Community

Sponsoring the Chinese Student Association provides access to an engaging and diverse community of students. Our club brings together Chinese students from various backgrounds, disciplines, and interests, offering a unique opportunity to connect with a vibrant and dynamic group of individuals. By sponsoring CSA, your organization can establish meaningful relationships with talented and ambitious students, creating a lasting impact on their university experience.



## Cultural Understanding

Sponsorship of CSA showcases your commitment to fostering cultural understanding and appreciation. Our club actively promotes Chinese culture through a wide range of events, including traditional festivals, language exchanges, cultural performances, and workshops. By supporting CSA, your organization can demonstrate a dedication to diversity, inclusivity, and cross-cultural exchange, while helping students gain a deeper understanding of Chinese traditions, values, and customs.



## Our Past Sponsors



*~ Companies we've worked with*

# Our Events



## Game Night

CSA game night is a lively event filled with an array of games. Participants gathered to enjoy a range of games from your classic favourites like Jenga and Monopoly and more unique games like Mahjong and Red Flags. Excitement filled the air as players competed in different games, vying for victory and a chance to earn a ballot. Each winner received a coveted ballot, providing them an entry into a raffle for a diverse selection of prizes.

## Escape Room

CSA escape room event was an immersive and thrilling adventure that captivated participants from start to finish. Locked in a themed room, teams faced a series of puzzles, riddles, and challenges that tested their wit and teamwork. With time ticking away, the pressure mounted as participants searched for hidden clues, decoded messages, and unlocked secret compartments.



## 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.

# Statistics



Last year, CSA was nominate for 4 Student Union awards such as

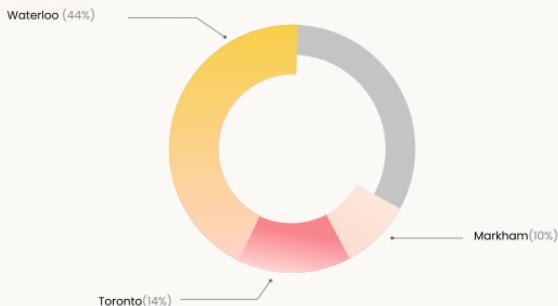
**Best Club**  
**Best Social Media**  
**Best President**  
**Best Executive**

CSA is the **largest** cultural club at Wilfrid Laurier University. The club is currently 29 years old!

**600+**

attendees have gone to our events in 2022-2023

## Follower backgrounds



## Social media

### INSTAGRAM



Followers: 1080  
 Reach: 9678\*  
 Engagement: 812\*

\*Last 9 posts

### FACEBOOK



Followers: 719  
 Reach: 4010\*  
 Engagement: 357\*  
\*Past 365 Days

**300+**

Discord members since inception in May 2021



# Contact Us

Interested in working with us? Want to learn more? We are happy to work with you to ensure that this event fits your needs as a sponsor.

**csa.laurier@gmail.com**



wlu.csa



WLU Chinese Students  
Association



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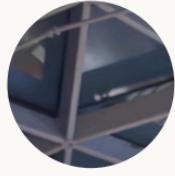
## The Team



**Bryce Co**  
Co-President



**Lillian Mao**  
Co-President



**Ivan Zheng**  
Co-President



**Francesca Tsai**  
VP of Corporate Relations

We can't wait to work with you!

