UCBMUN XVIII

External Documentation
Sponsorship
Packet

Directors of Business Relations
Harsh Shah & Redha Qabazard

INTRODUCTION

Friends, Past Sponsors, and Prospective Sponsors,

My name is Adam Spaulding and I am the Secretary-General for this year's UC Berkeley Model United Nations Conference. UCBMUN is in its 18th year and is proud to be one of the oldest Model UN programs in the country. Our conference each year brings hundreds of delegates from across our nation's top universities to San Francisco, California to debate global socio-political problems.

This year UCBMUN XVIII will be hosted from 6 to 9 March 2014 at the Hilton in the Financial District. Over the weekend, delegates will use months of research on various topics ranging from financial systems to refugee management in attempts in order to find solutions to major problems. As delegates debate they gain public speaking skills, confidence, understanding of dynamic problems, and new perspectives of the world. Delegates leave our conference with a better understanding of problems of the world around them and innovative ways they can involve themselves in the solutions.

Our delegates come from a diverse group of colleges, majors, and fields of study. One of the incredible things about the Model UN circuit is that delegates from top-ranked universities debate along side more local colleges. The mix of schools provides a real sense of community and shared experiences for all the delegates who attend. Model UN delegates pursue a tremendous diversity of studies. For instance, UCBMUN staff members study everything from computer science to political science to business.

Each year we look for support from businesses, universities, and other generous donors to help support our program. As a not-for-profit student club at the University of California, we constantly face concerns over budget cuts and unforeseen costs. These cuts weaken the breadth and depth of the material we can offer to delegates, for without guaranteed income it is impossible to prepare the highest quality conference the delegates deserve. Your donation specifically will be applied to logistics, including updates and props needed in committees, committee development, including visual and multimedia resources, and event programming, including tours of San Francisco.

This year we will offer a multilayered donation program to allow your organization to get recognition for your generosity and awareness for your message spread to our delegates. The various levels are laid out below; I would like to call your attention to the number of ways to directly connect to the delegate. Using our advertising in a variety of mediums, we trust you will be able to target our delegates who will be a great audience.

As a student organization sponsored by the Associated Students of the University of California Berkeley, a non-profit unincorporated association with IRS Code 501(c) 3, any contribution to our organization can be tax deductible.

Any other information you are looking for should be included in the package, be but please do not hesitate to contact our Chief of Staff-External, Akash, or myself in case you have any questions.
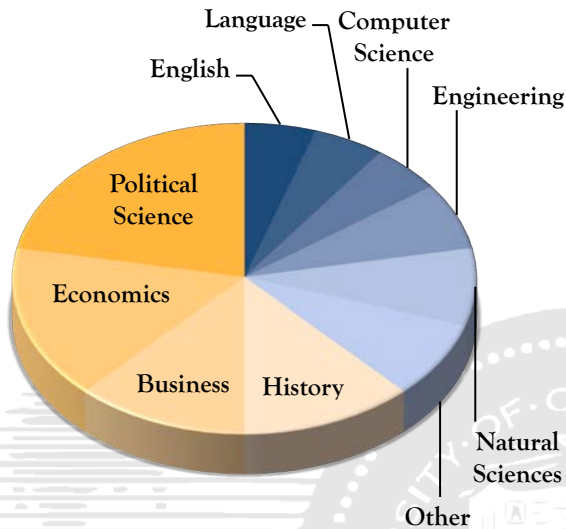
Respectfully,

Adam Spaulding

Secretary-General,

UCBMUN XVIII

CONFERENCE PROFILE

Fields of Study of Past Delegates

Language
Computer Science
English
Engineering
Political Science
Economics
Business
History
Natural Sciences
Other

Expected Attendance at Each Event*

03/06/2014
Opening Ceremony (400)
Pub Crawl (150)
Trivia Night (100)

03/07/2014
Delegate SF Tour (250)
Jazz Night (350)

03/08/2014
Delegate Soirée (500)

03/09/2014
Closing Ceremony (500)
*Events subject to change

Previous Sponsors

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BOSTON UNIVERSITY

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UNIVERSITY OF CALIFORNIA
Boalt Hall

Boston University College of Arts & Sciences
Department of International Relations

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Previous Delegations to UCBMUN*

Harvard University	UCLA
University of Chicago	UPENN
Stanford University	Yale University
Cornell University	UT Austin
Claremont McKenna	MIT
College of Marin	UC Davis
Diablo Valley College	Georgetown

*This list is only a sample of past delegations

SPONSORSHIP PACKAGES

	BRONZE ($500)	SILVER ($1000)	GOLD ($2000)	PLATINUM ($5000)
PROMOTION ON HOME PAGE OF WEBSITE AND MOBILE APP	✓	✓	✓	✓
ADVERTISEMENT IN THE CONFERENCE GUIDE (PAGES)	1/2	1	2	2
PROMOTIONAL TABLE DURATION (DAYS)	1	2	4	4
BANNERS IN CONFERENCE AREA		1	2	All – Access
VERBAL MENTION AT OPENING AND CLOSING CEREMONIES		✓	✓	✓
SPONSORSHIP SLIDESHOW AT OPENING AND CLOSING CEREMONIES			✓	✓
LOGO IN FUTURE UCBMUN SPONSORSHIP VIDEO			✓	✓
NAMING RIGHTS TO CONFERENCE EVENTS			1 event of choice	2 events of choice
OPPORTUNITY TO ADDRESS DELEGATES AT OPENING CEREMONY				✓
LOGO ON PICTURES AND PODIUM				✓

Note: In addition to the above packages, we are giving sponsors the option to purchase advertisement space in our conference guide that is given out to all delegates and staff members (expected reach: 600 people). The prices of advertisement sizes in the guide are:
- Half page advertisement: $100
- Full page advertisement: $175
- 2 page advertisement: $250

PACKAGE DEBRIEF

Space on Home Page and Website: Your logo will be displayed on ucbmun.org as well as the home page of the UCBMUN XVIII mobile app currently in development. The mobile app will be used by delegates and staff throughout the conference to find schedules, dining locations, updates, and more.

Advertisement in the Conference Guide: The advertisement can include your logo, slogan and/or any message you wish to include and share. The UCBMUN XVIII Conference guide will be provided to all delegates and staff members of the conference, and will include all vital logistical information they need to be aware of. The size specifications are: Half page (8.5"x5.5"), One Full page (8.5"x11"), Two pages or 2 separate One-page ads (2 x 8.5"x11").

Promotional Table: Chiefly for handing out flyers. The Bronze tier only has access to a promotional table during conference registration, while the Silver tier has access to a table for two full days. Gold and Platinum have unlimited access to promotional tables. Having a promotional table or organization representative be present is optional, and flyers of organizations choosing the Bronze and Silver tiers will jointly be placed on the conference's "Partner's Table" once the promotional table period has expired.

Verbal Mention at Opening and Closing Ceremonies: The UCBMUN staff will thank our generous sponsors by name during their speeches at opening and closing ceremonies.

Sponsorship Slideshow at Opening and Closing Ceremonies: Before presentations begin, a slideshow that displays the conference and the organization's logo will be played as delegates take their seats.

Future Sponsorship Video: UCBMUN staff is currently working on a Sponsorship video that will increase the organizations outreach across all platforms of social media. The video will include your logo when the video discusses previous sponsors.

Naming Rights to Conference Events: Including opening ceremony, any conference event can be named after the organization (example: Organization X Delegate SF Tour).

Opportunity to Address Delegates at Opening Ceremony: A representative of the organization is allowed a 5-minute presentation to address the delegates.

Organization's Logo on UCBMUN XVIII Pictures and Podium: Organization's logo will be placed on the bottom left of all official UCBMUN XVIII pictures and the podium used for o pening and closing ceremony, below the UCBMUN and official UN logo

CONTACT US

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