

Humber Students' Federation PARTNERSHIP PACKAGE

2011-2012



We Help.
Give.
Humber Life.

You Help.
Give.
Humber Life.



HUMBER STUDENTS' FEDERATION

The Humber Students' Federation (HSF) advocates on behalf of **24,000 full-time** and **55,000 part-time** Humber and Guelph-Humber students. HSF is committed to providing services and programs to a student body that are enrolled in more than **150 programs** including: bachelor's degree, diploma, certificate, post-graduate certificate and apprenticeship programs, across **40 fields of study.**

HUMBER STUDENTS

A key marketing demographic located in the City of Toronto, consisting of **18 - 30 year old** female (51%) and male (49%) students with **diverse backgrounds and interests.** All of whom are represented at Humber's **4 main campuses;** North, Lakeshore, Orangeville, and Guelph-Humber.

HSF AMPHITHEATRE

Located at the North campus, the Amphitheatre is an open air-space for students to relax during the day, and party at night. Orientation and Frosh events such as concerts and the annual Foam and Paint parties are hosted there. The Amphitheatre can hold approximately 2,000 people and is partially covered by a strong tent structure, ensuring the entertainment doesn't have to end when the weather goes sour. The location is also wheelchair accessible.



HSF STUDENT CENTRE (North)

Located on the North Campus, the Student Centre is a large open space where events are held weekly. The Student Centre has state-of-the-art entertainment equipment and is in a high traffic area located directly beside the cafeteria. The Student Centre can hold 1,800 people comfortably, and has the capacity of hosting large concerts with staging for vendors.

HSF STUDENT CENTRE (Lakeshore)

The fully restored K building is the new home of the HSF Student Centre for Humber Lakeshore students. The building boasts a state-of-the-art entertainment system and a new stage. The Student Centre is a place where students go to hang out in between class, study, and meet with friends to play a game of pool in the brand new Games Room. At night the Student Centre is used for concerts, open mic nights, and coffee houses.



HOW WE GET OUR MESSAGE OUT

HumberLife.com

Recently upgraded in the summer of 2011, HumberLife.com is the new and improved home of the HSF online community! HumberLife.com is primarily used as a hub for students to gain access to club listings, future events, and other important information needed by students to be involved and successful at Humber, on-the-go and from anywhere on campus and around the world!

Social Media

With the recent shift of communication to the students that we represent turning to the ever-growing world of social media, the HSF made it a priority to expand their presence in this area by continuously investing resources to grow our reach!

www.twitter.com/humberlife (1,200 + followers, and proudly growing everyday!)

www.facebook.com/humberlife (2,600 + friends, and proudly growing everyday!)



With such a strong presence and connection with the Humber student, the HSF utilizes this channel of communication to ensure that the online community is consistently informed!

Orientation Kits

All new students are provided with an Orientation Kit, which contains; promotional items proved by Partners, HSF SWAG, their student handbook, and a multitude of other informational items to help them get started on their career as a post-secondary student.

HumberTV

HumberTV is a campus-wide audio and video broadcast system and digital signage communications platform. There are over 47 large flat screens and 2 video walls across the 4 campuses, which relay information to the Humber community on a loop.

Posting Boards

HSF owns and utilizes over 100 posting boards throughout the North, Lakeshore, Orangeville, and Guelph-Humber campuses hallways to spread information to the Humber community regarding upcoming promotional events, important student benefits, and other pertinent information for student success and engagement.

We are excited that you and your company want to invest your time and resources into the Humber community! That is why we have created a wide range of marketing techniques that you can take part of, in order to help fulfill your marketing strategy. And should you have a marketing strategy that requires a little extra care, we are only an email, phone call, or stone’s throw away to working closely with you and creating a customized marketing solution that will benefit all parties involved!

SWAG

A perfect opportunity for you and your company to provide promotional items and samples to the student body at Humber. Traditionally, SWAG is provided to be added to our Orientation Kits, however, we also suggest providing SWAG throughout the academic year, to better align with your specific marketing campaigns. All SWAG is subject to approval.

NUMBER OF UNITS	PRICE	UNIT PRICE
Up to 250 units	\$250	\$1.00 / unit
Up to 5,000 units	\$1000	\$0.15 / unit
Up to 10,000 units	\$1500	\$0.20 / unit

Vending Opportunities

With 24,000 full-time and 55,000 part-time students on 4 campuses, you are given access to physically interact with your target market. Vending Opportunities are available throughout the academic year, as well as, through Orientation and Frosh week festivities. All products/items are subject to approval and all requested dates are subject to availability. Please refer to page 6, “Vending Opportunities”, for further rate information.

Partnership (Platinum, Gold, Silver, Bronze)

Consisting of 4 levels of involvement with the HSF, taking advantage of any of these opportunities will allow you and your business to demonstrate the commitment your product/service has to the student body at Humber. Although the HSF considers all our external Partners to be vital in bettering HumberLife, it is these Partners that show their true dedication to the students at Humber. That is why the HSF has worked so diligently to create enough value at each particular level to create a truly mutual Partnership. Please refer to page 7, “Partnership Levels”, for further information.

	North Campus 205 Humber College Blvd. KX 202 Toronto, ON M9W 5L7	Lakeshore Campus 3199 Lakeshore Blvd. K Building Toronto, ON M8V 1K8
ACADEMIC YEAR 2011 – 2012 ONE (1) Day Rate *Bulk Purchase Discounted Rates* 2 Days – 9 Days 10 Days – 19 Days 20+ Days WEEKLY RATES 5 (consecutive) days	\$250/day \$150/day \$100/day \$75/day \$500	\$150/day \$100/day \$75/day \$50/day \$250
FROSH & ORIENTATION WEEKS 2011 – 2012 ONE (1) Day Rate WEEKLY RATES Frosh OR Orientation Frosh AND Orientation	\$500/day \$1250 \$2000	\$250/day \$650 \$1000
	Sieu Moi Ly Services Director (416) 675-5051 ext. 4154 smly@hsfweb.com	Kimberly Daniels Services Co-ordinator (416) 675-5051 ext. 3364 kdaniels@hsfweb.com

<p>Platinum \$20,000 suggested minimum donation (limited to one organization per school year)</p> <p>Orientation & Frosh Week Opportunities</p> <ul style="list-style-type: none"> ▪ Half-page ad (provided by Partner) on 'Orientation & Frosh Week Communication' in orientation package and frosh kit ▪ Product/swag giveaway in orientation package and frosh kits ▪ Logo on Frosh Week posters/banners ▪ Logo on Frosh Week t-shirts (time permitting) ▪ On-site banner (provided by Partner) ▪ Exclusive website identification on Frosh Week web pages <p>Marketing & Promotions Opportunities</p> <ul style="list-style-type: none"> ▪ Table set up to sell product/services (vending) during : <ul style="list-style-type: none"> ○ Orientation Week ○ Frosh Week ○ Ten (10) additional days during the academic year ▪ Full-page ad in Student Handbook (time permitting) ▪ HumberTV exposure ▪ Exclusive use of HSF Information Booth, 4 times per academic year <p>Vending Opportunities</p> <ul style="list-style-type: none"> ▪ A 10% discount off the regular vending rate will be offered for any additional days required throughout the academic year (subject to availability) 	<p>Gold \$10,000 suggested minimum donation (limited to one organization per school year)</p> <p>Orientation & Frosh Week Opportunities</p> <ul style="list-style-type: none"> ▪ Quarter-page ad (provided by Partner) on 'Orientation & Frosh Week Communication' in orientation package and frosh kit ▪ Product/swag giveaway in orientation package and frosh kit ▪ Logo on Frosh Week posters/banners ▪ Logo on Frosh Week t-shirts (time permitting) <p>Marketing & Promotions Opportunities</p> <ul style="list-style-type: none"> ▪ Table set up to sell product/services (vending) during : <ul style="list-style-type: none"> ○ Orientation Week ○ Frosh Week ○ Five (5) additional days during the academic year ▪ Half-page ad in Student Handbook (time permitting) <p>Vending Opportunities</p> <ul style="list-style-type: none"> ▪ A 10% discount off the regular vending rate will be offered for any additional days required throughout the academic year (subject to availability)
<p>Silver \$5,000 suggested minimum donation</p> <p>Orientation & Frosh Week Opportunities</p> <ul style="list-style-type: none"> ▪ Name/logo listed on 'Orientation & Frosh Week Communication' in orientation package and frosh kit ▪ Product/swag giveaway in orientation package and frosh kit <p>Marketing & Promotions Opportunities</p> <ul style="list-style-type: none"> ▪ Table set up to sell product/services (vending) during : <ul style="list-style-type: none"> ○ Orientation Week ○ Five (5) additional consecutive days during the academic year (subject to availability) <p>Vending Opportunities</p> <ul style="list-style-type: none"> ▪ A 10% discount off the regular vending rate will be offered for any additional days required throughout the academic year (subject to availability) 	<p>Bronze \$2,500 suggested minimum donation</p> <p>Orientation Week & Frosh Week Opportunities</p> <ul style="list-style-type: none"> ▪ Name/logo listed on 'Orientation & Frosh Week Communication' in orientation package and frosh kit ▪ Product/swag giveaway in orientation package and frosh kit <p>Marketing & Promotions Opportunities</p> <ul style="list-style-type: none"> ▪ Table set up to sell product/services (vending) during : <ul style="list-style-type: none"> ○ Five (5) consecutive days during the academic year (subject to availability) <p>Vending Opportunities</p> <ul style="list-style-type: none"> ▪ A 10% discount off the regular vending rate will be offered for any additional days required throughout the academic year (subject to availability)



Humber Students' Federation

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