

Engagement through UNBC Orientation & Sponsorship

Be part of the experience. Be part of the community.

Each fall, hundreds of new students arrive at the University of Northern British Columbia, excited, nervous, and ready to begin their next chapter. UNBC Orientation is their first big welcome, and we want you to be part of it.

We invite you to join us in helping students feel at home in both the university and the broader northern community. As a sponsor, your organization will have the opportunity to connect directly with students and their supporters, engage with campus leaders, and showcase your commitment to education and community development.

Let's build something memorable, together.

Orientation Engagement Opportunities

Services Expo Booth

\$300 with power, \$250 without power September 3, 2025 | 10:00 am - 3:00 pm

This fun fair is an exciting opportunity for UNBC students to connect with community organizations and on-campus services. We encourage you to make your booth as engaging as possible—consider bringing an activity like a cotton candy machine or wind tunnel to draw students in! A welcome package insert will be included for free for each participating organization.

Welcome Package Insert

\$300 (non-profit \$50)

Promotional items or handouts (i.e. coupons) distributed in more than 750 Orientation Welcome Packs given out at our Fall and Winter Orientations.

Gifts in Kind

Provide a Gift in Kind, a physical item or service, as a prize for student events during Orientation Week. Examples include gift cards, merchandise, gift baskets or experiences. An official tax receipt can be issued based on the fair market value of your donation of physical items. Your business name will also be highlighted on list of donors for orientation.

Details to register to come; if you are interested in these opportunities, please email dakota.denduyf@unbc.ca

Page 1 of 3



Contact:

Dakota Den Duyf, Student Life & Orientation Coordinator

Phone: 250-960-5449

Email: dakota.denduyf@unbc.ca

Learn more at
unbc.ca/orientation/sponsorship



Title Sponsorship

\$1000 - \$5000

As a Title Sponsor, your organization can host and engage with UNBC students in key orientation activities.

Each title sponsorship includes:

- Priority booking: Secure first right of refusal and free registration for Community Fun Fest during Orientation and one of the Career Fairs happening in the 2025-2026 academic year. (valued at \$600)
- Exclusive Branding: Your logo will be featured on event signage, digital displays, and all marketing collateral. This includes regular posts on UNBC's student success social media channels.
- Website recognition: your company logo and website link will be displayed on our Orientation and Career Centre websites from September 2024 to April 2025.
- Event Naming Rights: Your company name will be included in the event title, for example, Dunder Mifflin Lunch on the Lot, giving your brand prominent visibility across all promotions and at the event itself.

Deadline: Friday August 1, 2025



Activities include:

Graduate Student Orientation

\$5000 September 4 - 12, 2025

Support UNBC's incoming master's and doctoral students as they begin their academic journey. Graduate Orientation includes networking events, faculty meet-and-greets, and tailored resources. We'd love to work with you to build a custom sponsorship package that aligns with your goals and supports graduate student success.

Lunch on the Lot – Campus-Wide BBQ Party

\$5000 | September 2, 2025

Lunch on the Lot is a high-energy BBQ celebration marking the first official day of Orientation! This inaugural event will be held in the Northern Sport Centre parking lot. This campus-wide event welcomes over 750 new students, faculty, and staff for an afternoon of food, fun, and connection.

Enjoy a delicious BBQ lunch, groove to beats from our live DJ, and dive into games and activities designed to bring our UNBC community together. It's more than just lunch—it's your first chance to relax, make new friends, and feel the energy of life at UNBC.

Page 2 of 3

Contact:

Dakota Den Duyf, Student Life & Orientation Coordinator

Phone: 250-960-5449

Email: dakota.denduyf@unbc.ca

Learn more at
unbc.ca/orientation/sponsorship



Welcome Reception for Parents

\$2000 | August 28th, 2025

An event for parents to connect with on campus resources for their students. Sponsorship covers the cost of reception and recognition of your organization's support.

Northern Nights

\$1750 | September 4th, 2025

Northern Nights is a relaxed evening event where new UNBC students gather in the Wabooz Garden to enjoy acoustic music, specialty coffee, and mocktails. It's a chance to unwind and connect in a cozy, welcoming atmosphere. A great opportunity to align your brand with campus life and student wellbeing.

Outdoor Movie Night

\$1500 | September 9th, 2025

Engage with UNBC students over popcorn and snacks before a movie. We invite sponsors to give a quick presentation to students before the show begins.

Orientation Leader T-Shirt Sponsor

\$1250

Feature your logo on 80 Orientation Leader t-shirts worn throughout Orientation Week and beyond. These high-visibility shirts make your brand part of every major event and show your support for student leadership on campus.

The UNBC Orientation Team must approve all sponsors, and UNBC reserves the right to decline sponsorship requests.

Special sponsorship arrangements do require further discussion. We invite sponsors to bring an activity, but advanced notice is needed to plan accordingly and ensure the required space is available. We also ask that you refrain from selling your product or services during Orientation. Some deliverables have deadlines, so please get in touch with us right away.

By partnering with UNBC Orientation 2025, you're not only introducing your organization to hundreds of new students—you're investing in their success, in community pride, and in the future of our region.

We'd love to work with you to find the right fit, whether through event sponsorship, in-kind contributions, or creative engagement ideas. Let's connect and explore how we can bring your brand into the heart of this exciting experience. Thank you for considering this opportunity to support UNBC students and make Orientation 2025 unforgettable.

If you are looking for other opportunities to engage with UNBC students during the year, check out Career Connect.



Page 3 of 3

Contact:

Dakota Den Duyf, Student Life & Orientation Coordinator

Phone: 250-960-5449

Email: dakota.denduyf@unbc.ca

Learn more at
unbc.ca/orientation/sponsorship

