

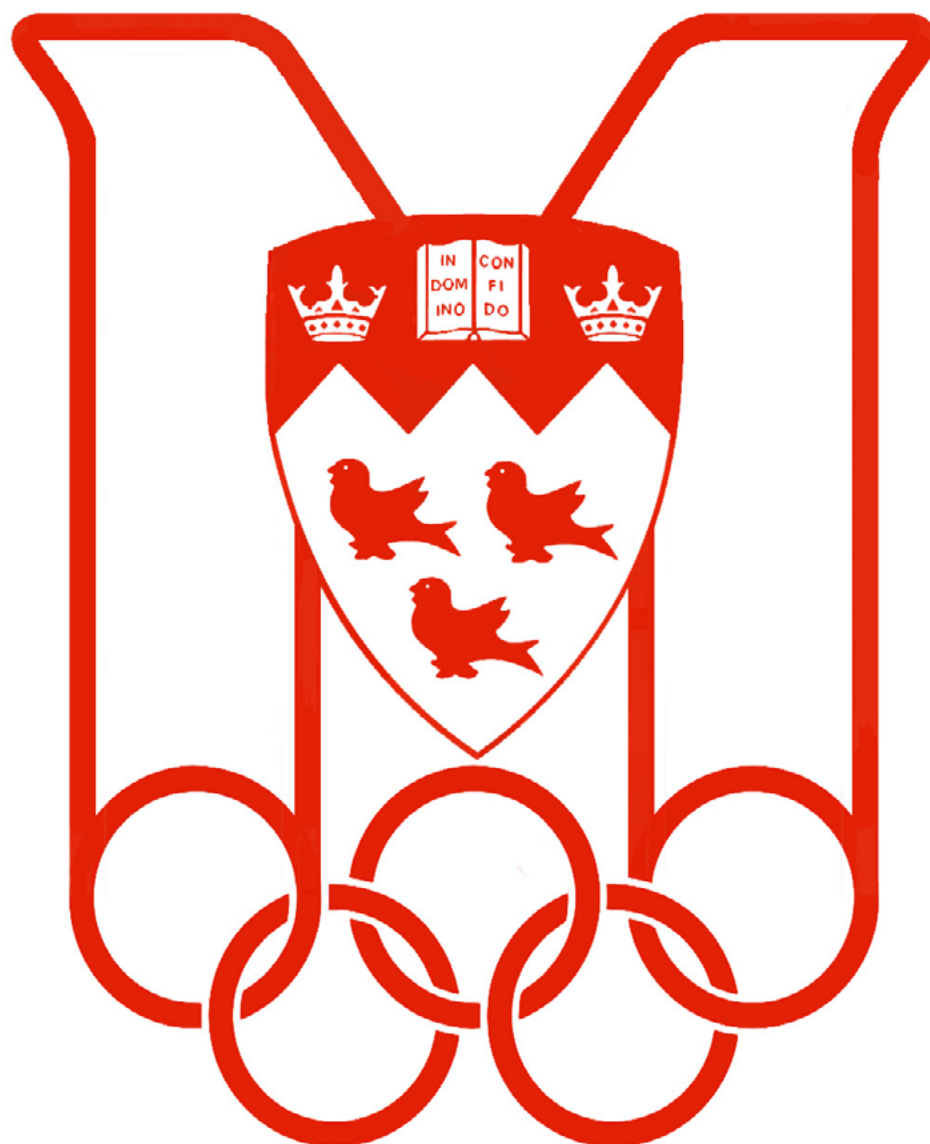


# KIN GAMES 2015

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Kinesiology Games 2015  
Sponsorship Package

McGill University  
Montréal, Qc



## Kinesiology Games 2015 Sponsorship Package

McGill University  
Montréal, Qc

[mcgillkingames@gmail.com](mailto:mcgillkingames@gmail.com)  
[www.sapekmcgill.com](http://www.sapekmcgill.com)

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Designed By Spencer Paveck in Montréal, Qc

## ► What are the Kinesiology Games?

In March 2015, the University of British Columbia will open its doors to 1,000 enthusiastic Kinesiology and Physical Education undergraduates from across Canada. As one of the largest student-run conferences in Canada, the Kinesiology Games is a three day non-profit event that features students from over 34 Canadian universities.

McGill University's Student Association of Physical Education and Kinesiology will be sending 24 undergraduate students to Vancouver, British Columbia to represent McGill. The attendees will participate and compete in both physical and academic activities, exemplifying Canada's leading students through athletics, academics, spirit and sportsmanship.

## ► Where do you fit in?

The students in attendance represent the future leaders and professionals of tomorrow, in the fields of Kinesiology, health and education. As Kinesiology Games Leaders, we feel that this event will provide an excellent occasion to feature your company and brand. In addition, it will provide a sizable networking opportunity.

The enclosed package will provide you with important information regarding options and the benefits of this partnership.

*"An experience incomparable in magnitude that feeds our passion for competition, nurtures our sense of school pride, all while allowing us to network and create memories with peers from coast to coast; a highlight of any Kinesiology student's university career."*

- Alex Burgess (Kin Games Attendee 2014)



## ▶ **Event Details**

### **Dates & Times**

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Friday, 20 March 2015  
Saturday, 21 March 2015  
Sunday, 22 March 2015

### **Location**

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University of British Columbia  
Vancouver, BC

### **Attendees**

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Approximately 1,000 students from across Canada will be taking place in this three day conference. 24 of these attendees will be representatives of McGill University from the Department of Physical Education and Kinesiology.

### **Demographics**

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The primary target demographic is undergraduate students from Kinesiology and Physical Education programs across Canada, ranging from 19-25 years of age

### **Cost**

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\$250 per student + travel/transportation

## ► **Benefits**

The Kinesiology Games offer an exceptional platform to showcase your organization's desire to strive for excellence by featuring your company brand/logo in front of undergraduate students from across Canada. Through a partnership with the McGill Kinesiology Games Team, you have a unique opportunity to promote your business, its values and products to a group of young individuals from across Canada.

Some of the benefits of becoming a sponsor include:

- » Networking opportunities amongst diverse audiences
- » Brand and product exposure to current undergraduate students, as well as their respective universities and associations
- » Enhance brand/company experience with a variety of audiences, influencing future marketing
- » Exposure through advertising and social networking

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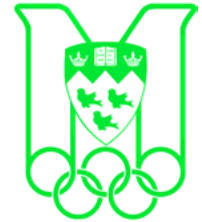
The upcoming pages display the sponsorship benefits available. As a major sponsor of the McGill Kinesiology Games Team, you will receive the following comprehensive package of benefits. The various sponsorship benefits are offered in accordance with their respective amount of funding.



# ► Sponsorship Levels

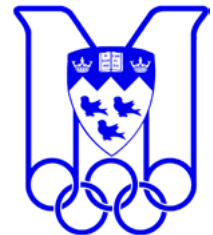
## Level One: Kin Games Friend - \$100

- Company name and logo will appear on:
  - Application package given to all potential McGill candidates (approximately 100 students)



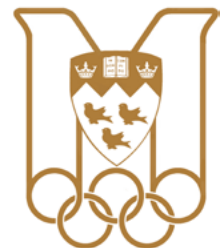
## Level Two: Kin Games Booster - \$300

- Company name and logo will appear on:
  - Application package given to all potential McGill candidates
  - The Student Association of Physical Education and Kinesiology website, accompanied with a link to your website



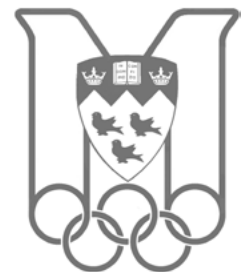
## Level Three: Kin Games Bronze Sponsor - \$500

- Company name and logo will appear on:
  - Application package given to all potential McGill candidates
  - The Student Association of Physical Education and Kinesiology website, accompanied with a link to your website
- Opportunity to contribute promotional or advertising items to the Swag Bags given out to all McGill attendees



## Level Four: Kin Games Silver Sponsor - \$1000

- Company name and logo will appear on:
  - Application package given to all potential McGill candidates
  - The Student Association of Physical Education and Kinesiology website, accompanied with a link to your website
  - T-shirts of McGill attendees
- Opportunity to contribute promotional or advertising items to the Swag Bags given out to all McGill attendees



## Level Five: Kin Games Gold Sponsor - \$1500

- Company name and logo will appear on:
  - Application package given to all potential McGill candidates
  - The Student Association of Physical Education and Kinesiology website, accompanied with a link to your website
  - T-shirts of McGill attendees
  - All social media platforms (i.e., Facebook, website)
- Opportunity to contribute promotional or advertising items to the Swag Bags given out to all McGill attendees

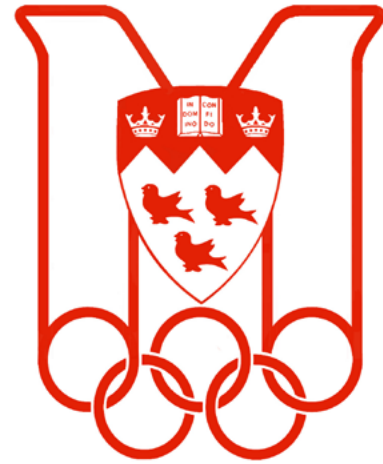


## Ambassador Opportunity:

If you are interested in providing goods and/or services rather than a monetary value, please contact us at [mcgillkingames@gmail.com](mailto:mcgillkingames@gmail.com)



# McGill



## ▶ **Merci!**

On behalf of McGill University and the Department of Physical Education and Kinesiology, thank you for taking the time to consider our proposal. The Kinesiology Games would not be a success without the contribution and support of companies and individuals like yourself. We hope you have found the package both informative and useful for any future decisions.

If you are interested in working with the McGill Kinesiology Games Team, or have any questions about the opportunities available, please refer to the contact information below.

### **Anna Pearson**

Kin Games Leader 2015  
Vice President Internal,  
Student Association of Physical  
Education and Kinesiology  
Phone: (438) 822 - 5389

### **Ben Mumme**

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Social Coordinator,  
Student Association of Physical  
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