



# **McMUN 2020**

## **Sponsorship Package**

# Contact Us

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**Conference Dates and Location**

January 23 - 26, 2020

Le Centre Sheraton

1201 Boulevard René Levesque West



[www.mcmun.org](http://www.mcmun.org)



[www.facebook.com/McMUN](https://www.facebook.com/McMUN)



[www.instagram.com/McMUN2020](https://www.instagram.com/McMUN2020)

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# Introduction

The McGill Model United Nations Assembly, also known as McMUN, is a student-run United Nations simulation which assembles the **world's brightest undergraduates** as they debate and write resolutions for pressing international issues. Ever since its inception in 1989, it has been the largest and most prestigious conference of its kind in Canada and ranks among the top academic events at McGill University. McMUN's reputation has crossed borders and has linked today's respected leaders with the trailblazers of tomorrow. McMUN has become one of the most highly anticipated and competitive conferences of the international collegiate Model United Nations circuit. With over **1600 delegates** from around the world and **600 McGill student staff**, McMUN is an inspiring and rewarding experience for everyone involved.

## McMUN



**Inspires**  
innovation  
in the leaders  
of tomorrow.



**Strengthens**  
student  
engagement  
and awareness  
of global issues.



**Challenges**  
our participants  
through realistic  
and creative  
debate.

\*McMUN is part of a non-profit organization, therefore all donations are tax deductible.





# Reach



**7600+**  
Likes on Facebook



**480+**  
Followers on Instagram



**1600**  
Delegates



**600+**  
McGill Students  
Involved as Staffers



**50,000+**  
Reach on Photo Albums



**6,700+**  
Reach on Aftermovie

# Reach

## Past Notable Speakers



**Justin Trudeau**  
Current Prime  
Minister of  
Canada

**Louise Fréchette**  
Former UN  
Deputy Secretary  
General

**Joe Clark**  
Former Prime  
Minister of  
Canada

**Guillermo Rishchynski**  
Former Canadian  
Ambassador  
to the UN

**Roméo Dallaire**  
Former  
UNAMIR  
Commander

## Past Attending Schools



Harvard  
University



Georgetown  
University



University of  
Chicago



**NYU**

New York  
University



University of  
Toronto



United States  
Military Academy  
at West Point



# Advertisements

## Delegate Handbook

600\$ Full page in the handbook

400\$ 1/2 of a page in the handbook

250\$ 1/4 of a page in the handbook

150\$ Business card size

100\$ Flyers

## Social Media

250\$ Facebook post

100\$ Instagram post + story



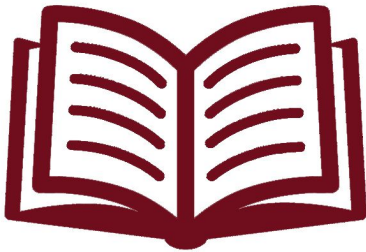


# Opportunities



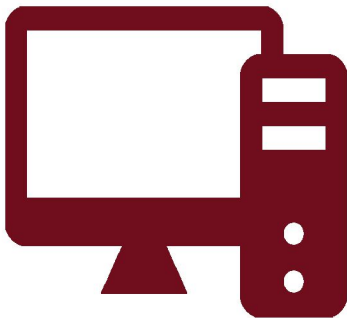
## Talent Scouting

- Résumé book of participating delegates
- All-access pass to the conference and written resolutions



## Print

- Ad space in delegate handbook
- Presenting rights, logo integration into all handouts and promotional materials



## Digital

- Logo displayed on sponsorship tab of website
- Featured Instagram post
- Featured Facebook post
- Mention in aftermovie
- Logo watermark on pictures of sponsored committee
- Snapchat filter
- Logo watermark on all Facebook pictures



## During the Conference

- Logo displayed on conference lanyard and event entrance bracelets/tickets
- Banner displayed at Secretariat Suite and the Delegate Resource Centre
- Logo displayed at opening ceremony
- Invitation to opening and closing ceremonies
- Invitation to exclusive networking cocktails
- Sponsor a social event in full
- Sponsor a committee
- All access pass to the conference
- Invitation to Global Leadership Forum networking cocktail in the International Civil Aviation Organisation (ICAO) headquarters
- Logo displayed on event entrance bracelets and tickets

# Benefits

## Details

	Presenting \$6000	Committee \$3000	Partners \$1000
Be showcased as the <b>exclusive headline sponsor</b>			
Receive <b>presenting rights</b> to McMUN 2019 & logo integration into all delegate handouts and promotional material			
Have your <b>logo on the conference lanyards</b> and event bracelets/tickets			
Be included in the <b>snapchat filter</b>			
Have your <b>logo as a watermark</b> on Facebook conference photos	all pictures	photos of the sponsored committee	
Receive an <b>invitation</b> to the Global Leadership Forum <b>cocktail</b> in the ICAO headquarters			
Receive an invitation to an <b>exclusive networking cocktail</b>			
Have an <b>all-access pass</b> to the conference			
Have access to a <b>resumé book</b>	entire book	book pertaining to sponsored committee	
<b>Sponsor a committee</b>			
Have a <b>committee room</b> named after your company			
Be mentioned in the <b>aftermovie</b>	5 seconds	3 seconds	credits
Have your <b>logo displayed</b> in the delegate handbook			
Have <b>ad space</b> in the delegate handbook	back cover	full page	1/2 page
Have a featured <b>Facebook post</b>	5 posts	3 posts	2 posts
Have a featured <b>Instagram post</b>	3 posts	2 posts	1 post
Receive an invitation to <b>Opening &amp; Closing Ceremonies</b>			
Display your <b>logo</b> on the sponsorship tab of the <b>website</b>			
Display your <b>logo</b> during the <b>Opening Ceremony</b>			
Display your <b>banner</b> at the Delegate Resource Centre and Secretariat Suite	unique	shared	shared

\*Please note that we are happy to tailor a sponsorship package that will best meet your organization's objectives and budget.



# Delegate Scholarship

McMUN 2020 is proud to offer scholarships to delegates attending our conference through an application based process. McMUN is looking for organizations and donors who share the same values of empowering youth involvement in policy making and diplomacy. Scholarships will be awarded to participating delegates who have been selected by the McMUN Chargée d’Affaires (chargee@mcmun.org) and the benefactor. The awarded delegates must demonstrate innovation, a passion for peacemaking, international affairs and share the same values as the benefactor. The scholarship fund, which is to be named after the organization or donor, will entirely be used to fund conference and travel expenses that contribute to the conference experience, therefore providing an opportunity for students that show potential and strong values to participate in such a rewarding experience.

## Benefits

- Scholarship named after the organization or donor.
- Social media post on Instagram and Facebook.
- Mention in delegate handbook.
- Presentation of the organisation during opening ceremony speech in front of all participants of the conference.
- Mention in Head Delegate newsletters sent to over 250+ schools around the world.

## Contact Information

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