

THURSDAY, SEPT 19TH

7PM - 9PM

# EVOLVE

CMNSU

simon fraser  
student society

SPONSORSHIP PACKAGE

# Table of Contents

<b>ABOUT THE CMNSU</b>	<b>3</b>
<b>PAST EVENTS</b>	<b>4</b>
<b>EVOLVE 2019</b>	<b>5</b>
<b>OUTREACH</b>	<b>6</b>
<b>AUDIENCE</b>	<b>7</b>
<b>WAYS TO SPONSOR/BENEFITS</b>	<b>8</b>
<b>PAST SPONSORS</b>	<b>9</b>



# ABOUT CMNSU



**The Communication Student Union (CMNSU)** is a student run organization that promotes and protects the interests of the students in the School of Communication at Simon Fraser University (SFU). The CMNSU is currently one of the largest departmental student unions at SFU, we represent upwards of three thousand students. Our success can be attributed to our community-driven purpose to connect the students, faculty, and facilities found in SFU's Communication program. Our intent is to focus on developing a dynamic and rich atmosphere for the entire student body.

# PAST EVENTS

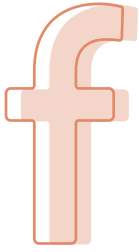


In 2018, the CMNSU has seen incredible successes across all of our events. Our first-ever EVOLVE frosh mixer completely sold out and we are excited to bring it back for a second year to celebrate and welcome the new and current members of our department with a night of festivities. Careers in Communication, our major networking event for the department, was made for the first time into a 2-day series which included 18 industry professionals, due to the high interest from communication students at SFU. Additionally, this year we intend to host it once again, bigger and better than ever before. Our CMNSUxFrontvnners industry and professional skills workshop had high attendance in November, as the collaboration was brought back later into the year as a sponsor for our Holiday Social and fundraiser for the local women's charity, the Downtown Eastside Women's Centre.



# EVOLVE 2019

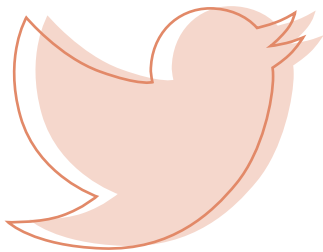
Last year the CMNSU revamped the traditional FROSH event to a sophisticated and modern evening out, which completely sold out. We are proud to bring back the second annual EVOLVE, taking place on Thursday, September 19th, which will be held at the Simon Fraser University Burnaby Campus. For EVOLVE 2019 we are expecting an even higher attendance, and aim to bring Communication students from first years, college transfers, to all of the second, third, and fourth years stuck in between in a celebration of all that our program has to offer. On top of that, this event is open for students beyond the School of Communication, giving those of other disciplines a chance to network and mingle in true Communication fashion. Our theme for this year is Welcoming Autumn in a bohemian, earthy setting, and guests can expect to experience a night of music, light snacks, trivia competitions and icebreaker games, two photo booths, a custom “make your own” donut wall, candy bar, great door prizes, and lots of other surprises at every turn!



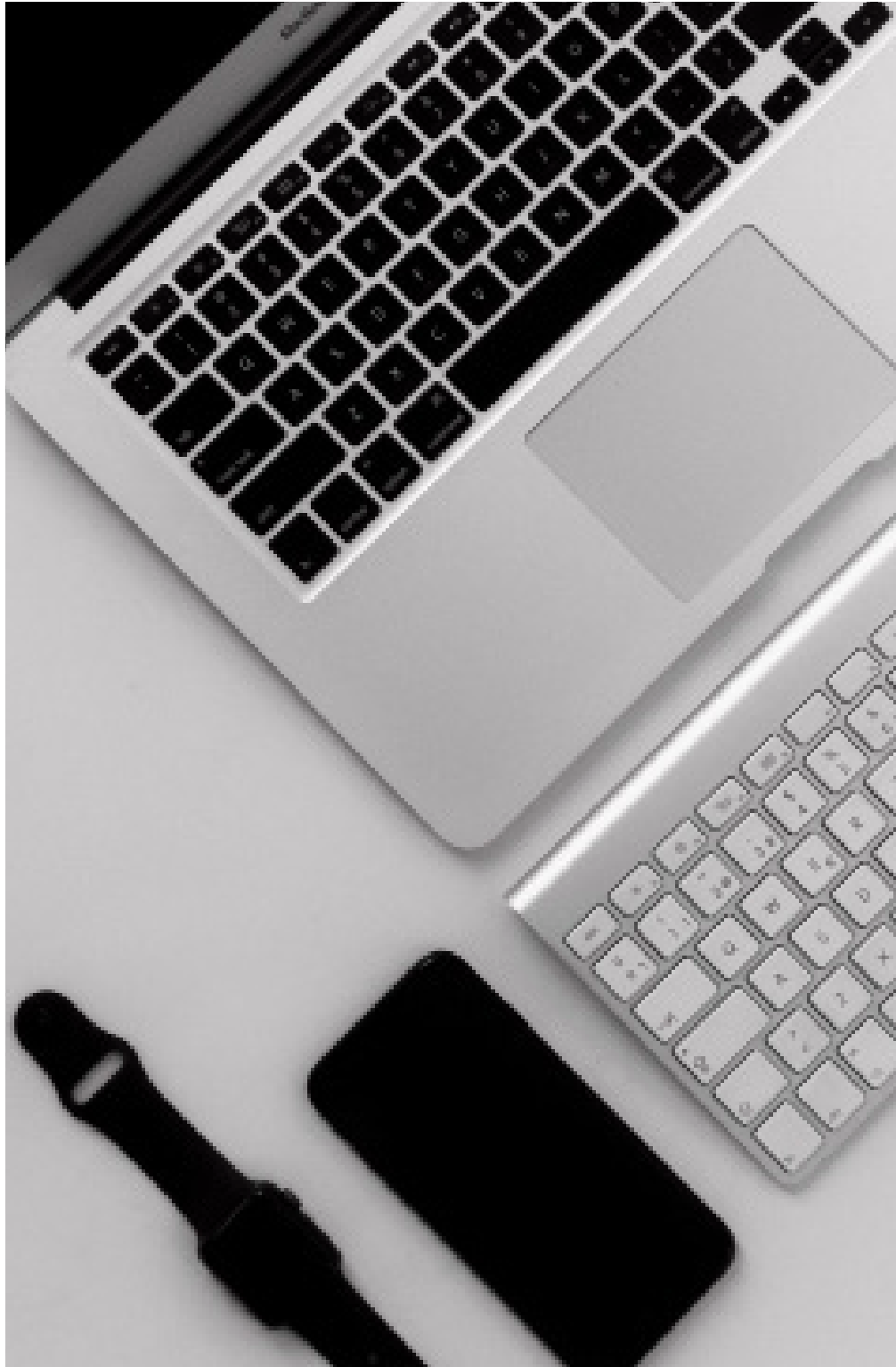
**1289** Likes  
**278** Average reach per post



**765** Followers  
**236** Average Profile Visits Per Week  
**600** Average of Accounts Reached per Week  
**600-800** Average Impressions Per Post



**1488** Followers  
**353** Average impressions per tweet



OUTREACH  
OUTREACH  
**OUTREACH**

# AUDIENCE



Our audience consists of post-secondary students, SFU alumni, and Faculty. These groups encompass a wide age range of people in the lower mainland area in fields such as Communication, Marketing, Business, Graphic Design, and more. As social media is what we study, we tailor our sponsored posts to your business, making your promotions as applicable to our audience so that our collaborative content mutually benefits both parties.

# THE BENEFITS

CMNSU strives to create lasting relationships not only with the students it represents but with its partnering organizations. We want to advertise your brand to the thousands of business professionals, faculty and students among the CMNSU community to increase your brand's exposure. To do so, we offer a strong social media following giving our sponsors the opportunity to be featured on the following platforms:

- Posts on our social media platforms that include Facebook, Twitter, and Instagram
- A sponsored blog post on our website, at [www.cmnsu.com/blog](http://www.cmnsu.com/blog)
- Advertising opportunities on Evolve event signage

# WAYS TO SPONSOR

Your company values are important to us and we ensure to tailor relevant and rewarding sponsorship exposure that aligns with both your organization's values and the CMNSU audience. We are invested in featuring your organization in ways that create meaningful connections between your brand, our community, and CMNSU.

We gratefully accept contributions of any capacity and we are keen on working with your organization to provide adequate recognition for your contribution.



# PAST SPONSORS



CACTUS CLUB  
CAFE



THURSDAY, SEPT 19TH

7PM – 9PM

# EVOLVE

CMNSU

simon fraser  
student society

## SPONSORSHIP PACKAGE

 @CMNSU

 @CMNSU

 [WWW.CMNSU.COM](http://WWW.CMNSU.COM)