



SIAT
FROSH

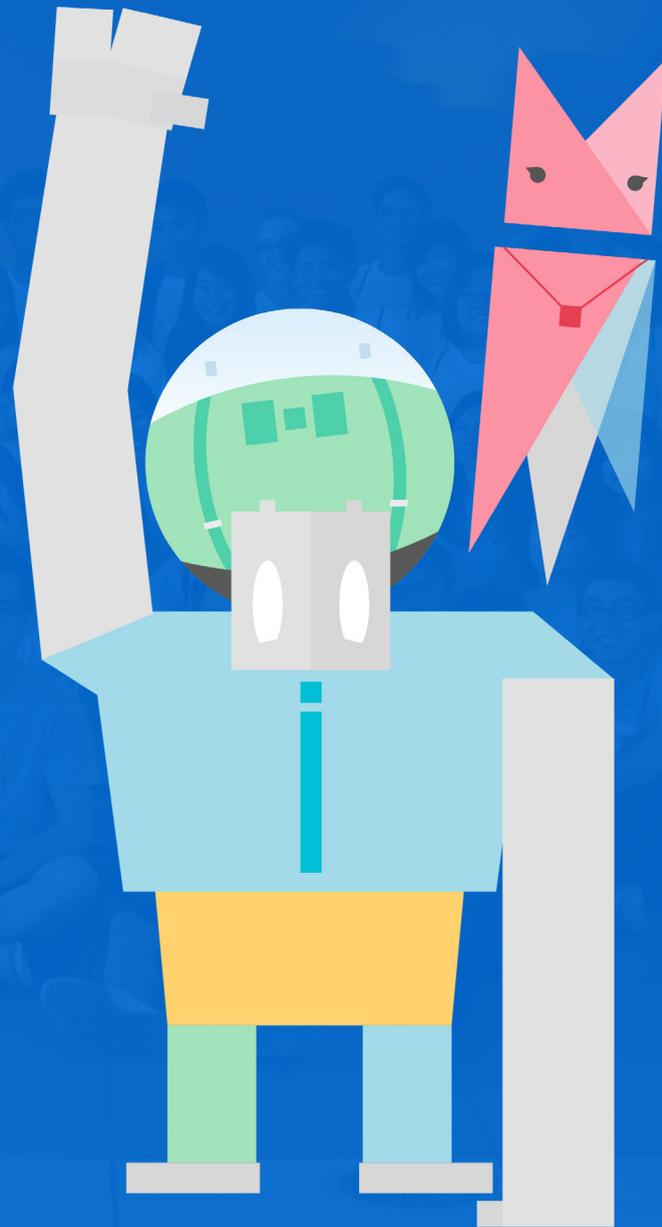
2014

SPONSORSHIP

PACKAGE

SFU SIAT FROSH

SIAT Frosh 2014 is a two day event hosted by SFU's Interactive Arts + Technology Student Union (IATSU). This annual event takes place to help familiarize both first year and new SIAT students with the program and campus, but most important, their peers. SIAT Frosh encourages team building and teamwork (two main principles of the program) during both days of the event. The first day in this year's frosh will consist of ice-breaker games as well as team building activities and exercises. The second day will host an "Amazing Race" type event. This will allow the participants to make connections the first day, and strengthen those connections through teamwork and cooperation throughout day two.



WHAT IS SIAT?

The School of Interactive Arts + Technology (SIAT) is a unique program where cross-functional teams collaboratively work with new media and interactive applications. Students can focus in one or more of three different concentrations available: design, media arts, and interactive systems. Each concentration prepares students to play a leading role in the conception of new media and the design of inventive technologies for the future.

WHY SPONSOR FROSH?

As with every Frosh, our goal is to run an event that not only benefits the students and volunteers, but also your company. Students will have an opportunity to meet potential classmates, learn about their program, and gain important teamwork skills. Volunteers, like Frosh Leaders will gain invaluable experience while organizing, leading, and ensuring the safety of others during the race. By sponsoring us, and making SIAT Frosh 2014 possible, you are directly helping our participants build these new skills and relationships which will greatly benefit them through the rest of their university journey. We are currently seeking funds or donations to go towards the cost of food, prizes, supplies and other event expenses. If you decide to sponsor SIAT Frosh 2014, your company will be advertised throughout our event*, increasing brand recognition amongst the new students and all participants alike.

*Advertising benefits depend on sponsorship level. Please see sponsor benefits on next page for details

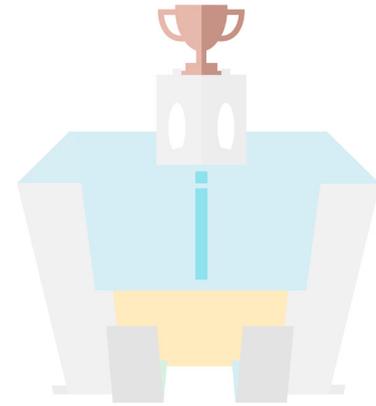


BENEFITS OF BECOMING A SPONSOR

Your company's promotional addition starts from the time of your sponsorship until the end of SIAT Frosh 2014

***Promotional Materials include:**

- +Posters
- +Post Event Video
- +Facebook Page
- +Acknowledgment at Week of Welcome booth
- +Business card placed in drawstring bag (platinum only)



BRONZE SPONSOR

PRIZE, EVENT, OR MONETARY CONTRIBUTIONS UP TO \$50

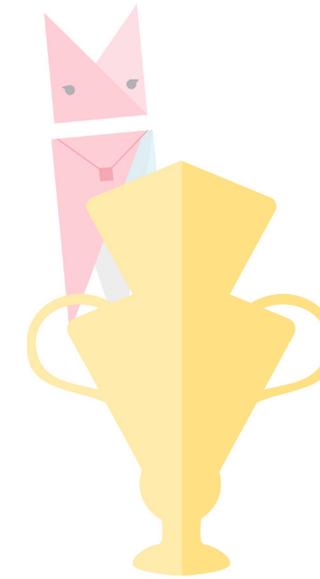
- Company name recognized in promotional materials*
- Company logo and link displayed on website (small size)
- Quarter page advertisement in Slideshow
- Company logo displayed at venue



SILVER SPONSOR

PRIZE, EVENT, OR MONETARY CONTRIBUTIONS UP TO \$100-\$149

- Company name recognized in promotional materials*
- Company logo and link displayed on website (medium size)
- Half page advertisement in Slideshow
- Company banner displayed at venue



GOLD SPONSOR

MONETARY DONATIONS OF \$150-\$249

- Company name recognized in promotional materials*
- Company logo and link displayed on website (large size)
- Full page advertisement in Slideshow
- Company banner displayed at venue
- Verbal acknowledgment during event addresses



PLATINUM SPONSOR

MONETARY DONATIONS OF \$250+

- Company name and logo highlighted in promotional materials as a platinum sponsor*
- Company logo and link highlighted on Website (large size)
- Full page advertisement in Slideshow
- Company banner displayed at venue
- Verbal Acknowledgment during event addresses as platinum sponsor
- One Company Branded Event Station
- Business card placed in each student's prize bag.



ABOUT IATSU

IATSU is the Interactive Arts and Technology Student Union. We organize academic and social events at the SFU Surrey campus. We also respond to student's concerns and represent our students at general meetings. Lastly, we promote and advocate the School of Interactive Arts and Technology.



MESSAGE FROM THE SPONSORSHIP CHAIRS

Hello! Thank for you taking the time to review our sponsorship package regarding SIAT Frosh 2014. This is an event we are truly passionate about and we thank you in advance for your consideration. If you are interested in sponsoring our event, or have questions or concerns about our sponsorship options, please feel free to contact either one of us at our provided e-mails. We look forward to hearing from you!

Regards,

Tristan Wong & Matthew Fong
Directors of Logistics, Finance, and Sponsorship
SIAT Frosh 2014

WEBSITES

iatsu.com
frosh.iatsu.com

SOCIAL MEDIA

facebook.com/sfu.iatsu
twitter.com/iatsu



SUBMISSION DEADLINE: AUGUST 20, 2014 11:59PM

QUESTIONS ABOUT FROSH?

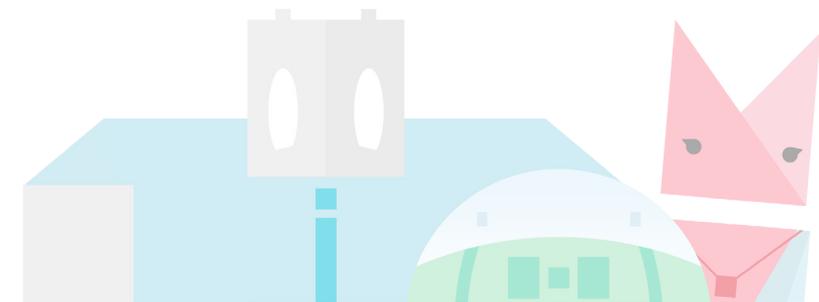
KYLE BALL

Event Chair
kball@sfu.ca
604 649 3559

READY TO SPONSOR?

TRISTAN WONG
Director of Sponsorship
taw5@sfu.ca
604 376 6795

MATTHEW FONG
Director of Sponsorship
mkfong@sfu.ca
604 817 1138





representing students of school of interactive arts & technology and techone

IATSU

interactive arts and technology student union