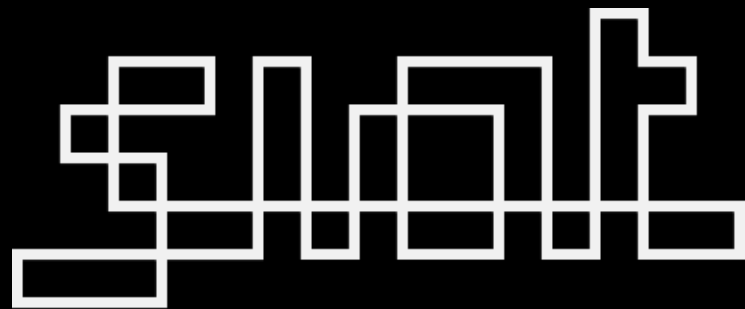




SIAT FROSH 2017

Sponsorship Package



SCHOOL OF INTERACTIVE
ARTS + TECHNOLOGY



What is SIAT?

With a tightly knit community of 1000 students, the School of Interactive Arts and Technology (SIAT) at Simon Fraser University (SFU) is an interdisciplinary program that focuses on combining and teaching the technology, as well as aspects behind today's design and media culture to bring forth creative and delightful experiences. Within SIAT's three concentrations (Design, Media Arts and Interactive Systems), our students are pushed to emerge as well rounded individuals ready to tackle on new and innovative projects. Our graduating students have gone on to compete head to head with students from top tier design schools, pursuing careers at renowned companies such as Facebook, Microsoft, LinkedIn and Google.

What is SIAT Frosh?

SIAT Frosh is an annual two-day event held within the first month of the Fall semester to welcome new SIAT students. The goal of SIAT Frosh 2017 is to encourage incoming students to begin building a foundation for success within SIAT, and in the future, outside of SIAT. Day one consists of many small icebreakers and a modified game of Capture the Flag between breaks. Day two kicks off our major spy-themed event, where froshes will be split into small teams with two frosh leaders, and race against other teams in a friendly competition across our custom gameboard, cracking codes and collecting points. The night concludes with dinner and a prize draw, setting off what we project to be an engaging year for both the volunteers and incoming students.



Why Sponsor Us?

What we look for in sponsorship includes any donation of monetary value, as it helps to fund our event and provide sponsored prizes for our participants. Our goal is to build connections with your company, allowing your company to target our audience while aiding in the success of our event. We would like our students to leave SIAT Frosh feeling excited to begin their paths to becoming future innovators, creators and artists. If you decide to sponsor our event, your company will receive brand recognition according to the benefits listed.

Sponsorship Benefits

Your company's promotional addition starts from the time of your sponsorship until the end of SIAT Frosh 2017. These benefits may also be negotiable to fit your company's needs.

Benefits	Bronze (\$0-\$99)	Silver (\$100-\$149)	Gold (\$150-\$249)	Platinum (\$250+)
Name recognized in promotional printed materials	◆	◆	◆	◆
Logo highlighted in promotional printed materials			◆	◆
Company link and logo displayed on website (small)	◆			
Company link and logo displayed on website (medium)		◆	◆	
Company link, logo, and brief description displayed on website (large)				◆
Company name and link on social media posts		◆		
Company name, link, and brief description on social media posts			◆	◆
Quarter page advertisement in closing ceremony	◆			
Half page advertisement in closing ceremony		◆		
Full page advertisement in closing ceremony			◆	◆
Company logo displayed at venue		◆		
Company banner displayed at venue			◆	◆
Company branded clue card				◆
Company branded board game tile				◆
Logo shown in recap video			◆	◆
Business card in prize bag			◆	◆
Verbal acknowledgement			◆	◆

A Message from the Chair

Dear Prospective Sponsor/Partner,

I would like to thank you for your interest in sponsoring an event that kickstarts the student experience in the School of Interactive Arts and Technology. IATSU represents all of the undergraduate students in SIAT, and strives to enrich student lives through inclusive events and providing opportunities to display their skills. It is my honour to have your company as a potential supporter of SIAT Frosh 2017, designed as a space for students to create connections with one another. Your partnership will be an avenue for your company to increase brand awareness, establish positive public relations, and create media exposure within our community making an excellent opportunity to reach out to our skilled undergraduate students. We are currently seeking funds or donations which will go towards event funding, prizes and supplies. Your consideration of support is highly appreciated, and I look forward to hearing from you.

Best regards,
Hatago Priebe
SIAT Frosh 2017 Chair
IATSU's IAT One Representative

Ready to Sponsor?

Contact Us

Derian Chow

Director of Sponsorship
siatfroshsponsorship@gmail.com
778 995 7991

Questions?

Hatago Priebe

SIAT Frosh 2017 Chair
hatagopriebe@gmail.com

**Submission Deadline:
August 20, 2017 11:59PM**

IATSU

