



ORIENTATION AND BACK-TO-SCHOOL SPONSORSHIP OPPORTUNITIES

Fall 2024

snəwəyət leləm.

THE COLLEGE OF HIGHER LEARNING.

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Empowering students and amplifying your brand.

Few times in the academic year are as exciting as the start of a new term. It's a time of discovery, new faces, challenges, and fresh experiences. For students, staff, and faculty, it's a time to set the tone for the semester ahead and prepare for the rewarding journey to come. The atmosphere is charged with emotions, energy, excitement, and a diverse range of activities, creating a perfect opportunity for organizations to engage and connect with our vibrant student community.

The beginning of the fall term is the most dynamic period at snəwəyət leləm Langara College. Fall Orientation and Back-to-School (B2S) events are not only the busiest but also the most celebrated, providing an unparalleled platform for high-profile engagements. Join us during this peak time to make a lasting impression and connect with our students.

Langara Demographics	Back-to-School Facts
<ul style="list-style-type: none">• 19,100+ unique students enrolled annually.• 2,500+ continuing studies students• 6,000+ international students from over 100 countries• 72% of students live in Vancouver, Richmond and Burnaby• 23.7 years – average age of Langara students• 65.6% of Langara students are between 18-24 yrs, and 19.2% between 25-35 yrs	<ul style="list-style-type: none">• Expecting 1500+ students to participate in New Student Orientation events and Back-to-School programming in the fall term.
	Social Media Presence
	<p>On Facebook and Instagram, Langara receives over 3x the average engagement of other BC colleges.</p> <ul style="list-style-type: none">• Facebook: 34K followers• Instagram: 23.2K followers• Twitter: 11.3k followers

The data reflects 2023 statistics.

About Langara College

Located in beautiful Vancouver, B.C., Canada, snəwəyət leləm Langara College provides University, Career, and Continuing Studies education to more than 19,000 students annually. With more than 1,700 courses and 130 programs, Langara's expansive academic breadth and depth allows students of all ages, backgrounds, and life stages to choose their own educational path. Langara is also known as snəwəyət leləm '[house of teachings](#)', a name given to it by the Musqueam, on whose traditional, ancestral, and unceded, territory the College is located

Sponsorship and promoter benefits.

The sponsorship funds for Back-to-School at Langara College play a vital role in supporting Langara Student Engagement. By contributing to our sponsorship package, you help us create an inclusive and supportive campus environment where all students can thrive. These funds enable us to organize events, provide resources, and implement programs designed to foster a sense of belonging and community among our diverse student population. Your support ensures that every student can fully engage in campus life and succeed in their academic journey. Thank you for helping us make a difference!

By sponsoring or participating in one or more of the Back-to-School initiatives, you will be actively supporting Langara College's mission for student engagement. Our mission aims to support the holistic development of students by fostering a culture of belonging, building connections, encouraging personal growth, and cultivating thriving communities.

In partnership with students, we facilitate meaningful engagement through leadership programs, volunteer activities, student-led initiatives, and co-curricular experiences that enrich both their educational and career journeys.

As a sponsor, you will:

- **Increase Your Brand Awareness:** your brand will be prominently displayed throughout the event, reaching a diverse and engaged audience.
- **Create a Positive Brand Affiliation with Langara College:** associating your brand with Langara College's initiatives will enhance your reputation and demonstrate your commitment to supporting education and student development.
- **Engage Directly with Students:** gain direct access to a motivated and talented student body, allowing for potential recruitment opportunities and the chance to gather valuable insights and feedback.

Fall 2024 Sponsorship & Promoter opportunities.

Events and Initiatives	Cost	No. Avail.
PARENT AND SUPPORTER ORIENTATION (1 day, Aug 19)		
Presenting Partner	\$2,500	1
Community Partner	\$1,250	2
Contributing Partner	\$750	5
NEW STUDENT ORIENTATION (2 days, Aug 26 & 27)		
Presenting Partner	\$7,500	1
Community Partner	\$4,500	2
Contributing Partner	\$2,000	5
BACK-TO-SCHOOL (5 days, Sept 3-10)		
Presenting Partner	\$7,500	1
Community Partner	\$4,500	2
Contributing Partner	\$2,000	5
BACK-TO-SCHOOL PROMOTER (4 days, Sept 3-6)		
Booth – Full Week (Sept 3-6, 2024)	\$1,200	15
Booth – B2S Block Party (Sept 5 only)	\$750	10
Booth – One Day, other (Sept 3, 4 or 6)	\$350	5/day (15 total)

ORIENTATION EVENTS

Sponsoring orientation events at snəwəyət leləm Langara College is the perfect opportunity to welcome new students and set a positive tone for their academic journey. The events kick off with a parent and supporter orientation and wrap up with our largest flagship event: New Student Orientation – a full day event that welcomes and orients our new students into our vibrant campus community.

We invite businesses and organizations to join us in creating an unforgettable introduction to college life, fostering connections, and supporting student success. Your sponsorship will play a vital role in making our orientation experience a memorable and impactful experience for our new students and student volunteers.

- Orientation Sponsorship Options:**
1. Parent and Supporter Orientation (1 Day, Aug 19)
 2. New Student Orientation (2 days, Aug 26, 27)

Parent and Supporter Orientation

(August 19) – Parent & Supporter Orientation (PSO) provides parents and supporters with the opportunity to get to know the college, gain a greater understanding of the resources and opportunities available to students, and what to expect as they support their student during their first term at college. Attendees will have the opportunity to engage with presentations delivered by current students and employees, obtain printed resources, and participate in a guided campus tour.

Sponsor Benefits	Presenting Partner (\$2,500)	Contributing Partner (\$1,500)	Community Partner (\$750)
Number available	1	2	5
Deadline to Commit: August 2, 2024			
Presenting sponsor recognition	✓		
Remarks from the podium	✓		
Recognition from the podium	✓	✓	✓
Sponsor signage at registration desk (signage must be supplied)	Large (24 x 36)	Medium (11 x 17)	Small (8.5 x 11)
Sponsor signage behind podium (banner must be supplied)	✓		
Logo in event presentation slides	✓		
6' table booth space and 2 chairs at event to welcome guests/business promotion	✓		
Parking for two vehicles at the PSO event	✓		
Access to Wi-Fi at PSO event	✓		
Access to promoting your business to 100+ people (guests + employees)	✓		
Logo on online registration page	Primary placement	Secondary placement	
Recognition on PSO-related social media posts	✓	✓	✓
Recognition in pre- and post-event email communications	Logo	Logo	Text
Recognition on Langara's digital screens for event-related promotion	Logo	Logo	Text
Recognition on event webpage	Large Logo	Medium logo	Text
Opportunity to provide prizing	✓	✓	✓
Certificate of Appreciation with the level of sponsorship	✓	✓	✓

New Student Orientation

(Aug 26 & 27) – New Student Orientation (NSO) connects new students with the people, tools, services, and resources they need to support a successful transition into their first semester at Langara. Before the fall semester begins, 1,000+ students are welcomed into the college community for the first time by attending one of two full-day orientation sessions. Each seven-hour guided experience includes get-to-know-you activities, resource presentations, campus tours, and a free BBQ lunch. This event also engages 75-100 student volunteers from the [VOLT program](#) and many college community partners.

Sponsor Benefits	Presenting Partner (\$7,500)	Contributing Partner (\$4,500)	Community Partner (\$2,000)
Number available	1	2	5
Deadline to Commit: August 2, 2024			
Presenting sponsor recognition	✓		
Remarks from the podium	✓		
Recognition from the podium	✓	✓	✓
Sponsor signage at registration desk	Large (24 x 36)	Medium (11 x 17)	Small (8.5 x 11)
Presenting sponsor recognition on event banner	Logo (1' x 1')		
Sponsor signage behind podium (banner must be supplied)	✓		
Logo in event presentation slides	✓		
Only external business with a booth at the event	✓		
Option to host a 10 x 10 booth for 2 days over lunch period	✓		
Access to power	✓		
2 complimentary parking passes for each event day (Aug 26 & Aug 27)	✓		
Access to promoting your business to 1,000 students over 2 days	✓		
Logo on online registration page	Primary placement	Secondary placement	
Recognition on event webpage	Primary placement	Secondary placement	Text
Recognition on NSO-related social media posts	✓	✓	✓
One flyer, coupon, insert or brochure to be provided in 800 swag bags (printing not included)	✓	✓	
Recognition in pre- and post-event email communications	Logo	Logo	Text
Recognition as NSO sponsor sent to 3,000 new students	Text	Text	Text
Recognition on Langara's digital screens for NSO- related promotion	Logo	Logo	Text
Opportunity to provide prizing	✓	✓	✓

BACK-TO-SCHOOL EVENTS

Back-to-School (B2S)

Back-to-School (B2S) programming takes place in the fall semester to kick-off the start of the new academic year. The schedule below includes the high-profile signature event, “Back-to-School Block Party” as well as a variety of activation opportunities throughout Welcome Week.

We’re looking to bring a variety of businesses and organizations on campus and encouraging broad community participation so that there is something for everyone.

Your contribution and involvement in our events will go a long way in assisting us to launch an incredible start to the 2024/2025 academic year for new and returning students at Langara College.

B2S opportunities are broken down into two main categories: sponsorship or B2S promoters. An overview of each event is detailed below.

Back-2-School Block Party

Thursday, September 5

10:00 am - 4:00 pm

The B2S Block Party is a large-scale, outdoor event that attracts and engages over 500 students and employees. This one-day outdoor celebration event welcomes new and returning students, staff, and faculty to the start of the fall semester and the start of the academic year. Throughout the day, attendees can pick up free resources, swag, snacks, information and so much more. The programming includes curated music playlist, a department and back-to-school promoter fair, games and activities, incentives such as giveaways and prizes, and a variety of tasty food trucks.

Welcome Week | B2S Promoter Fair

Tuesday, September 3 – Friday, September 6

9:00 am - 4:00 pm

Welcome Week is a prime time for organizations and businesses to promote your products and services to students. The first week of classes brings high levels of energy and enthusiasm, and it’s an exciting time to be on campus. By hosting a booth during welcome week, you will be positioned indoors in a high traffic area where hundreds of students and employees pass by on their way to classes, meetings, and the cafeteria on September 3, 4, 6 and outdoors for the main Back-to-School Block Party on September 5.

Clubs Day

Tuesday, September 10

10:00 am - 4:00 pm

Clubs Day is a student-run, student driven event that fosters involvement, encourages participation in extracurricular activities and serves to enhance the overall student experience on campus. Up to 28 booths are represented at this one-day event to promote their club, recruit new members, and engage with the student body. Booths are positioned indoors in a high traffic area where hundreds of students and employees pass by on their way to classes, meetings, and the cafeteria.

Back-to-School Sponsorship.

Includes sponsorship benefits and recognition for all the Back-to-School events and activities including the B2S Block Party, B2S Promoter Fair and Clubs Day.

Sponsor Benefits	Presenting Partner (\$7,500)	Contributing Partner (\$4,500)	Community Partner (\$2,000)
No. Available	1	2	5
Deadline to Commit: August 2, 2024			
Presenting Sponsor Recognition	✓		
Remarks from the podium at the B2S Block Party	✓		
Recognition from the podium at the B2S Block Party	✓	✓	✓
Recognition on campus digital signage	✓	✓	
Recognition on Back-to-School webpage	Prominent placement + link to website	Secondary placement	Text
Presenting sponsor recognition on event banner for B2S Block Party	Logo		
1 x 6x3' booth in high traffic area for B2S Promoter Fair (4 days) & Block Party (1 day)	✓	✓	
2 complimentary parking passes for 5 days of Back-to-School Programming (Sept 3-6)	✓	✓	
Recognition in written communications	Logo	Logo	Text
Recognition on event webpage			
Recognition on event listing for B2S	Logo	✓	✓
Recognition on social media posts for B2S	Logo		
Recognition in written communications	✓	✓	✓
Clubs Day presenting sponsor title	✓		
Presenting sponsor signage at registration desk for Clubs Day	✓		
Recognition on Langara's digital screens for Clubs' Day promotion	Logo	Logo	Text
Opportunity to provide prizing	✓	✓	✓

Back-to-School Promoter Opportunities.

For businesses unable to sponsor our events, we offer the chance to participate in our Back-to-School programming as promoters. Join us in supporting our students by showcasing your brand and services throughout Welcome Week.

Welcome Week B2S Promoter	Full Week (\$1,200)	B2S Block Party Event (\$750)	Single Day Rate (\$350)
No. Available	15	10	5
Deadline to Commit	August 9	August 16	August 30
Indoor/Outdoor	SEPT 3, 4, 5, 6 (Indoor/Outdoor)	SEPT 5 Only Outdoors	SEPT 3, 4, 6 - Indoors
Recognition in Email Communications	✓	✓	✓
Recognition on Campus Digital Signage	✓	✓	✓
Recognition on Event Webpage	✓	✓	✓
Wi-Fi access	(indoor only)		✓
Power supply	✓	✓	✓
Complimentary parking passes (2)/day	✓	✓	✓
Event Booth Size (6 x 3) - Indoors	✓	✓	✓
Event Booth Size (10 x 10) - Outdoors	✓	✓	
Option to provide giveaways at your booth	✓	✓	✓

Calling all artisans!

Are you a local artisan? We'd love to hear from you!

This includes artists who work with their hands to create unique, functional and/or decorative items using traditional techniques. For the B2S Block Party Event, an artisan is defined as not having a permanent storefront. We have **up to 5 booths available** for you at a reduced rate. If you are interested in participating in the September 5th event, contact the Office for Student Engagement at: engagement@langara.ca

B2S Promoter Booth Review process.

B2S promotional opportunities will be reviewed on a first-come, first-reviewed basis. Confirmation of booths will be determined in the following order of priority:

1. **Full Week Package**, which includes B2S Block Party (deadline to commit is August 2)
2. **B2S Block Party** only (deadline to commit is August 2)
3. **Daily Rate** (Sept 3, 4 or 6) – opens August 6 to Aug 30.

The finer details.

- Before confirming selection for promotional activities, promoters and exhibitors must be approved through the Office for Student Engagement.
- Promoters and exhibitors who share similar [values](#) with Langara College will be given preference.
- Promoter booths will not be confirmed until payment is received.
- All sponsors, promoters and exhibitors must comply with Langara College's policies, including Langara's Respectful Environment Policy (D1007).
- All sponsors and promoters must sign a contract and agree to the terms of the agreement.
- Not-for-profit, public service or charitable organizations are eligible to register for Back-to-School Promoter opportunities at a discounted rate of 50%. A **maximum of 5 spaces are available each day**. Contact engagement@langara.ca for details.
- Langara College reserves the right to decline promotional or sponsor requests.

Our commitment to sustainability.

Every year, Langara plays host to hundreds of events that help to celebrate, teach, inform, and bring our community together. These events speak to our institutional values and as an organization participating in one of our largest campus-wide events, we strongly encourage you to ensure that you are incorporating and promoting sustainable practices at your booth. Every bit of effort contributes to the overall sustainability goals of our college and community.

We invite you to check out the [Langara Zero Waste Event Checklist](#) to learn more about how you can design your booth experience in a more sustainable way, including striving to be a paperless event, avoiding single-use products, sort your waste throughout the event and more.

Ready to join us in August or September?

If you do not see a perfect fit, please let us know. We can tailor your sponsorship to meet your marketing goals. Note: in-kind contributions such as prizes and food items may be accepted as payment on a case-by-case basis.

Partnering with Langara College offers your organization a unique opportunity to support education, engage with our vibrant community, and enhance your brand visibility. We invite you to join us in making a difference in the lives of students and contributing to the success of our institution.

There are many ways to continue to support Langara College students through Langara College Foundation. Learn more on all different areas to help [here](#).

Click here to [Register Now as a B2S Sponsor or Promoter](#)

Contact

Manager
Office for Student Engagement
engagement@langara.ca