



FALL FEST 2025
SPONSORSHIP PACKAGE

WHO WE ARE

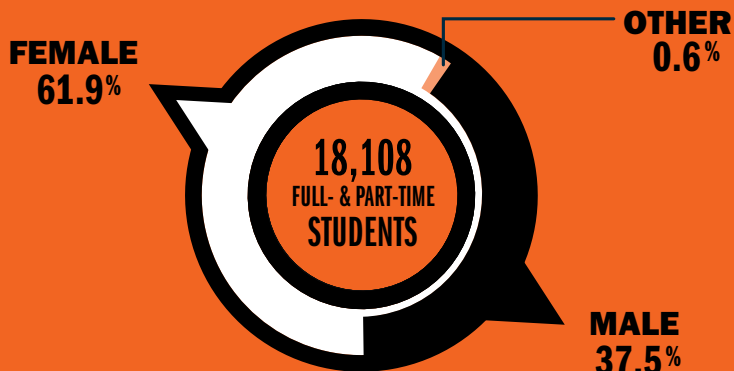
The Students' Association of MacEwan University (SAMU) is a non-profit organization working independently from MacEwan University to support students. Our purpose is to enrich the student experience by focusing on their non-academic needs through an array of student-driven programs and services.

We are governed by elected student representatives who set the strategic vision on behalf of students. With support from over 50 full- and part-time staff, we keep our mandate student-focused to achieve the vision. SAMU is proud to be an organization serving students, inspired by students.



Fall Fest is the largest event that SAMU hosts. The event includes activities, live music, food trucks, beer garden and exhibit space for a select few organizations.

FALL FEST AT A GLANCE



DEMOGRAPHIC OF MACEWAN UNIVERSITY SOURCE: LERS

WHY FALL FEST?

MacEwan University has over 18,000 students. Thousands of people attend Fall Fest each year and the event has seen an attendance peak of 5,100 people.

SPONSORSHIP PACKAGE LEVELS



TITLE SPONSOR \$10,000+ VALUE (ONE AVAILABLE)

ONSITE RECOGNITION:

- The Title Sponsor is eligible for stage naming rights.
- Sponsor banner on site (2). One to be displayed on Sponsor Banner Wall and at the stage or festival grounds entryway.
 - Banner(s) provided by sponsor.
 - Size restriction: 3 ft x 6 ft or smaller for banner wall (Stage or entrance banners to be advanced and pre-approved).
- Sponsor verbally recognized by MC prior to headliner entertainment. Recognition shall be approximately 15 seconds, pre-written by sponsor and approved by SAMU.

COLLATERAL:

- Logo recognition on all digital feature images and print collateral. Logo must be provided by sponsor in vector or high-resolution format by July 8th.
- Sponsor will receive naming recognition on event site map (print and digital available).
- 6 mentions on SAMU social media accounts recognizing sponsor support.

GOLD SPONSOR \$5,000+ VALUE (THREE AVAILABLE)

ONSITE RECOGNITION:

- Gold Level sponsors are eligible for naming rights of a specific event attraction.
 - Activities Zone, Exhibitor Zone, Beer Gardens. E.g. TELUS Activities Zone, or Chevron Exhibitor Zone or Molson Beer Gardens, etc.
- Sponsor banner on site (2) One to be displayed on Sponsor Banner Wall and at sponsored attraction site.
 - Banner(s) provided by sponsor.
 - Size restriction: 3 ft x 6 ft or smaller (to be pre-approved).

Note: Sponsor will receive verbal recognition from MC prior to supporting artist entertainment. Recognition shall be approximately 15 seconds, pre-written by sponsor and approved by SAMU.

COLLATERAL:

- Sponsor will receive naming recognition (per attraction) on event site map (print and digital available).
- Logo recognition as Gold Sponsor on all digital feature images and print collateral. Logo must be provided by sponsor in vector or high-resolution format by July 8th.
- 3 mentions on SAMU social media accounts recognizing sponsor support.

SILVER SPONSOR \$2,500+ VALUE

ONSITE RECOGNITION:

- Silver Level sponsors will receive onsite recognition.
- Sponsor banner on site (1) to be displayed on Sponsor Banner Wall.
 - Banner(s) provided by sponsor.
 - Size restriction: 3 ft x 6 ft or smaller (to be pre-approved).

COLLATERAL:

- Logo recognition as Silver Sponsor on all digital feature images and print collateral (Logo must be provided by sponsor in vector or high-resolution format by July 8th).
- 2 mentions on SAMU social media accounts recognizing sponsor support.

IN-KIND SPONSOR \$1,000+ VALUE

ONSITE RECOGNITION:

- In-kind Level sponsors will receive onsite recognition.
- Sponsor banner on site (1) to be displayed on Sponsor Banner Wall.
 - Banner(s) provided by sponsor.
 - Size restriction: 3 ft x 6 ft or smaller (to be pre-approved).

COLLATERAL:

- Logo recognition as In-kind Sponsor on all digital feature images and print collateral. Logo must be provided by sponsor in vector or high-resolution format by July 8th.
- 1 mention on SAMU social media accounts recognizing sponsor support.



READY TO SPONSOR?

CONTACT

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SPONSORSHIP DEADLINE
JULY 8, 2025



STUDENTS' ASSOCIATION
OF MACEWAN UNIVERSITY

