



# Sponsorship Package

**UTSC HOMECOMING**

**Saturday, September 28, 2024**  
**1265 Military Trail, Scarborough**



UNIVERSITY OF  
**TORONTO**  
SCARBOROUGH



  
**DEFY  
GRAVITY**



# About the event

We are thrilled to host our 3rd Annual Homecoming – a flagship campus event and a new tradition in Scarborough and the Eastern GTA community. This year, on the occasion of UTSC’s 60th anniversary, Homecoming promises to be bigger than ever.

U of T Scarborough’s Homecoming is a vibrant celebration of our diverse and exceptional community welcoming over 5,000 participants, including students, staff, faculty, alumni, and our esteemed partners and businesses from Scarborough and the Eastern GTA.

As a sponsor, you have a remarkable opportunity to showcase your commitment to building a strong community. Join us in supporting this event that brings together over 5,000 people to campus for a day filled with joy, cheer, and unforgettable experiences. By being a part of UTSC Homecoming, you can forge meaningful connections with attendees and gain valuable brand exposure to a vast and engaged audience.

Your support will play a pivotal role in making this event a resounding success, fostering a sense of unity and pride within our community. Together, let’s make UTSC Homecoming an unforgettable celebration while amplifying your brand’s impact and contributions!





## Highlights

- Opportunity to interact with faculty and staff from our world class academic programs
- Incredible food
- Live performances
- UTSC's Got Talent
- Fun for the kids: train rides, bouncy castles, Ferris wheel, and spinning strawberries
- Artisan vendor marketplace
- Student Zone featuring student clubs

## Audience

- Prospective students and families
- Community members and businesses
- Alumni and donors
- New and current students, staff & faculty
- Local media

# — By the numbers —

## 2023

**\$30,300** RAISED

**5,000** ATTENDEES

**7** SPONSORS

**5,000** OFFLINE  
SPONSOR IMPRESSIONS

**28,304** ONLINE  
SPONSOR IMPRESSIONS

**Too Many**  
SMILES TO COUNT



# Sponsorship opportunities

## Zone Sponsor

*\$10,000*

Sponsor benefits include:

- Title exclusivity for one of the following:
  - ~~Entertainment Zone~~ **SOLD**
  - ~~Family Zone~~ **SOLD**
  - Student Zone
  - Academic Zone
  - Event Parking
- Invitation to UTSC Annual Evening of Appreciation
- Premium location for onsite activation/booth at market (20' x 20' footprint)
- Prominent logo recognition on event signage
- Digital advertisement on Entertainment Zone screen
- Recognition on event site map
- Three posts on UTSC social media (Audience of 1,256 on LinkedIn and 1,575 on Instagram)
- Prominent logo recognition on event website (average Audience of 15,000)
- Prominent logo recognition in post-event Thank You in Alumni Newsletter with link to wrap story on UTSC's website (Audience of 38,000)
- Multi-year agreement or first right of refusal for 2025 event
- Opportunity to provide promotional item or material to event attendees

# Sponsorship opportunities

## **Event Sponsor**     *\$5,000*

Sponsor benefits include:

- Title exclusivity for one of the following:
  - UTSC's Got Talent
  - Photo Booth
  - Volunteer
- Invitation to UTSC Annual Evening of Appreciation
- Onsite activation/booth at market (10' x 10' footprint)
- Logo recognition on event property
- Verbal recognition in formal remarks
- Logo recognition on Entertainment Zone screen
- Recognition on event site map
- Two posts on UTSC social media (Audience of 1,256 on LinkedIn and 1,575 on Instagram)
- Logo recognition on event website (average Audience of 15,000)
- Logo recognition in post-event Thank You in Alumni Newsletter with link to wrap story on UTSC's website (Audience of 38,000)
- Multi-year agreement or first right of refusal for 2025 event

# Sponsorship opportunities

## Activity Sponsor

*\$2,500*

Sponsor benefits include:

- Recognition as the selected activity sponsor - Activities include:

Bouncy Castles	Spinning Strawberries
Face Painting	Opportunity for custom or additional activities, please contact
Train Ride	
Ferris Wheel	
- Logo recognition on event signage at selected or hosted activity
- Invitation to UTSC Annual Evening of Appreciation
- Onsite activation/booth at market (10' x 10' footprint)
- Logo recognition on event website (average Audience of 15,000)
- Logo recognition in post-event Thank You in Alumni Newsletter with link to wrap story on UTSC's website (Audience of 38,000)
- Multi-year agreement or first right of refusal for 2025 event

## Not finding the right opportunity?

Our team would be delighted to work with you to create a bespoke sponsorship package that helps fulfill your marketing and philanthropic goals.

Please contact Shannon De Mello, Senior Advancement Officer at [shannon.demello@utoronto.ca](mailto:shannon.demello@utoronto.ca) or 416-208-2884.

# 2023 Homecoming map





# Sponsor Confirmation Form

## Contact information

Company name \_\_\_\_\_

Contact name \_\_\_\_\_

Job title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_ Suite number \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

## Sponsorship information

Level \_\_\_\_\_

Naming opportunity \_\_\_\_\_

## Payment information

Invoice

Cheque made payable to *University of Toronto* and sent to: ATT: Shannon De Mello

**Sent to:** University of Toronto Scarborough  
1265 Military Trail, AA140 – Arts & Administration Building  
Toronto, ON M1C 1A4





# Contact information

**Shannon De Mello**

Senior Development Officer  
Development and Alumni Relations  
UNIVERSITY OF TORONTO SCARBOROUGH

Tel: 416-208-2884

[shannon.demello@utoronto.ca](mailto:shannon.demello@utoronto.ca)

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