



2025/2026

Sponsorship Package

Invest in the Future and Engage with Thousands in George Brown's Vibrant Student Community

The Student Association of George Brown College (SAGBC) is the official voice of more than 22,000 students across three campuses in downtown Toronto. As the student government, we focus on advocacy, representation, services, and business operations to enhance student life and promote an inclusive, engaging campus culture.

Through our diverse programs and services, SAGBC fosters student involvement and builds a vibrant community where every student feels supported and seen.

Introducing Week of Welcome 2025 (W.O.W)

WOW is our signature kickoff to the academic year—a week-long, carnival-themed celebration that welcomes **over 22,000 students** across our Waterfront, St. James, and Casa Loma campuses. Taking place from September 2nd to 4th, each campus will host a high-energy, high-traffic street festival packed with:

- Free food trucks
- Live music & performances
- Interactive games & activities
- Giveaways, prizes & more!

With over 10,000 expected participants, WOW 2025 is an unmatched opportunity for sponsors to connect directly with one of Canada's most diverse student populations in the heart of downtown Toronto.

Why Sponsor WOW 2025?

- Brand visibility with thousands of students across three campuses
- Direct engagement in a fun, relaxed, and memorable setting
- Association with a trusted, student-led organization that drives real impact
- Access to a vibrant, diverse demographic of future professionals, leaders, and influencers

Let's make WOW 2025 unforgettable—together.

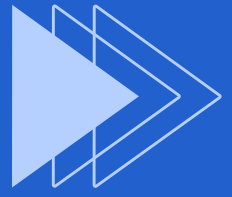
Warm regards,

Wafa Ulliyan

Operations Manager

MGRoperations@SAGBC.ca

Festival Locations



Waterfront Campus

Tuesday, September 2nd from 11am to 3pm

The waterfront campus is nestled between Sherbourne Street & Queens Quay. It is one of the city's most architecturally striking learning environments, with labs and classrooms overlooking the Toronto Harbour, for **4,000** students in health sciences programs. The street festival for Waterfront will be held inside the campus's large main lobby.





Casa Loma Campus

Wednesday , September 3rd from 11am to 3pm

The Casa Loma campus is situated on Kendal Avenue, between Davenport Road and MacPherson Avenue. Casa Loma is a strong, vibrant community located close to the historic Casa Loma Castle. The campus has over **4,800** students who come to their in-person classes. Sponsors have a unique opportunity to reach students who will be working in the skilled trades after graduation. The street festival for Casa Loma utilizes some of Kendal Avenue, which enables us to operate on the main street of the campus and allows the festival and sponsors to intermingle with the students as they enter or leave the campus.





St. James Campus

Thursday, September 4th from 11am to 3pm

St. James campus encompasses a total of five buildings. The main building, located at 200 King St. East, is the central hub where most of the activity happens. St. James campus is located in the heart of downtown Toronto and is easily accessible by both the GO train and the TTC. A community of both offices and condo residences surrounds the campus. With the historic St. Lawrence Market a five-minute walk from the campus, it's no wonder that the St. James campus is so vibrant. The campus has more than **6,800** Students coming for their in-person classes. The street festival for St. James will take place on George Street between King and Adelaide Streets and on the second-floor patio. This enables a smoother flow of traffic and easier access to your products and services throughout the street festivals.



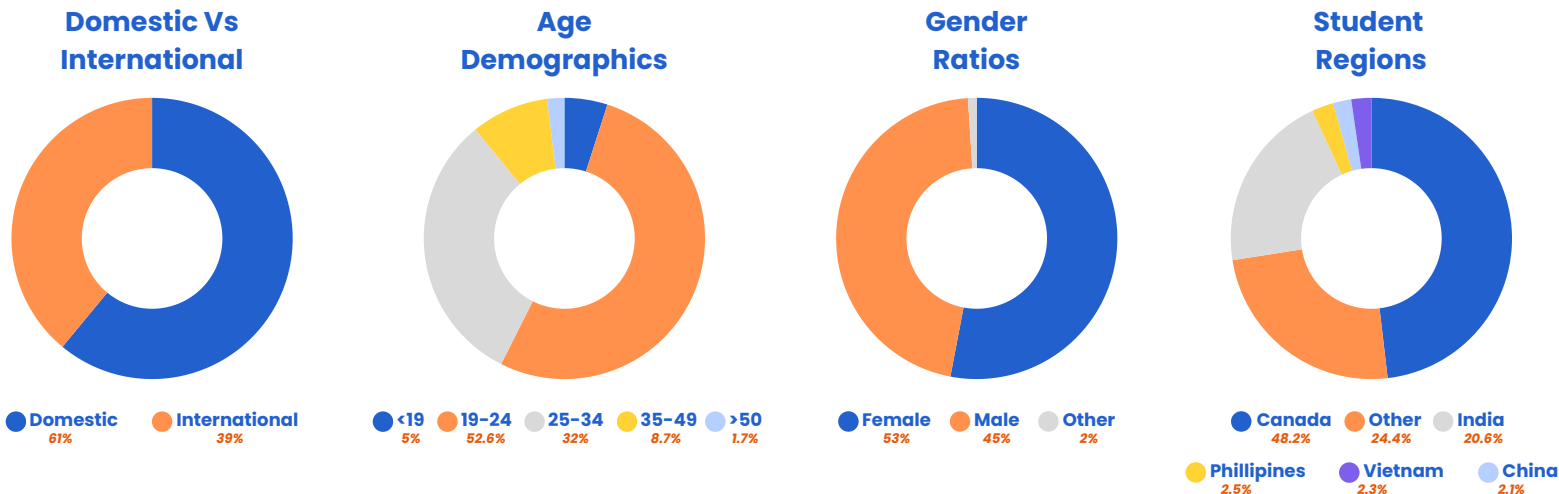
Highlights From GBC Student Community

Student Diversity

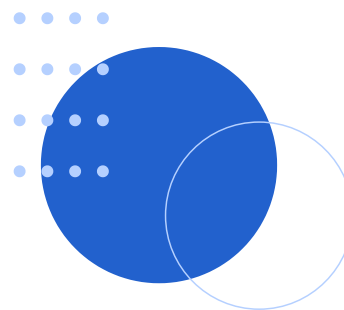
Every year, George Brown College welcomes over 29,000 students, both domestic and international, who arrive with a shared goal of enhancing their skills and joining the workforce. These students come from diverse cultural, linguistic, and religious backgrounds, contributing to the rich, inclusive environment that defines our campuses.

The Student Association is proud to support and celebrate this diversity through programs and events that foster a sense of belonging for all. We are committed to ensuring that every student feels welcomed, respected, and included, regardless of their heritage or personal background.

Today's students are tomorrow's workforce, bringing with them unique perspectives that will shape their future workplaces. Our campus street festivals offer an exceptional opportunity for sponsors to connect with this vibrant, diverse student population across all three campuses.



SAGBC Online Community & Presence



The Student Association at George Brown College (SAGBC) has cultivated a strong digital footprint through its official account, @SAGBC, and multiple program-specific platforms. With over 10,600 followers across Instagram, Twitter, and Facebook, the association consistently engages students through vibrant content focused on campus life, events, student services, and advocacy.

Over the past year, the SAGBC's main social accounts have grown exponentially. We have a total daily reach of 797K and have gotten over 2.1 million unique impressions.

These numbers demonstrate a highly active and responsive online community, making SAGBC a valuable promotional partner for brands targeting post-secondary students.

New Followers

4,100

Total Daily Reach

796.6K

Views

2.1M

The SAGBC operates under many secondary accounts as well including:

@SAGBC - 10,600 followers

@SAGBCEvents - 19,200 followers

@gbcsafewalk - 909 followers

@communitycarecentre - 1,642 followers

Partnering with SAGBC provides direct access to a diverse and engaged student audience at one of Toronto's largest colleges. Sponsors benefit not only from increased brand exposure but also from alignment with SAGBC's mission to promote student success, well-being, and community involvement. This partnership reflects a strong alignment with corporate social responsibility (CSR) goals, giving brands an opportunity to make a positive social impact while enhancing their presence on campus.



@SAGBC



@SAGBCEvents



@GBCSafeWalk



@CommunityCareCentre

Sponsorship Packages



The Student Association is committed to making your partnership experience as seamless and rewarding as possible. There are several ways to get involved, whether through supporting our vibrant street festivals, sponsoring individual events, or contributing through general donations. Your support plays a vital role in enhancing student life and creating meaningful campus experiences. See *categories below for available sponsorship options.*

Street Festivals & Week of Welcome Sponsorship Categories

Platinum Sponsor

\$10,000 or More

Gold Sponsors

Category 1
\$8000 – \$9,999

Category 2
\$6,500 – \$7,999

Silver Sponsor

\$4,000 – \$6,499

Bronze Sponsor

\$2,000 – \$3,999

Friends of The Festival

\$1,000

Individual Event

\$500 – \$1,000 Varies by event

Monday, August 11, 2025

Materials for insertion in our frosh kits must be delivered to our Casa Loma Campus

Monday, July 28, 2025

Company logo for SAGBC
Ads must be sent by email to
Projects@SAGBC.ca
MGRoperations@sagbc.ca

Tuesday, Sept. 2, 2025

Company Booth (10' x 10') must be delivered & Installed by 9:30-10 am in the morning at SA WF Campus

Sponsorship Packages at a Glance (2025 / 2026)

Benefit	Platinum (\$10,000+)	Gold 1 (\$8,000-\$9,999)	Gold 2 (\$6,500-\$7,999)
Category Exclusive	✓Exclusive industry partner	✗	✗
Street Festival Booth(10'x10' booth)- SAGBC will provide 6 foot table and two chairs + Access to power as needed)- Sponsor to bring their own tent	✓All 3 Campuses premium spot	✓All 3 Campuses	✓All 3 Campuses
Sponsor Advertisement on SAGBC digital screens at St.James and Casa Loma SAGBC student centers	✓Up to 3 ads	✓Up to 2 ads	✓One ad
Promotional Banners (Client Provided) during street festivals dates Sep. 2nd to Sep. 5th	Premium Locations	Premium Locations	Premium Locations
Vending Days on Campus during academic Year (Sep.2025- Aug. 2026) - 6-foot table	✓4 days	✓2 days	✓1 day
Promotional inserts in the SAGBC Orientation Frosh Kit (3000 kits)	✓ three inserts	✓ two Inserts	✓ One insert
Sponsor Logo in the SAGBC W.o.W Flyers (4,000 copies)	✓ large Size	✓	✓
Sponsor Logo on SAGBC W.o.W branded T-Shirts	✓Largest Size	✓	✓
Sponsor Logo on W.o.W promotional adverting on Social Media & Website	✓Largest Highlighted Logo	✓Highlighted Logo	✓Highlighted Logo
Sponsor Logo on SA W.o.W promotional printed Ads in The Dialog Newspaper (2,000 copies)	✓Top Placement	✓	✓

Sponsorship Packages at a Glance (2025 / 2026) Continued

Benefit	Silver (\$4,000-\$6,499)	Bronze (\$2,000-\$3,999)	Friends of the Festival (\$1000)
Category Exclusive	✗	✗	✗
Street Festival Booth(10'x10' booth)- SAGBC will provide 6 foot table and two chairs + Access to power as needed)- Sponsor to bring their own tent	✓1 campus (10'x10')	✓1 campus (10'x10')	✗
Sponsor Advertisement on SAGBC digital screens at St.James and Casa Loma SAGBC student centers	✗	✗	✗
Promotional Banners (Client Provided) during street festivals dates Sep. 2nd to Sep. 5th	✗	✗	✗
Vending Days on Campus during academic Year (Sep.2025- Aug. 2026) - 6-foot table	✗	✗	✗
Promotional inserts in the SAGBC Orientation Frosh Kit (3,000 kits)	✓ One insert	✗	✓ One insert
Sponsor Logo in the SAGBC W.o.W Flyers (4,000 copies)	✓	✓	✗
Sponsor Logo on SA GBC W.o.W branded T-Shirts	✓	✓	✗
Sponsor Logo on W.o.W promotional adverting on Social Media & Website	✓Standard Logo	✓Standard Logo	✓Standard Logo
Sponsor Logo on SA W.o.W promotional printed Ads in The Dialog Newspaper (2,000 copies)	✓	✓	✗

Event Sponsorship

Event Sponsorship is a great way to support the organization, enjoy an event, and have your business promoted. Whether you want to focus on one event or support multiple events, we can find something that will work for you and your budget. Some of these key events that are highly attended by students during the 2025/2026 academic year are the following:

Back to School / End of Year Boat Cruise – \$1000

Our Boat Cruises has been one of our signature events taking place for over two decades. With an average attendance of 475 students for each cruise, there is a reason why it's the most talked about event at George Brown College. Companies will have the opportunity to sponsor the cruise as the presenting sponsor and will be able to engage with students while they wait to board. There will also be plenty of opportunities to engage with students on the boat during the four-hour cruise.

Sponsorship Package Covers:

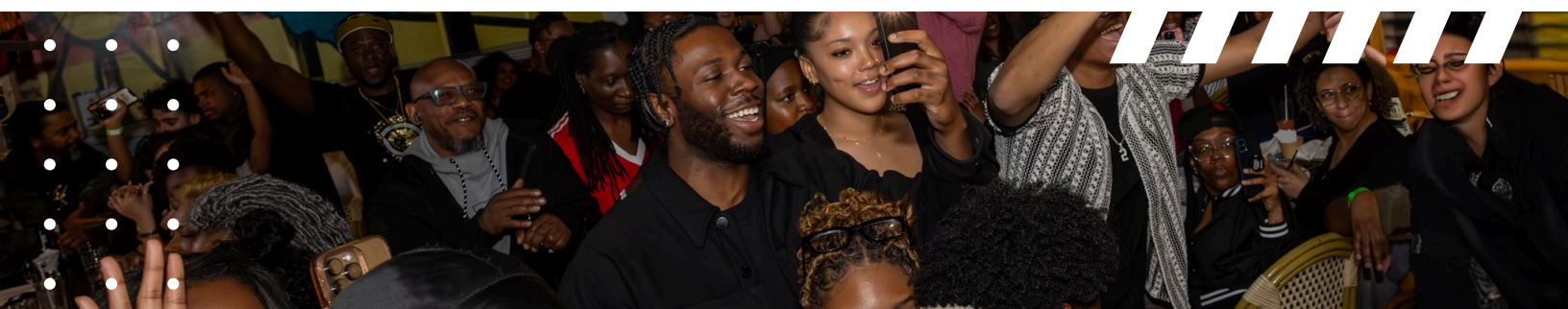
- Access to a 6 ft vending table at our boat and allow for interacting and engaging with students
- The sponsor logo will be featured in our Boat Cruise printed posters, SM posts, and graphics that will be communicated in our SM accounts

On-Campus Large Social Events – \$500

The Events & Recreation Department plans over 80+ events each academic year to engage with our George Brown College student community. Depending on your needs, partnering with one of our events could be a great way to market your brand to our diverse student body. Events will vary from Casino Nights, Social cultures Nights, Massive Parties, lunch days, and much more that are attended by 100 to 300 students per event. Being a sponsor for events will put you in direct contact with George Brown College students.

Sponsorship Package Covers:

- Access to a 6 ft vending table at our Event and allow for interacting and engaging with students
- The sponsor logo will be featured in our Events printed posters, SM posts, and graphics that will be communicated in our SM accounts



Confirm Your Support

You are making it possible for us to continue offering programs that support improving our students' on-campus life experience and contribute to their academic success. You are choosing to invest in the future of our community. Whether you choose to support our welcome week festival or sponsor an event **you are creating positive change in our GBC students' community.**

We've done our best to make supporting our organization as easy as possible! If you are ready to confirm your support of SAGBC welcome week and events, you can easily complete our online form found here forms.office.com/r/L8bbLsr1HA and our Sr. Special Projects & Collaborative Coordinator- Ibrahim Kuhail will connect to confirm all your details and agreement information. If you are interested please make sure to confirm their sponsorship before August 5th 2025.

If you still have questions or are wondering about customizing support further, please reach out to Ibrahim Kuhail our Special Projects & Collaborative Coordinator at projects@sagbc.ca and Wafa Ulliyen our Operations Manager at mgoperations@sagbc.ca.



Contact

For more information on partnership possibilities, please contact:

Wafa Ulliyan

Operations Manager

MGRoperations@SAGBC.ca | 416-800-2008 x101

Ibrahim Kuhail

Sr. Special Projects & Collaborative Coordinator

Projects@SAGBC.ca



St.James Campus

200 King Street East, Room 147
Toronto, ON Canada - M5A 3W8
Tel: 416-800-2008

Casa Loma Campus

147 Kendal Avenue, Room E100
Toronto, ON Canada - M5R 1M3
Tel: 416-800-2008

TMU Campus (SHE Building)

99 Gerrard Street, Room 614
Toronto, ON Canada - M5B 2K8
Tel: 416-800-2008

Waterfront Campus

51 Dockside Drive, Room 033
Toronto, ON Canada - M5T 2T9
Tel: 416-800-2008