



2026/2027

Sponsorship Package



Invest in Students. Build Meaningful Community Impact.

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

The Student Association of George Brown is the official voice of more than 17,000 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, SA fosters student involvement and builds a vibrant community where every student feels supported and seen.

Introducing Week of Welcome 2026 (W.O.W)

WOW is our signature kickoff to the academic year — a carnival-themed campus celebration welcoming thousands of students across George Brown Polytechnic campuses. This year, we are expanding WOW into a two-week experience taking place September 8–10 and September 15–17, 2026 across our Waterfront (WF), St. James (SJ), and Casa Loma (CL) campuses to provide even greater opportunities for sponsors to engage with students and for students to connect with campus life, services, and community.

Each campus activation will feature a lively campus carnival atmosphere filled with:

- Free food & treats
- Live music & entertainment
- Interactive games & activities
- Student engagement booths
- Giveaways, prizes & more!

With many students participants, WOW 2026 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 2026?

- Brand visibility with thousands of students across multiple campuses
- Direct engagement in a fun, welcoming, 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 2026 unforgettable — together.

Warm regards,

Wafa Uliyan

Operations Manager

MGRoperations@SAGBC.ca

Festival Locations



Waterfront Campus

📍 Located at Sherbourne Street & Queens Quay Festival held inside the main lobby

🕒 Tuesday September 8, 2026 and Wednesday September 16, 2026 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

 **Kendal Avenue near Casa Loma Castle Festival held inside the student center**

 **Wednesday September 9, 2026 and Thursday September 17, 2026 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. The campus has over 5000 students who attend in-person classes, offering sponsors a unique opportunity to connect with students pursuing careers in the skilled trades and related industries after graduation.

This year, the WOW activation at Casa Loma will take place inside the SA Student Centre, creating a high-traffic and engaging environment where sponsors can interact directly with students throughout the event experience.





St. James Campus

 **200 King St. East Festival held on the king's lounge – student center**

 **Thursday September 10, 2026 and Tuesday September 15, 2026
from 11am to 3pm**

The St. James campus encompasses a total of five buildings, with the main building located at 200 King St. East serving as the central hub of student activity. Situated in the heart of downtown Toronto and easily accessible by both GO Transit and the TTC, the campus is surrounded by a vibrant mix of offices, residences, and local attractions, including the historic St. Lawrence Market just minutes away.

With more than 6,800 students attending in-person classes, the St. James campus offers sponsors an excellent opportunity to engage with a large and diverse student population. This year, the WOW activation at St. James will take place inside the King's Lounge Student Centre, creating a lively and accessible environment for sponsors to connect directly with students and showcase their products and services throughout the event.



Highlights From GBC Student Community

Student Diversity

Every year, George Brown Polytechnic welcomes over **17,000 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.

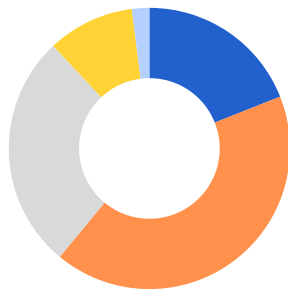
The Student Association is proud to support and celebrate this diversity through programs and events that foster a sense of belonging for all. We are committed to ensuring that every student feels welcomed, respected, and included, regardless of their heritage or personal background.

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.

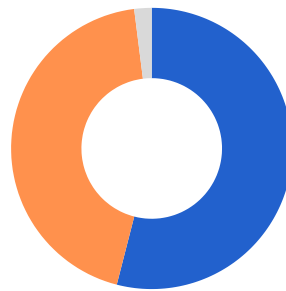
Domestic Vs International



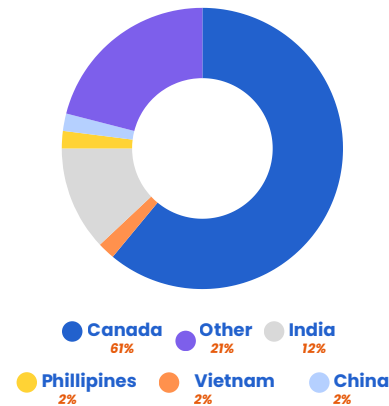
Age Demographics



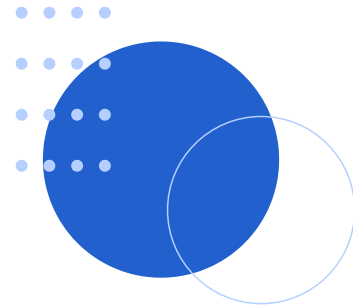
Gender Ratios



Student Regions



SAGBC Online Community & Presence



The **Student Association at George Brown Polytechnic (SAGB)** has cultivated a strong digital footprint through its official account, **@SAGBC**, and multiple program-specific platforms. With over **30,000 followers** across Instagram, Twitter, and Facebook, the association consistently engages students through vibrant content focused on campus life, events, student services, and advocacy.

In the past year, SAGB's digital presence has seen exponential growth:

- **Daily reach:** 7K
- **Views:** 650k+ (Last 90 Days)
- **Interactions:** 12k+ (Last 90 Days)
- **New Followers:** 10% +

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

Daily Reach

7,100

Views

658.3K

Interactions

12k+

Our Platforms at a Glance

- @SAGBC** - 10,800 followers
- @SAGBCEvents** - 17,700 followers
- @gbcsafewalk** - 977 followers
- @communitycarecentre** - 1,573 followers
- @TheDialog** - 940 followers

Partnering with SAGB 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 SAGB'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

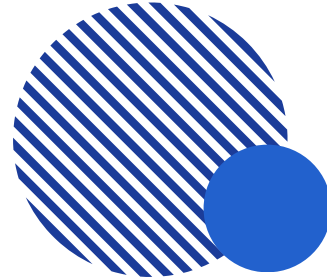


@CommunityCareCentre



@TheDialog

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 4, 2026

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

Monday, July 20, 2026

Company logo for SAGB Ads must be sent by email to recreation@SAGBc.ca and mgoperations@SAGBc.ca

September 8-10 & September 15-17,

Company Setup at our spaces for frosh week dates 9:30-10 am in the morning

Sponsorship Packages at a Glance (2026/2027)

Benefit	Platinum (\$10,000+)	Gold 1 (\$8,000-\$9,999)	Gold 2 (\$6,500-\$7,999)
Category Exclusive	✓ Exclusive industry partner	✗	✗
In campus Booth: SAGB provides up to two 6 ft table, 2 chairs + access to power	✓ All 3 campuses- 6 festival days + premium spot	✓ All 3 campuses- 6 festival days	✓ 2 campuses – 4 festival days
Sponsor Ads on SAGB digital screens (St. James & Casa Loma Student Centres)	✓ Up to 3 ads	✓ Up to 2 ads	✓ One ad
Sponsor Advertisement inclusion in SAGB electric newsletter	✓ up to 3 newsletter submission	✓ up to 2 newsletter submission	✓ one newsletter submission
Promotional Banners (client provided) during festival dates	Premium location	Premium location	Premium location
Vending Days on Campus (Sep 2026–Aug 2027, 6-foot table)	✓ 4 days	✓ 2 days	✓ 1 day
Promotional inserts in SAGB Orientation Frosh Kit (1,000 kits)	✓ Three inserts	✓ Two inserts	✓ One insert
Sponsor logo on W.O.W branded T-shirts	✓ Largest Size	✓	✓
Sponsor logo on W.O.W social media & website	✓ Largest Highlighted Logo	✓ Highlighted Logo	✓ Highlighted Logo
Sponsor Logo on SA W.o.W promotional Online Ads in The Dialog Newspaper	✓ Top Placement	✓	✓

Sponsorship Packages at a Glance (2026/2027) Continued

Benefit	Silver (\$4,000-\$6,499)	Bronze (\$2,000-\$3,999)	Friends of the Festival
Category Exclusive	✗	✗	✗
In campus Booth: SAGB provides up to two 6 ft table, 2 chairs + access to power	✓1 campus – 2 festival days	✓1 campus – 2 festival days	✗
Sponsor Ads on SAGB digital screens (St. James & Casa Loma Student Centres)	✗	✗	✗
Sponsor Advertisement inclusion in SAGB electric newsletter	✗	✗	✗
Promotional Banners (client provided) during festival dates	✗	✗	✗
Vending Days on Campus (Sep 2026–Aug 2027, 6-foot table)	✗	✗	✗
Promotional inserts in SAGB Orientation Frosh Kit (1,000 kits)	✓ One insert	✗	✓ One insert
Sponsor logo on W.O.W branded T-shirts	✓	✓	✗
Sponsor logo on W.O.W social media & website	✓ Standard Logo	✓ Standard Logo	✓ Standard Logo
Sponsor Logo on SA W.o.W promotional Online Ads in The Dialog Newspaper	✓	✓	✗

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 2026/2027 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 300 students for each cruise, there is a reason why it's the most talked about event at George Brown Polytechnic. 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:

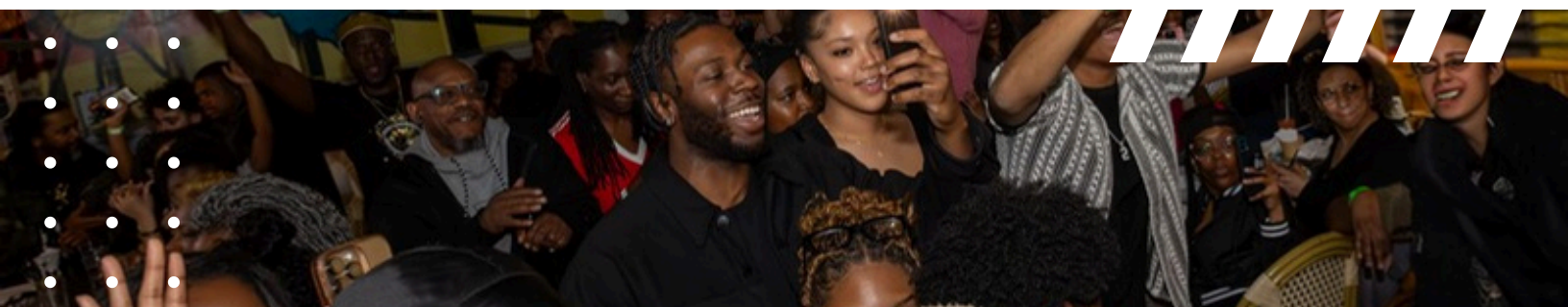
- Access to a 6 ft vending table at our boat and allow for interacting and engaging with students
- The sponsor logo will be featured in our Boat Cruise printed posters, SM posts, and graphics that will be communicated in our SM accounts

On-Campus Large Social Events - \$500

The Events & Recreation Department plans over 80+ events each academic year to engage with our George Brown Polytechnic 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 Polytechnic 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 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 GBP 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 SAGB welcome week and events, you can easily complete our online form found here <https://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 still have questions or are wondering about customizing support further, please reach out to our Special Projects & Collaborative Coordinator at projects@SAGBC.ca and Wafa Ulliyar our operations Manager at moperations@SAGBC.ca



Contact

For more information on partnership possibilities, please contact:

Wafa Ulliyar

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