

NAITSA'S OOKS LIFE SPONSORSHIP PACKAGE



WHO WE ARE

NAIT Students' Association aka NAITSA

NAITSA is a student-led organization, whose mission is to provide students with exceptional service and representation. Since NAITSA was established in 1964, we have grown and expanded to a staff of over 90 people, who work to provide a variety of student-driven services to improve all areas of students' lives.

Between the many campuses of NAIT, the NAIT Students' Association holds over 140 events each year. These events range in size from 20 students to over 2,000 across a variety of programs and interests. We pride ourselves on knowing that we can find an event that will appeal to the diverse student population at NAIT.

NAITSA's Campus Life department's goal is to offer low to no cost events for students. With the help of sponsors, we get to pass those savings to students directly.



BY THE NUMBERS



90%

of students said they think it is important to them that NAITSA offers events.

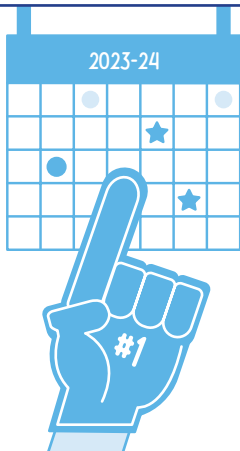
349 events

were hosted by NAITSA in 2023-24.

19,246 total attendees

of which there were

6,890 unique attendees.



71 campus clubs hosted **808 events** in 2023-24.

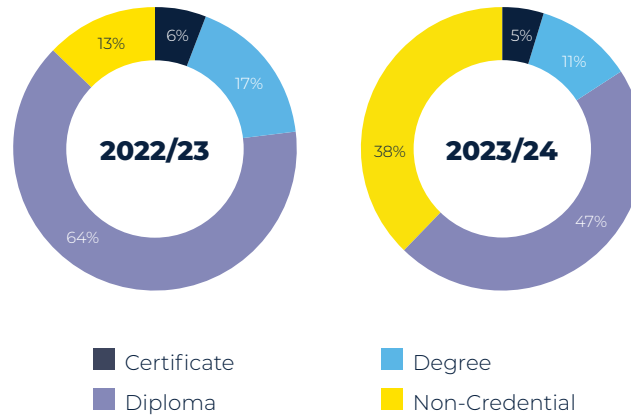
3,723 total attendees

of which there were

2,007 unique attendees.

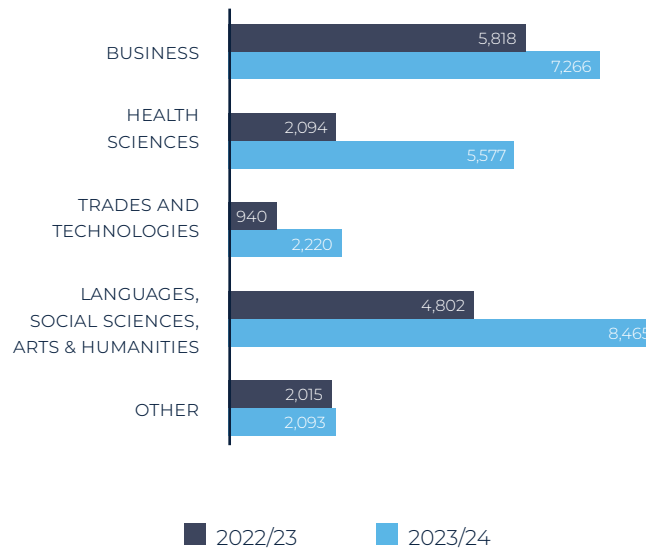


CREDENTIALS



Certificate
 Diploma
 Degree
 Non-Credential

PROGRAM



LEGAL STATUS

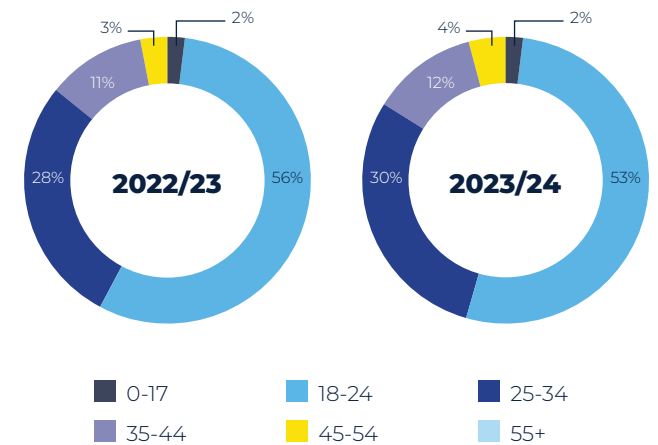
2022/23



2023/24



AGE DEMOGRAPHIC



WHY SPONSOR A NAITSA EVENT?

Our Reach

- Increases **brand visibility** to an expansive audience
- **Lead generation** for sales initiatives and campaigns
- Creates a **positive interaction** between the audience and your brand
- Enhances **customer experience** through fun and engaging events
- Opportunity to **engage** with the students and our team to maximize your return on investment

Our social media strategy involves providing our sponsors with access to our student attendees and their peripheral network of friends in a meaningful way. Weaving brand promotions into our content organically and including interactive components offers value beyond simple impressions.

At the event itself, the goal will be to capture content that features the product or service that the sponsor is providing – in the hands of students. This content provides lasting value as it can be shared during and after the event to offer the best possible return on investment.



FACEBOOK – @OoksLife

Page Followers: 1,485

Reach of 14,161 with 813 content interactions



INSTAGRAM – @ookslife

Account Followers: 5,475

- Followers aged 18-24: 34%
- Followers aged 25-34: 38.6%

Did you know? As of April 2024, almost 32% of global Instagram audiences were aged between 18 and 24 years, and 30.6% of users were aged between 25 and 34 years according to Statistica (2024).

Growth rate of 18% over the past year

- 659,736 impressions
- Average reach of 705
- 16,033 profile views



TIK TOK – @ookslife

Account Followers: 453

- Growth rate of 55% in the past year
- Average reach of 551
- 19,852 video views



LINKEDIN – @ookslife

1,645 page views

42% average click through rate

516 post clicks

TESTIMONIALS

“

“NAIT is known for its celebration! There is no single event that NAIT ever missed to celebrate.”

– Tejas (*Student*)

“I have attended many NAITSA events ever since I started at NAIT. The events are well organized and are always a blast to attend whether I attend by myself or with a friend. Both, virtual and in person, events are always the highlight of my day because of the new experiences and friendly faces I meet. The staff who run the events are always so friendly and make everyone feel welcomed as soon as they enter the room, or zoom meeting.”

– Juliet (*Student*)

“

“I personally liked the balance of NAITSA events offered from academics, career, wellness, volunteering and last but not the least the fun games! I truly appreciate the events setup by NAITSA which further enriched my learning experience at NAIT and allowed me to connect with other students.”

– Joy (*Student*)

“

“It was such a great experience and made you feel like a part of NAIT as a whole, and not just a student.”


– Katie (*Student*)

“NAITSA events are fun, exciting, educational, or a mixture of all three. It was always a treat to be a part of them or stumble upon some of the pop-ups like spinning a wheel to win prizes or the pop-up gaming stations!”

– Benjamin (*Alumni*)

“NAITSA events are super fun to attend. There's countless opportunities to make new friends and try new things. NAITSA events help de-stress and provide a fun environment around campus. Makes showing up to school a lot more fun.”

– Astrid (*Alumni*)



**SPONSORSHIP
OPPORTUNITIES**



HOW TO EVENTS

NAITSA's How To Event Series is focused on getting like-minded students together for an activity that has the potential to initiate a new student-led club. The instructors for these events get valuable face time with our students and are able to engage with them in an impactful, interactive way.

Our How To Events typically fall within a few categories: food, crafting, adventuring, or fitness. Each year we pick events based on trends, past success and instructor availability.

2024-2025 How to events:

- Cooking & Culinary Arts
- Crafting & Sculpting
- Celebrating Culture & Identity
- Leisure Sports
- Sustainable Home Practices
- Functional Gardening



How To Events

Sponsorship Opportunity

Benefits	Instructor & Material Pricing Discounted 50% - 100%	Instructor & Material Pricing Discounted 10% - 49%	Instructor & Material Regular Pricing
Social media mention on story content	•	•	•
Logo on the event poster	•	•	
Post-event email mention to attendees	•	•	
Written content for post-event email	150 words		
Pre-event email mention to RSVP'd students	•		
In Person Events:			
Signage at the event	•	•	
Distribution of printed promo materials at the event	•		
Virtual Events:			
Video content to be shared in pre-event email	•	•	
Announcement of social media handles during the event	•	•	•

**Logos, signage, printed promotional materials, video and written content to be provided by sponsors. All promotional materials must be approved by NAITSA and offer value in the form of discount, promotion, exclusivity, or functionality to the attendees.*





WELLNESS AND SUSTAINABILITY EVENTS

As part of our mission to improve all elements of students' lives, we host a wealth of wellness events. These events vary to focus on different elements of wellness including mental health, relaxation, physical health, healthy eating, community volunteerism, and environmental sustainability.

Over 75% of students want to see environmental sustainability prioritized in future planning at NAIT.

Events include options such as:

- Petting Zoo
- Free Food Events
- Pride Week Safe Space
- Kids Party
- Student Appreciation
- Ice-Cream & PAWS
- Roaming Freezies
- Wellness Wednesdays (free 5 minute massages for students)
- Wellness Stations
- DIY Events
- Treat Trolley
- Brain Freeze Free Ice Cream
- How to: Herb Gardening



Wellness and Sustainability Events

Sponsorship Opportunity

Benefits	Instructor & Material Pricing Discounted 50% - 100%	Instructor & Material Pricing Discounted 10% - 49%	Instructor & Material Regular Pricing
Social media mention on story content	•	•	•
Logo on the event poster	•	•	
Post-event email mention to attendees	•	•	
Written content for post-event email	150 words		
Pre-event email mention to RSVP'd students	•		
In Person Events:			
Signage at the event	•	•	
Distribution of printed promo materials at the event	•		
Virtual Events:			
Video content to be shared in pre-event email	•	•	
Announcement of social media handles during the event	•	•	•

**Logos, signage, printed promotional materials, video and written content to be provided by sponsors. All promotional materials must be approved by NAITSA and offer value in the form of discount, promotion, exclusivity, or functionality to the attendees.*



UNIQUE EVENTS AND EXPERIENCES

In order to offer a diverse range of events that fit our vast demographic, our team has also developed some unique experiences to get students engaged on a larger scale. These events often see the highest attendance numbers, most diverse range of attendees and have become sought after, annual opportunities for students to have fun, connect, and unwind.

These events include the months beside each Unique Event as below:

“Explore Edmonton” Series (monthly)

A series in which we take students around the city to explore different attractions and events Edmonton has to offer. These stops include an Edmonton Elks game, Oil Kings Game, Snow Tubing, Ice Skating, and more! It is a great opportunity for students to discover Edmonton’s vibrant culture and hidden treasures.

Orientation Pancake Breakfast (September)

To welcome our new students into NAIT, we throw a pancake breakfast with over 600 attendees in the fall! This event takes place twice a year to welcome new students who join us in the fall and winter semesters. Students come together to eat a delicious pancake breakfast and make new friends while learning about NAIT and what they can expect from their education.



UNIQUE EVENTS AND EXPERIENCES



Heritage Day (October)

Held in the CAT building, this fair is held to celebrate the diverse heritage of our students. Students can immerse themselves in a culinary adventure exploring a variety of food trucks with authentic flavours from around the world. This event aims to foster a sense of unity and appreciation for the unique backgrounds of our students.

Vendor Market (November & February)

A dynamic marketplace in CAT featuring local and alumni businesses. Our vendor market gives students and staff a unique shopping experience just before the holidays. The market features a wide array of products and services from talented vendors, ranging from handcrafted treasures to delectable treats. The event aims to support local entrepreneurship while providing a convenient shopping experience for the NAIT campus community.

Kids Party (November & March)

A family focussed event that welcomes children of all ages to join us on campus for a day of fun. Activities include craft stations, mad-scientist demonstrations, inflatables, glitter tattoos, balloon artists and anything our imagination can conjour.

Ooks Birthday Bash (January)

In hopes of ramping up school spirit we are hosting a birthday bash for our beloved mascot, the Ook. Students will celebrate by rocking school colours, sing, eat cake, and have the opportunity to win amazing door prizes.



UNIQUE EVENTS AND EXPERIENCES

Splash & Bash (January)

A back to school event for the winter semester, hosted at the World Waterpark in WEM. NAITSA partners with other local Post Secondaries to throw an exclusive back to school party for students, including full slide access, a DJ, dance floor and waterpark bar.

Jasper in January (January)

A bus of students make their way to the mountains to enjoy everything Jasper has to offer in a quick day trip. Lunch and transportation is provided.

Pride Week Drag Show (March)

As an integral part of our Pride Week, our goal is to bring focus to local LGBTQ+ entertainment and businesses and share them with our NAIT community. Our main event includes drag queen performances, music, fashion, special edition pride swag, and entertainment.

Last Class Bash (April)

A vacation experience for students to escape the winter and embark on a journey to a tropical destination. This trip provides students with the opportunity to explore a new culture, adventure new landscapes, and make lifelong memories.

Please contact us to create a custom sponsorship opportunity for you within these events!

**Opportunities in each category may vary slightly on an event to event basis*



NEST FEST

Nest Fest is one of our longest standing annual events and is our way to kick-off the school year. As one of our most talked about events, Nest Fest sees a diverse range of attendees and a variety of sponsorship opportunities.

The event takes place on our campus and includes everything from musical performances, beer gardens, interactive games and activities, exhibitor booths, and swag giveaways.



Nest Fest

Sponsorship Opportunity

Benefits	Title Sponsor	Beer Garden (Beer Exclusivity)	Entertainment	Exhibitor Booth	Volunteer Tent	Door Crasher Prizes
	\$5,000	\$1,000 + portion of beer donated	\$500	\$500 per day or \$750 for both days	\$250	\$200+
Social media mention on story content	•	•	•	•	•	•
Sponsor level recognition on signage and promotional materials created for the event	•	•	•	•	•	•
Post-event email mention to attendees	•	•				
Post-event email written content	150 words	150 words				
Tent cards on tables	•					
Signage at the event	Prime placement throughout event	Beer gardens placement		Placement within scope of booth	Placement in volunteer area and other locations at the event	
Distribution of printed promo materials at the event	•	•	•	•		
Live broadcasted mentions at the event	•	•				•
Mention and website link on social media leading up to the event	•					•

**Signage, printed promotional materials, video and written content to be provided by sponsors. Sponsors are also responsible for providing tent, staffing, and promotional materials for exhibitor booths. All promotional materials must be approved by NAITSA and offer value in the form of discount, promotion, exclusivity, or functionality to the attendees.*



IN KIND SPONSORSHIP

Connecting our audience with the products and services that are most valuable to them helps to bring our events alive and increases the lasting impact and tangibility of their experience. In order to accomplish this, we offer many options for companies to donate in-kind at a variety of different events.

In addition to our How To and wellness events, we also offer events in other categories such as extreme sports, pride events, Esports, children inclusive and weekly socials at The Nest Eatery.

We would be happy to discuss the specific events on this years' calendar that would best connect with your brand and products.

**Signage, printed promotional materials, and all other content to be provided by sponsors and approved by NAITSA prior to the event. NAITSA reserves the right to approve all in-kind donations prior to acceptance.*

***Perks and Deals website page will require approval by NAITSA.*

PRIZING AND GIVEAWAYS

Contribution: Donation of one sizeable prize to be given away at a partnering event

- Social media mention on story content
- Pre-event email mention to RSVP'd students
- Mention and website link on social media leading up to the event
- Live broadcasted mentions at the event
- Company logo on promotional material for the event


GIFT CARDS

Contribution: Donation of one or more gift cards redeemable for your services or products

- Social media mention on story content
- Live broadcasted mentions at the event
- Sharing of social media handles and website at the event
- Post-event email mention to attendees
- Company logo on promotional material for the event

SWAG CONTRIBUTION

Contribution: Donation of a coupon, discount, or functional swag item to be distributed to a large portion of attendees

- Social media mention on story content
 - Live broadcasted mentions at the event
 - Distribution of printed promo materials at the event with swag item
 - Post-event email mention to attendees
 - Listing on NAITSA's "Perks and Deals" website page
- 



CAMPUS CLUBS PROGRAMMING EVENTS

The Club Elevation Series

This series of engaging workshops hosted by Campus Clubs includes a wide range of programming such as hands-on experiences, classroom seminars, and drop-in sessions. Attendees are introduced to practical tools or strategies to assist the club members in administering their club. Some topics for the workshops include graphic design, social media, club leadership, conflict resolution, etc.

Our aim is for attendees to gain extra insight and skills, network with other club leaders, and continue to develop as leaders on campus, while also receiving food and prizes as incentives for participation.

The Find Your People Series

To foster the creation and success of new clubs, the Find Your People Series of workshops will be hosted by Campus Clubs and include networking opportunities that bring together like-minded individuals. These experiences will build excitement, engagement, and commitment, with a focus on all of the amazing benefits that being involved in clubs can offer students.



WAYS TO SUPPORT STUDENT CLUBS

Student Clubs

Clubs are the heartbeat of our campus. They provide a platform for students to engage, learn, and grow outside the confines of the classroom. They foster a sense of belonging, enhance leadership skills, and create opportunities for networking and friendship. Whether students are interested in technology, arts, sports, or community service, there's a club waiting to welcome them.

Each year, there is a robust list of active clubs on campus, which can be found on [ookslife.ca](https://www.nait.ca/ookslife)

Student Club Events and Experiences

Throughout the year, clubs host a wide variety of events and experiences including things like networking activities, group trips, promotional activations, member recruitment initiatives, social events, and apparel orders. These events and experiences build the NAIT community and enhance the overall student experience.

If there is a club that aligns with your company, there are multiple options available for sponsoring an element of a club event or providing in-kind sponsorship.

PRIZING AND GIVEAWAYS

Contribution: Donation of one sizeable prize to be given away at a partnering event

- Social media mention on story content
- Pre-event email mention to RSVP'd students
- Mention and website link on social media leading up to the event
- Live broadcasted mentions at the event
- Company logo on promotional material for the event

GIFT CARDS

Contribution: Donation of one or more gift cards redeemable for your services or products

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SWAG CONTRIBUTION

Contribution: Donation of a coupon, discount, or functional swag item to be distributed to a large portion of attendees

- Social media mention on story content
- Live broadcasted mentions at the event
- Distribution of printed promo materials at the event with swag item
- Post-event email mention to attendees
- Listing on Campus Clubs "Referred" section on Campus Clubs page. (Pending service is identified as something student clubs would benefit in using)



CONTACT US

Customized sponsorship packages are available to ensure you are getting the engagement and return on investment that you are looking for!

READY TO GET INVOLVED?

Thank you for your time and consideration to help bring our events to the next level. If you have any questions about sponsoring, NAITSA, or ways you can get involved, please do not hesitate to reach out to our team at naitsaevents@naitsa.ca or **780.471.8725**