

WELCOME WEEK RESIDENCE EXPERIENCE 2025



SPONSORSHIP OPPORTUNITIES

Memorial University | St. John's, NL

September 7-14, 2025



STUDENT RESIDENCES AND
ANCILLARY OPERATIONS



RezEx - Welcome Week

RezEx is the big kick-off week for new and returning students to Memorial University residence used to help enhance the upcoming semester experience for our students. It is used as a way to support healthy competition by having social fun activities and events, but most importantly it is used to build community. Our primary aim is to cultivate a robust and interconnected residence life, ensuring a fulfilling experience for all who call our campus home.

Throughout RezEx, students from diverse backgrounds converge, creating a welcoming and inclusive environment of cultures and perspectives. We are always looking for opportunities to enhance the student experience as we understand the importance of students networking and forging lasting friendships. By contributing to RezEx our sponsors not only contribute to the success of our events but also, your kind support enables us to create an enjoyable memorable experience for new and returning students .

We value and appreciate our sponsors and your feed back is important to us, we would love to hear about your experience and how we can keep working together for future events as our sponsors feedback is important in maintaining that connection. Your generous sponsorship has a valuable impact on our students experience and your support is invaluable in ensuring a successful start to the school year.



Why Sponsor RezEx?

"Looking back on my experience at Memorial University, the memories that shine the brightest are from RezEx. More than an event, RezEx was an invaluable introduction to campus life and the wonderful people and businesses of St. John's. This event was the birthplace of new traditions and friendships that have stood the test of time. Because of the sponsors who made it possible, RezEx quickly turned into cherished weekly rituals. The bonds forged during those times have proven to be as enduring as they are enriching."

- Student at Memorial University

Sponsorship Packages

Bronze Package / \$500.00

- **Sponsor Promotional material included in all Orientation kits**
 - Opportunity to include promotional flyers, coupons, gift certificates, etc., in our move-in bundles distributed to over 1500 students.
- **Sponsor logo Included in sponsorship display presented at all RezEx Events**
 - Sponsor Banner placement onsite at all major RezEx events seen by over 1500 students.
 - Logo provided by sponsor
- **Sponsor recognition during Welcome Week Pep Rally & on RezEx website**
 - Displayed on slideshow or projector when needed (+1500 student attendance)



Silver Package / \$1,000.00

- **All benefits included in the Bronze Package**
- **Social Media Exposure****
 - Promotional appreciation post scheduled for Facebook, Instagram, and Tiktok:
 - 1 before, and 1 after welcome week
 - Daily posts/promotion during the week
 - Not exclusive to one sponsor
- **Opportunity to display promotional flyers in residence during fall semester:**
 - 1 flyer per month/sponsor. Sponsor to provide printed material x 35 copies on letter sized paper.



Opportunities Continued

Gold Package / \$2,000.00

- **All benefits included in the Silver Package**
- **Sponsor logo displayed on tent-cards during applicable RezEx events**
 - Excludes specific sponsored events
- **Premium promotional booth on Move-in day**
 - Sponsor is permitted to set up in Hunter's Square on move in day (Sept. 7th)
 - Booth size (4ft table, 2 chairs). If more space needed contact beforehand
- ***Sponsor provided promotional signage at 3 Networking Events:**
 - Drop in: Movie night
 - Drop-in: Trivia: Battle of the Brains
 - Lord Taylor & Frecker Road Race - Annual historical race around Memorial Campus



Diamond Package / \$3000.00

- **All benefits included in the Bronze, Silver, and Gold Packages**
- ***3-minute exclusive speaking opportunity to promote organization at a RezEx Event**
- ***Event of choice to be named after sponsor - 1 Signature Event**
 - Rez Rally - Introductory Pep Rally with exposure to over 1500 students
 - Rez Got Talent
 - Dance in the Square
- **Sponsor provided logo included on all RezEx schedules & non-event exclusive posters**
 - Distributed to approximately over 1500 students
- **Ad displayed in weekly residence Rundown Newsletter and residence TV displays**
- **Sponsor provided promotional signage at Networking Event**



Opportunities Continued

Micro - Sponsorship Opportunities

Sponsorship Opportunity	Price
**Social Media Exposure	\$150.00
<i>Sponsor provided logo displayed on tent-cards during applicable RezEx events</i>	\$250.00
<i>Opportunity to display promotional flyers in residence during fall semester - Provided by sponsor</i>	\$300.00
<i>Sponsors promotional items included with RezEx Prizes (i.e. gift card/merchandise)</i>	\$300.00
Sponsors logo on all RezEx Schedules	\$500.00
<i>Sponsors promotional ad displayed on digital screens throughout residence</i>	\$800.00
Premium booth on move-in day	\$1000.00



Other Sponsorship Packages

Sponsorship	Bronze \$500	Silver \$1000	Gold \$2000	Diamond \$3000
Move-In Bundle	✓	✓	✓	✓
Logo Included on Sponsorship Banner	✓	✓	✓	✓
Recognition During RezEx Pep Rally	✓	✓	✓	✓
Social Media Exposure		✓	✓	✓
Opportunity to Display Promotional Posters Around Residence		✓	✓	✓
Premium Promotional Booth During Move-In Day			✓	✓
Sponsor Displayed on All Promotional Event Material			✓	✓
Sponsor-Provided Signage at 3 Networking Events			✓	✓
Sponsor Presented on All RezEx Schedules				✓
Residence Rundown Newsletter Promotion				✓
Exclusive Speaking Opportunity				✓
Event of Choice Named After Sponsor				✓

Sponsorship Registration Information

Please email back to reslife@mun.ca with the following information:

1. Choice of Sponsorship

- Bronze Package: \$500.00
- Silver Package: \$1000.00
- Gold Package: \$2000.00
- Diamond Package: \$3000.00
- Micro-Sponsorship(s): Please indicate chosen sponsorship opportunity

2. Company Logo File

3. Organization name

4. Contact Person

5. Mailing Address (City/Province/Postal Code)

6. Phone Number

7. Email Address

8. Website Address

To coordinate payment method, or if you have any questions, please contact us at reslife@mun.ca, thank you for your support.

Mae Greene

Residence Life Activities and Program Coordinator

Student Residences and Ancillary Operations

Memorial University

Hatcher House

St. John's, NL A1C 5S7

Email: reslife@mun.ca

CONDITIONS AND REGULATIONS

- Sponsorship is secured upon receipt of this signed Agreement and payment of 100 percent of the sponsorship fee.
- All sponsorship contracts are final and cannot be retracted.
- Memorial University reserves the right to decline sponsorship.
- Memorial University reserves the right to amend the rules and regulations governing sponsorship at its discretion.

Booking your sponsorship early will ensure inclusion in all event promotional and printed materials.

Deadline for printed material is 5:00pm on August 1, 2025