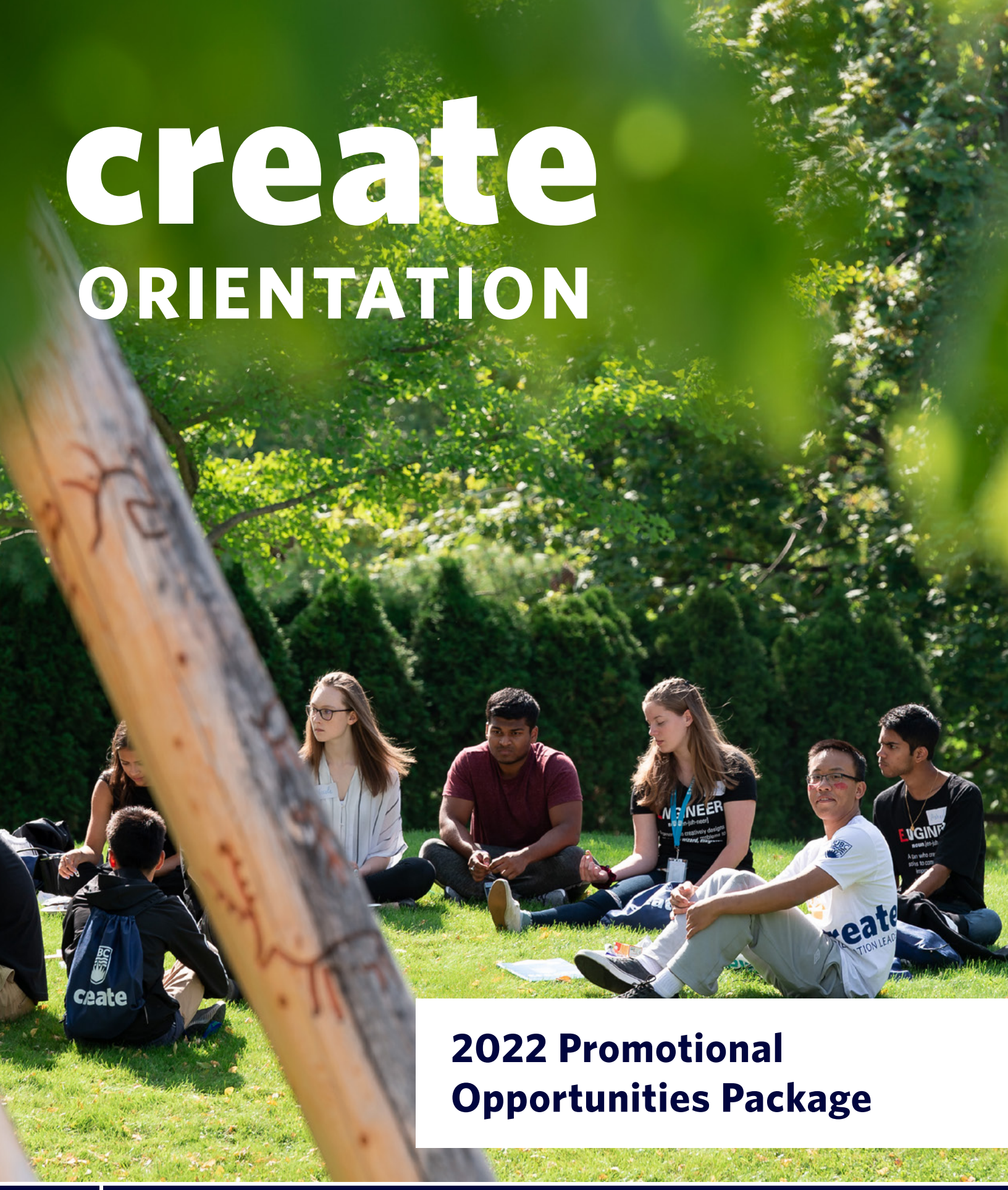
create
ORIENTATION



2022 Promotional Opportunities Package

THE UNIVERSITY OF BRITISH COLUMBIA
Okanagan Campus

What is Create new student orientation?

Create is the University of British Columbia's official welcome to all students new to the Okanagan campus. Create is a fun and engaging opportunity for students to get comfortable with campus, make new friends, foster a sense of belonging and learn how to set themselves up for success.

In 2022, Create takes place on:
Monday, September 5

Why promote through Create?

Having your business or organization featured at UBC Okanagan's Create orientation is a practical way to reach a highly targeted demographic in one place.

CREATE...

- is the single largest gathering of students at UBC's Okanagan campus
- is attended by domestic and international students from around the globe
- provides exhibitors a captive audience
- is a fun and exciting day for everyone involved!

Promoting at Create gives you flexible options for reach and frequency through several marketing avenues, including:

- promotions and networking
- print and advertising

Create demographics

More than 2,000 undergraduate students participate annually

1,600+
DOMESTIC STUDENTS
26% previously resided outside of BC

400+
INTERNATIONAL STUDENTS
Representing approximately 100 countries

44% will live on campus

56% are commuters

19
Average Age of participants

Opportunities to promote at Create

SHOWCASE INFORMATION FAIR

Taking place from the mid afternoon–early evening of Create, Showcase is an essential component of orientation as it links new-to-UBC students with their larger community. Showcase features an extensive array of exhibitors, including external organizations, UBC departments, and student-run organizations.

CREATE SWAG BAGS

Each student attending Create receives a bag full of swag and information from our internal and external collaborators.

PROMOTIONAL OPTIONS	DETAILS	PRICING[1]
Basic Exhibitor	Includes: • 10'x10' booth space at the Showcase fair • Organization's name and weblink included in UBC 101 (a UBC course visible to all new-to-UBC students) • 6' table and two chairs • Wi-fi access • Parking for 1 passenger vehicle Please bring your own[2]: • Tent (highly recommended) • Tablecloth	$500
Non-Profit Exhibitor	Includes everything in Basic Exhibitor package	$300
Premium Exhibitor	Includes: • 10'x10' booth space at the Showcase Fair • High-traffic booth location • Organization's logo and weblink included in UBC 101 (a UBC course visible to all new-to-UBC students) • 6' table with table cloth, two chairs • Wi-fi access • Access to power at booth • Parking for 2 passenger vehicles Please bring your own[2]: • Tent (highly recommended) • Extension cord(s)	$750
Create Bag Insert	Includes: • One flyer, coupon, item, or brochure to be included in 2,200 Create swag bags. (Printing costs not included)	$250

[1]In-kind contributions such as prizes and food items may be accepted as payment on a case-by-case basis. Contact us for details. If you would like to suggest a sponsorship activity not listed, please contact us with your ideas!

[2]If you would like UBC to rent these items for you, please make arrangements well in advance of the event. Additional charges will apply.

The fine print:

- Prior to confirming registration for promotional activities, all promoters and exhibitors must be approved through the Office of the Associate Vice-President, Students
- Sponsors who share similar values with UBC will be given preference
- On-campus signage, materials, and messaging must be pre-approved by the UBCO Orientation Team
- The sales of services or products at Showcase have restrictions. If you would like to sell on-campus, please contact us for more details
- Some promotional options have deadlines, so please contact us right away to confirm your interest
- UBCO reserves the right to politely decline promotional requests

CONTACT US

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