

# create ORIENTATION

## 2023 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 2023, Create takes place on:  
**Monday, September 4**

## 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 <sup>1</sup>
<b>Basic Exhibitor</b>	Includes: <ul style="list-style-type: none"> <li>10'x10' booth space at the Showcase fair</li> <li>Organization's name and weblink included in UBC 101 (a UBC course visible to all new-to-UBC students)</li> <li>6' table and two chairs</li> <li>Wi-fi access</li> <li>Parking for 1 passenger vehicle</li> </ul> Please bring your own <sup>2</sup> : <ul style="list-style-type: none"> <li>Tent (highly recommended)</li> <li>Tablecloth</li> </ul>	\$500
<b>Non-Profit Exhibitor</b>	Includes everything in Basic Exhibitor package	\$250
<b>Premium Exhibitor</b>	Includes: <ul style="list-style-type: none"> <li>10'x10' booth space at the Showcase Fair</li> <li>High-traffic booth location</li> <li>Organization's logo and weblink included in UBC 101 (a UBC course visible to all new-to-UBC students)</li> <li>6' table with table cloth, two chairs</li> <li>Wi-fi access</li> <li>Access to power at booth</li> <li>Parking for 2 passenger vehicles</li> </ul> Please bring your own <sup>2</sup> : <ul style="list-style-type: none"> <li>Tent (highly recommended)</li> <li>Extension cord(s)</li> </ul>	\$750
<b>Create Bag Insert</b>	Includes: <ul style="list-style-type: none"> <li>One flyer, coupon, item, or brochure to be included in 2,000 Create swag bags. (Printing costs not included)</li> </ul>	\$300

<sup>1</sup>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!

<sup>2</sup>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

### **The UBC Okanagan Orientation Team**

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