

UNIVERSITY OF PENNSYLVANIA MODEL UNITED  
NATIONS CONFERENCE

# SPONSORSHIP KIT



UPMUNC 53

Dear Prospective Sponsors,

We are representatives of the University of Pennsylvania Model United Nations Conference (UPMUNC), seeking organizations that may appeal to college students to partner with us. On behalf of the entire secretariat, we would like to invite you to join us at our conference.

UPMUNC is an annual collegiate Model United Nations Conference in downtown Philadelphia. Founded in 1966, it has become one of the largest, most competitive and prestigious conferences on the international Model United Nations Circuit, seeking to provide delegates with an unparalleled opportunity to debate today's most pressing global issues in a UN setting. With over 1500 delegates from some of the world's most elite universities, as well as 400 highly motivated University of Pennsylvania undergraduate staffers, advertising at UPMUNC is an excellent way to promote your organization.

UPMUNC offers a wide selection of advertising opportunities, from which you can choose to accommodate your specific organization's needs. Please refer to the rest of this kit for details, and if you have any specific requests for options not in this kit, feel free to contact us with those ideas. Moreover, UPMUNC is proud to be a registered 501(c)(3) nonprofit subsidiary of the University of Pennsylvania. Accordingly, all contributions are tax-deductible.

Please do not hesitate to contact us with any questions or requests for more information directly. We hope that you will consider partnering with UPMUNC this year.

Best Regards,

Anna Lisa Lowenstein and Josie Shapiro  
Business Directors, UPMUNC 53



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# AT A GLANCE

## WHAT

THE 53RD ANNUAL UNIVERSITY OF PENNSYLVANIA  
MODEL UNITED NATIONS CONFERENCE

## WHERE

THE PHILADELPHIA 201 HOTEL IN DOWNTOWN  
PHILADELPHIA

## WHEN

OCTOBER 31st- NOVEMBER 3rd

## WHO

1,400 DELEGATES FROM THE WORLD'S MOST ELITE  
UNIVERSITIES

# ABOUT

The University of Pennsylvania Model United Nations Conference (UPMUNC) is an annual conference in downtown Philadelphia. Founded in 1966, UPMUNC is one of the largest, most competitive and prestigious Model United Nations conferences on the International Collegiate Circuit. UPMUNC seeks to provide over 1,500 delegates from around the world and 400 driven Penn students with an unparalleled opportunity to debate today's most pressing global issues in a UN setting.



4

DAYS

80+

COUNTRIES

52

YEARS OF EXCELLENCE

# SPONSORSHIP

Sponsors to UPMUNC 2018 have the chance to engage with delegates on many levels while increasing brand awareness. UPMUNC is an internationally renowned conference that attracts over 1,400 delegates from the world's most elite universities. Regular attendees include Harvard, Yale, Princeton, Columbia and many more. Sponsors therefore have the opportunity to interact with some of the smartest, most successful and ambitious delegates.

Moreover, UPMUNC is proud to be a registered 501(c)(3) nonprofit subsidiary of the University of Pennsylvania. Accordingly, all contributions are tax-deductible.

UPMUNC offers a wide selection of advertising opportunities, which we have grouped into packages. We are more than willing to tailor advertising options and packages to best suit your needs.

## PREVIOUS SPONSORS



50,000+

UNIQUE WEBSITE VISITORS

5,000+

WEEKLY FACEBOOK VISITS

1,400+

DELEGATES

400+

PENN STUDENTS





# SPONSORSHIP ITEMS





## MERCHANDISE & CONFERENCE MATERIALS

- \$2000 Logo on UPMUNC delegate folder\*  
*\*distributed to and used by all delegates*
- \$5000 Logo on all official merchandise
- \$800 Logo on pen distributed to all delegates

## ADVERTISEMENT

- \$600 Recognition in pre- and post-conference email sent to all delegates
  - \$750 Flyer inserted in all delegate folders
  - \$1000 Email blast to delegates
  - \$2000 Special recognition during opening/closing ceremony and logo on delegate folder
  - \$2000 Advertisement video played at opening ceremonies
- Advertisements in Delegate Guides:
- \$250 Eighth Page
  - \$400 Quarter Page
  - \$500 Half Page
  - \$650 Full Page
  - \$850 Inside Back Cover

## CONFERENCE PRESENCE

- \$2500 Booth for all 4 days of conference
- \$400 Thursday booth
- \$1000 Friday booth
- \$1000 Saturday booth
- \$400 Sunday booth

## SPONSORSHIP

- \$3000 Official DelFest Sponsor
- \$5000 Presented by “\_\_\_” where UPMUNC appears  
(logo on all official merchandise)

## MEDIA

- \$200 Advertisement on registration page
- \$200 Facebook post
- \$300 Logo on website
- \$400 Facebook banner

## PENN CAMPUS PRESENCE

- \$300 per hour Tabling on Locust Walk (heart of the campus)
- \$300 per every 15 Information Sessions on Campus attendees

An aerial view of the Philadelphia skyline at sunset. The sun is low on the horizon, casting a warm glow over the city. The Independence Bell tower is prominent on the left, and the Comcast Center is on the right. The text is overlaid on the image.

## CONTACT US

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<https://www.youtube.com/user/UPMUNCVideoChannel>

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