



Beyond Cascadia Model United Nations

Sponsorship Package 2021

Opening Letter

Dear Prospective Sponsors,

On behalf of the BCMUN 2021 Secretariat Team, I am excited to introduce to you our first annual iteration of **Beyond Cascadia Model United Nations (BCMUN)**. High school students from around the world will congregate in Downtown Vancouver to interweave, ideate, and innovate novel solutions to pressing global environmental issues. As one of four premier Model United Nations conferences in Western Canada, we co-opt stewardship and eco-friendliness alongside simulating the United Nations experience.

Model United Nations simulates the inner-workings of the real UN and other international organizations, provided to youth by youth. Delegates debate local, national and international issues, draft solutions, partake in crises, and discuss complex subjects all while representing various delegations. This pushes delegates to improve their critical thinking and public speaking while giving delegates an awareness to international events. These are key real-life skills required to explore and flourish in our interconnected world.

BCMUN would not be possible without the support of our sponsors. As our sponsor, you can support the success of our future global leaders. Your organization will be featured throughout our three-day conference and shall gain visibility as our partner. If you are interested in working with us or would like to learn more about our sponsorship opportunities, please do not hesitate to contact us at sponsorship@bcmun.ca or sg@bcmun.ca.

With warmest regards,

Brandon Russell

Secretary-General | Beyond Cascadia Model United Nations 2021

Enter with Curiosity, Exit with Courage

Why BCMUN?

Expertise and Reputation

1

We are the *first* environment-centred Model UN conference in Canada, and one of the first in the world.

3

Our Secretariat has been to over *50* conferences combined. This includes conferences that are within Vancouver, national, international, and virtual.

2

A lot of our Secretariat have served in climate activist groups, including *Fridays for Future*, led by youth climate activist Greta Thunberg.

4

Our Secretary General founded the *largest* Virtual Model UN conference in North America, called Quarantine Model United Nations.

Our Vision

We want to break into Vancouver's Model UN scene and shake it up! To do this, We will center BCMUN around encouraging **stewardship** in the delegate experience.

We look to more *eco-friendly* initiatives, where we plan to move away printed 30-page delegate handbooks and notepads to using digital handbooks, direct messaging platforms, and digital advertisements. We also look to incorporate more *hospitality*, where we hire staff not just for their experience and technical skills, but for how

dedicated and excited they are to interact with and push delegates. These forward-thinking initiatives cause delegates to embody our vision into life, creating a shared experience that benefits all parties!

Ultimately, we feel it is our duty to become better stewards of our lives, communities and the world in a manner that **brings out the best in people**. Join us, and we would be beyond excited to have a virtual chat discussing how you can help bring our delegate-centered vision into reality!

What is Model UN?



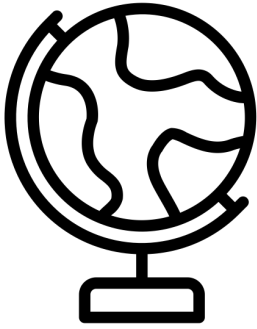
A delegate raises her placard to be recognized to speak.

Model United Nations (Model UN or MUN) is an academic simulation of the UN for high school and university students who use diplomacy to band together and solve major world issues. Students enter committees ranging from United Nations bodies such as the UN Human Rights Council, to non-governmental organizations such as Médecins Sans Frontières. They research and debate a plethora of intricate global issues while acting as a representative of a country, politician, province, or anything in between.

The participants, referred to in Model UN as delegates, are tasked with creating realistic and inventive solutions to the most current hot-button world issues. Model United Nations fosters research abilities, teamwork, and compromise. Delegates enter with curiosity and preparation, and exit with courage, confidence, and friendships that can last a lifetime. With thousands of participants in various Model UN conferences globally, Model UN actively prepares and creates the global leaders of tomorrow.

Your Contributions

Connecting Our World Sustainably



Created by Bartama Graphic
from Noun Project

Beyond Cascadia MUN unites youth Delegates, Staff, and Secretariat from around the world to create a diverse and eco-friendly experience for everyone. On top of enhancing the opportunity to discuss, and debate global health, safety, and security issues, your contribution will help us achieve the different aspects of stewardship that we aim to instill in delegates, including encouraging the reusing of conference resources, addressing the UN Sustainable Development Goals in resolutions, and more.

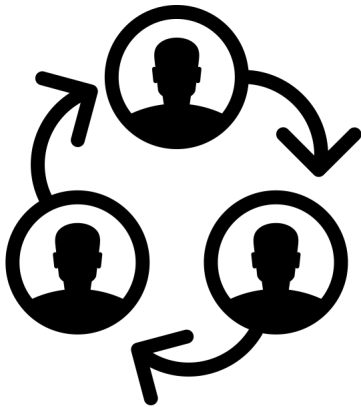
Financial Support



Created by Eucalyp
from Noun Project

At Beyond Cascadia MUN, part of our tenet of hospitality is offering as many youth the opportunity to partake in this collaborative and challenging initiative. We recognize some high-schoolers may be unable to attend due to the high costs, but we think a delegate's financial situation should not interfere with the Model UN experience. Your contribution will go to bursaries and scholarships that give financially disadvantaged high-schoolers a more equal opportunity to partake in BCMUN.

A Shared Gain



Created by logan
from Noun Project

It goes without saying that Model UN as an activity improves one's critical thinking, public speaking, debating, negotiating and teamwork skills. Beyond the in-conference benefits, your sponsorship will be visible on our several social media platforms, ultimately spreading as more highschoolers learn of us. Your valued contribution will be seen as the starting point of a shared association between your brand and its positive effect on BCMUN, and will continue to get better as time goes on.

Sponsorship Tiers

Due to how there are different sponsors who pay various amounts, we created a sponsorship tier to ensure each sponsorship is purposeful, no matter which amount you chip in. The tiers are as follows:

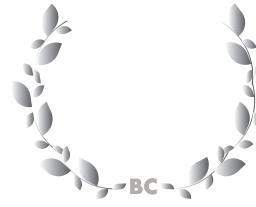
Supporter

The Supporter Tier includes up to \$250 CAD as well as your logo on the delegate handbook.



Bronze Tier

The Bronze Tier includes sponsorships of \$250-\$749 CAD as well as a quarter page advertisement on the Delegate Handbook.



Silver Tier

The Silver Tier includes sponsorships of \$750- \$2499 CAD, website and social media advertising, and a half page advertisement on the delegate handbook.



Gold Tier

The Gold Tier includes sponsorships of \$2500 to \$4999 CAD. Includes your brand's banner and distribution of specific conference materials on top of the benefits received in the Silver and Bronze tiers.



Eco Tier

The Green Tier includes sponsorships of more than \$5000. Includes the chance to speak at opening or closing ceremonies as well as having your business advertised on placards. The Eco Tier also includes the aforementioned benefits and all Gold, Silver and Bronze Tier benefits.

NOTE: This sponsorship tier is not limited to just monetary contributions. Sponsorships can also include the contribution of conference materials, such as projectors, adapters, etc.

Sponsorship Table

Perks	Supporter (1-249)	Bronze (250-749)	Silver (750+)	Gold (2500+)	Eco (5000+)
Name+Logo on Del. Handbook	<i>X</i>	<i>X</i>	<i>X</i>	<i>X</i>	<i>X</i>
Ad on Del. Handbook		<i>Quarter Page</i>	<i>Half Page</i>	<i>Full Page</i>	<i>Full Page</i>
Web link on our Website			<i>X</i>	<i>X</i>	<i>X</i>
Ad on our Website			<i>X</i>	<i>X</i>	<i>X</i>
Recognition during opening or closing ceremonies			<i>X</i>	<i>X</i>	<i>X</i>
Social Media Ads			<i>X</i>	<i>X</i>	<i>X</i>
Distribution of Materials (pencils, etc.)				<i>X</i>	<i>X</i>
Banner at conference				<i>X</i>	<i>X</i>
Speak at opening or closing ceremonies					<i>X</i>
Ads on placards					<i>X</i>

NOTE: The delegate (del.) handbook is a resource delegates would be referring to constantly, whereas placards are signs that indicate a delegate's delegation, carried with a delegate at all times.



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