



# Orientation & Back-to-School Sponsorship Opportunities

**FALL 2025**

STUDENT LIFE  
**Langara.**

## STUDENT LIFE

Langara.  
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## Empowering students and amplifying your brand.

Few times in the academic year are as exciting as the start of a new term. It's a time of discovery, new faces, challenges, and fresh experiences. For students, staff, and faculty, it's a time to set the tone for the semester ahead and prepare for the rewarding journey to come. The atmosphere is charged with emotions, energy, excitement, and a diverse range of activities, creating a perfect opportunity for organizations to engage and connect with our vibrant student community.

The beginning of the Fall term is the most dynamic period at snə́weyəł lelə́m Langara College. Fall Orientation and Back-to-School (B2S) events are not only the busiest but also the most celebrated, providing an unparalleled platform for high-profile engagements. Join us during this peak time to make a lasting impression and connect with our students.

## About Langara College

Located in beautiful Vancouver, BC, snə́weyəł lelə́m Langara College provides University, Career, and Continuing Studies education to more than 17 000 students annually. With more than 150 programs, Langara's expansive academic breadth and depth allows students of all ages, backgrounds, and life stages to choose an educational path that best suits them. Langara is also known as snə́weyəł lelə́m, which translates to 'house of teachings'. This name was given to us by Musqueam, on whose traditional, ancestral, unceded, and present-day territory the college is located.

Langara Demographics	Back-to-School Facts
<ul style="list-style-type: none"><li>• 17 000+ unique students enrolled annually.</li><li>• 2,500+ Continuing Studies students</li><li>• 69% of students live in Vancouver, Richmond and Burnaby</li><li>• 25.7 years – average age of Langara students</li><li>• 65.6% of Langara students are between 18-24 yrs, and 19.2% between 25-35 yrs</li></ul>	<ul style="list-style-type: none"><li>• Expecting 1500+ students to participate in New Student Orientation events and Back-to-School programming in the fall term.</li></ul>
	Social Media Presence
	<ul style="list-style-type: none"><li>• Facebook: 35K followers</li><li>• Instagram: 26K followers</li><li>• Twitter: 11k followers</li><li>• TikTok: 1K</li><li>• LinkedIn: 64K</li></ul>



## Sponsorship and promoter benefits.

**The sponsorship funds for Back-to-School at Langara College play a vital role in supporting Langara Student Life.** By contributing to our sponsorship package, you help us create an inclusive and supportive campus environment where all students can thrive. These funds enable us to organize events, provide resources, and implement programs designed to foster a sense of belonging and community among our diverse student population. Your support ensures that every student can fully engage in campus life and succeed in their academic journey. Thank you for helping us make a difference!

By sponsoring or participating in one or more of the Back-to-School initiatives, you will be actively supporting Langara College's mission for student engagement and retention. Our mission aims to support the holistic development of students by fostering a culture of belonging, building connections, encouraging personal growth, and cultivating thriving communities.

In partnership with students, we facilitate meaningful engagement through leadership programs, volunteer activities, student-led initiatives, and co-curricular experiences that enrich both their educational and career journeys.

### As a sponsor, you will:

- **Increase Your Brand Awareness:** your brand will be prominently displayed throughout the event, reaching a diverse and engaged audience.
- **Create a Positive Brand Affiliation with Langara College:** associating your brand with Langara College's initiatives will enhance your reputation and demonstrate your commitment to supporting education and student development.
- **Engage Directly with Students:** gain direct access to a motivated and talented student body, allowing for potential recruitment opportunities and the chance to gather valuable insights and feedback.

## Fall 2025 Sponsorship & Promoter opportunities

Events and Initiatives	Cost	No. Avail.
<b>PARENT AND SUPPORTER ORIENTATION (1 day, Wednesday, Aug 20, 2025)</b>		
Contributing Partner	\$1200	2
Community Partner	\$750	5
<b>NEW STUDENT ORIENTATION (1 day, Tuesday, Aug 26, 2025)</b>		
Contributing Partner	\$2500	2
Community Partner	\$1500	5
<b>BACK-TO-SCHOOL (Tues. Sept. 2 – Thurs. Sept 11)</b>		
Contributing Partner	\$5000	2
Community Partner	\$2500	5
<b>BACK-TO-SCHOOL PROMOTER (4 days, Sept 2-5)</b>		
Booth – Full Week (Sept 2-5)	\$1200	15
Booth – B2S Block Party (Sept 3 only)	\$700	10
Booth – One Day, other (Sept 2, 4, or 5)	\$400	5/day (15 total)

### ORIENTATION EVENTS

Sponsoring orientation events at snə́weyət̓ lə́ləm̓ Langara College is the perfect opportunity to welcome new students and set a positive tone for their academic journey. The events kick off with a parent and supporter orientation and wrap up with our largest flagship event: New Student Orientation – a full day event that welcomes and orients our new students into our vibrant campus community.

We invite businesses and organizations to join us in creating an unforgettable introduction to college life, fostering connections, and supporting student success. Your sponsorship will play a vital role in making our orientation experience a memorable and impactful experience for our new students and student volunteers.

#### Orientation Sponsorship Options:

1. Parent and Supporter Orientation (Aug 20)
2. New Student Orientation (Aug 26)

## Parent and Supporter Orientation

(August 20) – Parent & Supporter Orientation (PSO) provides parents and supporters with the opportunity to get to know the college, gain a greater understanding of the resources and opportunities available to students, and what to expect as they support their student during their first term at college. Attendees will have the opportunity to engage with presentations delivered by current students and employees, connect with various college departments, and collect printer resources.

The deadline to commit to PSO sponsorship is Monday, August 4<sup>th</sup>.

Sponsor Benefits	Contributing Partner (\$1200)	Community Partner (\$750)
Number available	2	5
Deadline to commit: August 4, 2025		
Recognition from the podium	✓	✓
Sponsor signage at the check-in desk (signage must be provided)	✓ 11x17	✓ 8.5x11
Logo in event presentation slide deck	✓	
Logo on online registration page	✓	
Recognition in PSO-related social media posts	✓	✓
Recognition in pre- and post-event email communications	Logo	Text
Recognition on Langara's digital screens for event-related promotion	Logo	Text
Recognition on event webpage	Logo	Text
Opportunity to provide prizing	✓	✓
Certificate of Appreciation indicating level of sponsorship	✓	✓

## New Student Orientation

(Aug 26) – New Student Orientation (NSO) connects new students with the people, tools, services, and resources they need to support a successful transition into their first semester at Langara. Before the Fall semester begins, students are welcomed into the college community for the first time by attending a full-day orientation session. The seven-hour guided experience includes get-to-know-you activities, resource presentations, campus tours, and a free BBQ lunch. This event also engages 75-100 student volunteers from the [VOLT program](#) and many college community partners.

The deadline to commit to NSO sponsorship is Monday, August 4<sup>th</sup>.

Sponsor Benefits	Contributing Partner (\$2500)	Community Partner (\$1500)
Number available	2	5
<b>Deadline to commit: August 4, 2025</b>		
Recognition from the podium	✓	✓
Sponsor signage at the check in desk (signage must be provided)	✓ 11x17	✓ 8.5x11
Logo in event presentation slide deck	✓	
Logo on online registration page	✓	
Recognition in NSO-related social media posts	✓	✓
Recognition in pre- and post-event email communications	Logo	Text
Recognition on Langara's digital screens for event-related promotion	Logo	Text
Recognition on event webpage	Logo	Text
Opportunity to provide prizing	✓	✓
Certificate of Appreciation indicating level of sponsorship	✓	✓

## **BACK-TO-SCHOOL EVENTS**

### **Back-to-School (B2S)**

Back-to-School (B2S) programming takes place in the Fall semester to kick-off the start of the new academic year. The schedule below includes the high-profile signature event, “Back-to-School Block Party” as well as a variety of activation opportunities throughout Welcome Week.

We’re looking to bring a variety of businesses and organizations on campus and encouraging broad community participation so that there is something for everyone. Your contribution and involvement in our events will go a long way in assisting us to launch an incredible start to the 2025/2026 academic year for new and returning students at Langara College.

B2S opportunities are broken down into two main categories: sponsorship or B2S promoters. An overview of each event is detailed below.

### **Back-2-School Block Party**

**Wednesday, September 3**

*11:00 am - 4:00 pm*

The B2S Block Party is a large-scale, outdoor event that attracts and engages over 500 students and employees. This one-day outdoor celebration event welcomes new and returning students, staff, and faculty to the start of the Fall semester and the start of the academic year. Throughout the day, attendees can pick up free resources, swag, snacks, information and so much more. The programming includes performers from the campus community, a department and back-to-school promoter fair, games and activities, incentives such as giveaways and prizes, and free refreshments!

### **Welcome Week | B2S Promoter Fair**

**Tuesday, September 2 – Friday, September 5**

*10:00 am – 4:00 pm*

Welcome Week is a prime time for organizations and businesses to promote your products and services to students. The first week of classes brings high levels of energy and enthusiasm, and it’s an exciting time to be on campus. By hosting a booth during welcome week, you will be positioned indoors in a high traffic area where hundreds of students and employees pass by on their way to classes, meetings, and the cafeteria on September 2nd, 4th, and 5th and outdoors for the main Back-to-School Block Party on September 3<sup>rd</sup>.

### **Clubs Day**

**Tuesday, September 10**

*10:30 am – 3:00 pm*

Clubs Day is a student-driven event that fosters involvement, encourages participation in extracurricular activities and serves to enhance the overall student experience on campus. Up to 28 booths are represented at this one-day event to promote their club, recruit new members, and engage with the student body. Booths are positioned indoors in a high traffic area where hundreds of students and employees pass by on their way to classes, meetings, and the cafeteria.



## Back-to-School Sponsorship.

Includes sponsorship benefits and recognition for all the Back-to-School events and activities including the B2S Block Party, B2S Promoter Fair and Clubs Day.

Sponsor Benefits	Contributing Partner (\$5000)	Community Partner (\$2500)
Number available	2	5
Deadline to commit: August 4, 2025		
Recognition from the podium at the Back-to-School Block Party	✓	✓
Recognition on campus digital signage	✓	✓
Recognition on printed signage across campus	Logo	Text
6x3 booth in high traffic area for Back-to-School Promoter Fair (3 days) and Block Party (1 day)	✓	
2 complimentary parking passes for all of Welcome Week (September 2-5)	✓	
Recognition in written communications	Logo	Text
Recognition on event webpage	Logo	Text
Recognition on event listing for Back-to-School	✓	✓
Recognition on social media posts for Back-to-School	✓	✓
Recognition on campus digital signage for Clubs' Day promotion	Logo	Text
Opportunity to provide prizeing	✓	✓
Certificate of Appreciation indicating level of sponsorship	✓	✓

## Back-to-School Promoter Opportunities.

For businesses unable to sponsor our events, we offer the chance to participate in our Back-to-School programming as promoters. Join us in supporting our students by showcasing your brand and services throughout Welcome Week.

Welcome Week   B2S Promoter	Full Week (\$1,200)	B2S Block Party Event (\$750)	Single Day Rate (\$400)
<b>No. Available</b>	<b>15</b>	<b>10</b>	<b>5</b>
<b>Deadline to Commit</b>	August 9	August 16	August 30
Indoor/Outdoor	SEPT 2-5 (Indoor/Outdoor)	SEPT 3 Only Outdoors	SEPT 2, 4, 5 - Indoors
Recognition in written communications	✓	✓	✓
Recognition on campus digital signage	✓	✓	✓
Recognition on event webpage	✓	✓	✓
Wi-Fi access	(indoor only)		✓
Power supply	✓	✓	✓
Complimentary parking passes (2)/day	✓	✓	✓
Event Booth Size (6 x 3) - Indoors	✓	✓	✓
Event Booth Size (10 x 10) - Outdoors	✓	✓	
Option to provide giveaways at your booth	✓	✓	✓

## Calling all artisans!

Are you a local artisan? We'd love to hear from you!

This includes artists who work with their hands to create unique, functional and/or decorative items using traditional techniques. For the B2S Block Party Event, an artisan is defined as not having a permanent storefront. We have **up to 5 booths available** for you at a reduced rate. If you are interested in participating in the September 3rd event, contact Student Life at: [engagement@langara.ca](mailto:engagement@langara.ca)

## B2S Promoter Booth Review process.

B2S promotional opportunities will be reviewed on a first-come, first-reviewed basis. Confirmation of booths will be determined in the following order of priority:

1. **Full Week Package**, which includes B2S Block Party (deadline to commit is August 8)
2. **B2S Block Party** only (deadline to commit is August 8)
3. **Daily Rate** (Sept 2, 4, or 5) – opens August 11 to Aug 29.

## The finer details.

- Before confirming selection for promotional activities, promoters and exhibitors must be approved through Student Life
- Promoters and exhibitors who share similar [values](#) with Langara College will be given preference.
- Promoter booths will not be confirmed until payment is received.
- All sponsors, promoters and exhibitors must comply with Langara College's policies, including Langara's Respectful Environment Policy (D1007).
- All sponsors and promoters must sign a contract and agree to the terms of the agreement.
- Not-for-profit, public service or charitable organizations are eligible to register for Back-to-School Promoter opportunities at a discounted rate of 50%. A **maximum of 5 spaces are available each day**. Contact [engagement@langara.ca](mailto:engagement@langara.ca) for details.
- Langara College reserves the right to decline promotional or sponsor requests.

## Our commitment to sustainability.

Every year, Langara plays host to hundreds of events that help to celebrate, teach, inform, and bring our community together. These events speak to our institutional values and as an organization participating in one of our largest campus-wide events, we strongly encourage you to ensure that you are incorporating and promoting sustainable practices at your booth. Every bit of effort contributes to the overall sustainability goals of our college and community.

We invite you to check out the [Langara Zero Waste Event Checklist](#) to learn more about how you can design your booth experience in a more sustainable way, including striving to be a paperless event, avoiding single-use products, sort your waste throughout the event and more.

## Ready to join us in August or September?

If you do not see a perfect fit, please let us know. We can tailor your sponsorship to meet your marketing goals.

**Note:** in-kind contributions such as prizes and food items may be accepted as payment on a case-by-case basis.

Partnering with Langara College offers your organization a unique opportunity to support education, engage with our vibrant community, and enhance your brand visibility. We invite you to join us in making a difference in the lives of students and contributing to the success of our institution.

There are many ways to continue to support Langara College students through Langara College Foundation. Learn more on all different areas to help [here](#).

**Click here to [Register Now as a B2S Sponsor or Promoter](#)**

## Contact

Manager

Student Life

[engagement@langara.ca](mailto:engagement@langara.ca)