

Kwantlen – New Brand Launch

Kwantlen Polytechnic University is launching a new brand this fall. The new brand is significant to our growth as we update our image and reputation as BC's Polytechnic University. Our identity as an innovative and ambitious university is key in our brand awareness campaign and messaging. In addition, with our new vision and commitments, the new brand will define the university for the future.

The priority in our brand launch is increased awareness of the new brand in the communities we serve. This will be built internally and externally as individuals and groups start to see our new logo and identity. As we showcase the new logo, we will also educate the public about Kwantlen:

- We are BC's Polytechnic University
- We are located at 4 campuses in the lower mainland
- We offer 138 different programs to students of all ages and backgrounds
- We serve over 17,000 students annually

New Brand Launch Project/ Event Sponsorship Application

The new Kwantlen brand and identity has been designed to communicate who we are, update our image, and enhance our reputation as BC's polytechnic university.

As part of the launch of this new brand, a fund has been set aside to sponsor projects or events that include the new brand message. Sponsorship is available for all Departments, Service Groups, Faculty, and Student Groups. External groups, associations and societies are not eligible to apply for funds.

The objective is to boost the awareness and appeal of Kwantlen's new brand, to encourage greater engagement of the new brand and to secure ownership of the new brand within the university community.

Applications will be accepted from August 18, 2011– February 1, 2012 or until the funds set aside are depleted. A notification will be sent when funds are no longer available.

Criteria

Projects or events selected must encompass the following factors:

1. Provide an opportunity for the new brand and message to be communicated to an internal or external audience, or both
2. Support the new brand, the vision and commitments of the University
3. Engage the Kwantlen community (external or internal) in a creative way that showcases our new brand and educates the audience about Kwantlen

Note: We encourage academic events – those that promote your faculty and our University to the community.

Fundraisers are not eligible

Review & Selection

The Brand Initiatives Committee will review the sponsorship applications approximately every 6 – 8 weeks and will determine the projects and events that best align with the vision of the new brand launch and have the greatest sponsorship appeal.

Application Submission

Please submit your application to:

Marketing & Communications

jennifer.metcalfe@kwantlen.ca

New Brand Launch Project/Event Sponsorship Application

Faculty/Non- Faculty Department/Student Group	<i>The name of the Faculty/School, Department, Service Group or Student Group</i>
Project or Event Name	<i>The name of the project or event.</i>
Project or Event Date/s	<i>The proposed date/s of the event or the project use dates</i>
Project or Event History	<i>Is this event an annual event or a first time project or event? Please provide related historical background.</i>
Project or Event Audience	<i>What is the audience profile for the project or event? How many people will you reach?</i>
Project Coordinator	<i>Name of faculty member, administrator or student who will manage the event and work with the Marketing Department.</i>
Project or Event Description	<i>Describe the event's main elements, objectives and all relevant information.</i>

Amount Requested	<i>\$0 - \$2,500</i>
Use of Funding	<i>Identify how you will use the fund to include the new brand in your event. (e.g., banners, posters, giveaways, contest prizing)</i>
Impact and Benefit to Institution	<i>Clearly articulate the benefits to students and the University community. How does the event align with the vision and commitments of the institution?</i>
Community/Partners	<i>Description of community involvement and collaboration with other agencies (if applicable)</i>

APPLICANT:

Print Name

Signature

Date

***Dean or Division Head Signature**