



Support for Dinos Athletics

September 2016

**OUR PROMISE:
TO SERVE AND REPRESENT**

ABOUT THE SU

As of 2016, the University of Calgary's Students' Union (SU) is in its 74th year. The SU is an effective advocacy and service group for all undergraduate students at the University of Calgary. All undergraduate students are members of the SU. The Students' Legislative Council (SLC), the SU's governing body, is made up of five executives - the president and four vice presidents - and 19 faculty representatives, elected annually to represent students' interests. The SU's operations are supported by a professional team of staff and hundreds of student staff. As well as managing MacEwan Student Centre (MacHall), the SU runs a number of businesses. All proceeds from these student-owned ventures are reinvested directly into SU programs, services, events, and advocacy to benefit students and the campus.

Kick-off Tailgate Party

The SU introduces new U of C students to the Dinos during Orientation Week (O-Week) by supporting Kick-off, the first Dinos football home game of the season. The SU promotes the game in all their O-Week programming and helps to build and engage the crowd.



SUPPORTING STUDENT ENGAGEMENT

Crowchild Classic

The SU provides hundreds of promotional items distributed to U of C students at the game



The SU provides:

- event planning expertise for the pre-game tailgate party, managing the logistical coordination between all stakeholders.
- entertainment, including the DJ, music, sound system, games, and face painting.
- staffing and volunteer coordination.
- risk management expertise for the event through the use of waivers and wristbands.

The SU is a strong supporter of Dinos athletics through both formal partnerships and informal arrangements. This fact sheet highlights several areas where the SU devotes resources to supporting the Dinos and how the SU takes pride in the accomplishments of campus athletes.

ADVERTISING

Helping the Dinos connect with students

During the fall and winter semesters, the SU provides complimentary advertising space each week on The LOOP - the SU's electronic bulletin board network consisting of 10 screens throughout MacEwan Student Centre – for the Dinos to promote their events and initiatives to the thousands of daily visitors to MacHall.

Dinos' events, along with all relevant campus events, are incorporated into the SU's event calendar. There is always a Dinos presence on su.ucalgary.ca throughout the fall and winter semesters either through links or stories, or events.

In addition, the SU president promotes upcoming games in their regular President's Email to students, and the SU Clubs newsletter.

The SU assists with ticket distribution for the Crowchild Classic through the SU office and Stor.

The SU provides complimentary booth space to promote events and initiatives in the Free Stuff Fair during Orientation Week.

Throughout the rest of the year, the SU provides the Dinos with space for Dinos to promote events. This includes 12 bookings for table space and four courtyard bookings in MacHall.



SUPPORT FROM THE DEN

Since 2013, the SU has supported the Dinos' through the "Den West" partnership where the SU provides trained staff to bring the brand recognition and beer garden expertise of the Den to the Dinos' concession for games in the Jack Simpson Gym.

Throughout the year, the Den provides complimentary Den products (i.e. two pizzas at approx. 28 games) for prizes and promotional use for the Dinos during games.



Value of SU's Support	
Kickoff Tailgate party	\$10,000
Advertising on The LOOP	\$1,600
Website advertising	\$1,500
Prize distribution at games	\$900
Space bookings	\$3,080
Free stuff fair	\$1,500
Additional promotion of Dinos games	\$2,000
Ticket distribution	\$1,000
Promotional items for Crowchild Classic	\$3,000
Cash Contribution	\$7,500
Total value	\$32,080