



THE UNIVERSITY
OF THE
WEST INDIES



1948-2018

70 years of Service, 70 years of Leadership

Chancellor's WEEK



PARTNERSHIP PROPOSAL
FOR THE UWI'S
SIGNATURE PRESENTATION
JULY 23-29, 2018

YOUR PROPOSED
PREMIUM INVOLVEMENT



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WEEK
July 23 - 29, 2018

Programme Overview

The University of the West Indies celebrates its 70th anniversary during 2018 under the theme “70 years of service; 70 years of leadership” From July 23-29, 2018, Jamaica is the backdrop to a week of activities hosted by the Chancellor of the University. We look forward to your partnering with the signature programme.

For the past 70 years, The University of the West Indies (The UWI) has provided service and leadership to the Caribbean region, playing a pivotal role in its development and improving the well-being of our people.

First established in 1948, the institution has transformed since its early beginning as a university college in Jamaica with 33 medical students, to an internationally respected regional university with near 50,000 students.

The UWI is commemorating the 70th anniversary milestone with a yearlong calendar of activities and initiatives, which seeks to bring together the wide cross-section of stakeholders—its alumni, students, faculty, administrators, governments, and partners in the public and private sector and development agencies. The scheduled plans focus both on reflection and projection for the future with an emphasis on social justice and the economic transformation of the region.

In collaboration with our partners, the UWI will deliver a carefully crafted and diverse programme that reflects the varied interest of our stakeholder audiences. The Official Welcome Reception hosted by the Prime Minister of Jamaica (also a UWI Alumni) is a fitting beginning to the week of reflection and celebration.

Over 6000 participants are anticipated across the varied events providing a unique and exclusive platform for our strategic partners. Partnership opportunities available, include the promotion of your involvement through our multi tiered marketing campaign and during the week at the various planned events with displays, branding and presence on audio visual screens and collateral material.

Your partnership with Chancellor's Week, will fuel good-will, facilitate direct engagement, drive sales and brand recognition, influence buying decisions and bolster your local and regional image.

All proceeds from the programme will be donated to the UWI Regional Endowment Fund to provide support to undergraduate and graduate students, research and other developmental projects based on merit and financial need. All partners' investments in the Chancellor's Week programme are tax free.

We look forward to crafting a personalized package for your participation and premium positioning during the campaign and events. Join Us!

Schedule of Events

Welcome Gala Reception

HOSTED BY THE PRIME MINISTER OF JAMAICA
THE MOST HONOURABLE ANDREW HOLNESS, M.P.

MONDAY, JULY 23, 2018
6:00 PM
JAMAICA HOUSE

PELICAN AWARDS

PRESENTED BY THE UWI ALUMNI ASSOCIATION (UWIAA)

WEDNESDAY, JULY 25, 2018
6:30 PM

THE GOLD ROOM, MONA VISITORS'
LODGE & CONFERENCE CENTRE
THE UWI, MONA CAMPUS

TICKETS - JA\$6,000

ONE UWI FESTIVAL & T20 MATCH

FRIDAY, JULY 27, 2018
4:00 PM

THE MONA BOWL
THE UWI, MONA CAMPUS

FREE PUBLIC EVENT

UWI B4 INDEPENDENCE PARTY Party

SATURDAY, JULY 28, 2018
8:00 PM

THE UWI, MONA CAMPUS

TICKETS - STUDENTS w/ I.D. - JA\$1,500
PRESOLD - JA\$2,000 | GATE - JA\$2,500

PELICAN PROJECTIONS

"UWI THEN, UWI NOW AND UWI TO COME"

ORGANIZED BY THE GUILD OF STUDENTS

THURSDAY, JULY 26, 2018
6:00 PM

FACULTY OF LAW, LECTURE THEATRE 2
THE UWI, MONA CAMPUS

FREE PUBLIC EVENT

NOSTALGIC Conversations

"COME HEAR, SHARE, INTERACT"

TUESDAY, JULY 24, 2018
6:30 PM

THE NIGEL HARRIS COUNCIL ROOM
THE UWI, REGIONAL HEADQUARTERS

FREE PUBLIC EVENT

PELICAN ALL WHITE BREAKFAST PARTY

SATURDAY, JULY 28, 2018
5:00 AM

THE ORIENTAL GARDENS
THE UWI, MONA CAMPUS

TICKETS - JA\$10,000
ALL INCLUSIVE

CHANCELLOR'S JAZZ FAREWELL

ARTURO TAPPIN
MYRNA HAGUE
DESI JONES AND FRIENDS

SUNDAY, JULY 29, 2018
5:00 PM

THE ORIENTAL GARDENS
THE UWI, MONA CAMPUS

TICKETS - JA\$7,500



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EXCLUSIVE

The Chancellor's Platinum Partner

INVESTMENT | JA \$3 - \$4M

Hosting Rights:

In Association With Brand - Top tier designation below Event Logo -all communications

Programme Launch and Recognition:

Electronic Media Launch with supporting new media + traditional PR activations:

- CEO's Brief 45 sec video supplied for kit
- Branded Press Release for inclusion

Branding and Prominence - All Venues

- Main Entrances excluding OPM
- Main screens content
- Exclusive booth display space at the various events for onsite activations, hospitality and promotions
- Extensive venue branding which would include lit signs, animated content for multi media screens, standees and other opportunities
- Parameters and specs to be provided for each venue

Traditional Media Exposure

- Brand designated premium positioning in all radio, print + television advertising; includes regional print ad placements in selected territories
- Interviews where feasible pre-event
- We would also wish to discuss with our Partner use of partner's scheduled ad spots for bespoke activations collaborating with partner

Programme Promotion Material

- Brand designated premium positioning in all promotional material produced and disseminated in print and online
- These will include individual flyers & other promotional material for each event, programme promo material and event programmes

Partner Branded Tokens

- Provision of 7 branded gift packages to Pelican Awardees; Provision of 10 gift items for media and online promotional giveaways

Website and New/Social Media

- Website prime positioning and cross linkages to partner website;
- Craft 5-6 week social media campaign with bespoke partner cross linkages to maximize reach and exposure (FB, TWITTER, LINKEDIN - main platforms),
- Inclusion in selected online ad placements including Google Ads
- Use of bespoke Social Media content provided by Partner to specifications
- Branding of all new media initiatives including blog-posts and direct mail to collaborating with partner.
- Provision of Proud Platinum Partner banner for partner website linked to event site

Event Passes

- Tickets for all events and Reception invitations
- Passes for working teams as applicable
- Numbers to be finalized with partner



The Golden Pelican Partner

INVESTMENT | JA \$1.5M

Positioning

Proud Major Partner -designation. All partners in the category enjoying the same range of benefits

Programme Launch and Recognition

Electronic Media Launch with supporting new media + traditional PR activations

- Branded Press Release maximum 250 words for inclusion

Branding and Prominence - All Venues

- Main screens content
- Booth space at selected events for onsite activations, and promotions
- Selected venue branding opportunities which would include selected opportunities for electronic branding including signage, multi-media screens content as well as standees and other opportunities
- Parameters and specs to be provided for each venue

Traditional Media Exposure:

- Brand logo in print + television advertising;
- We would also wish to discuss with our Partner use of partner's scheduled ad spots for bespoke activations collaborating with partner.

Programme Promotion Material

- Brand designated positioning on main promotional material produced and disseminated in print and online
- These will include individual flyers & other promotional material for each event, programme promo material and event programmes.

Partner Branded Tokens

- Provision of 10 gift items for media and online promotional giveaways

Website and New/Social Media

- Website acknowledgement and cross linkages to partner website
- Partner cross linkages and promotions to maximize reach and exposure - FB, TWITTER, LINKEDIN (V main platforms)
- Consistent mention + acknowledgement in new media/social media initiatives including direct mail to over 100,000 strong alumni, staff and students across portals in the region, locally and the Diaspora
- Provision of a Proud Golden Pelican Partner banner for partner website -linked to event website

Event Passes

- Tickets for all events and Reception invitations
- Passes for working teams as applicable
- Numbers to be finalized with partner



Positioning

Supported By designation for this tier, with all partners in the category enjoying the same range of benefits

Programme Launch and Recognition

Electronic Media Launch with supporting new media + traditional PR activations:

- Partner acknowledgment in material

Venues Branding and Prominence

- Inclusion of logo in Category logo bank on selected venue screens
- Promotional Booth space -One UWI Festival and Pelican 2K event
- 1-2 standees or feather banners at selected venues
- Parameters and specs to be provided for each venue

Traditional Media Exposure

- Brand logo in print advertising;
- We would also wish to discuss with our Partner use of partner's scheduled ad spots for bespoke activations collaborating with partner

Programme Promotion Material

- Brand designated positioning on main promotional material produced and disseminated in print and online
- These will include individual flyers & other promotional material for each event, programme promo material and event programmes.

Partner Branded Tokens

- Provision of five (5) gift items for media and online promotional giveaways

The Silver Scholar Partner

INVESTMENT | JA \$1M

Website and New/Social Media

- Website acknowledgement and cross linkages to partner website
- Partner cross linkages and promotions to maximize reach and exposure -FB, TWITTER, LINKEDIN ;V main platforms)
- Mention + acknowledgement in new media/social media initiatives including direct mail to over 100,000 strong alumni, staff and students across portals in the region, locally and the Diaspora
- Provision of a Proud Partner;™ banner for partner website-linked to event website

Event Passes

- Tickets for all events and Reception invitation
- Passes for working teams as applicable
- Numbers to be finalized with partner





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The Bronze One UWI Partner

INVESTMENT | JA \$500,000

Positioning

Designated tier on material and mentions for all partners in the category enjoying the same range of benefits

Launch and Recognition

- Electronic Media Launch with supporting new media + Electronic +traditional PR activations
- Partner acknowledgment in material

Venues Branding and Prominence

- Inclusion of logo in Category logo bank
- Promotional Booth space -One UWI Festival
- 1 Standees or feather banner at selected venues
- Parameters and specs to be provided for each venue

Programme Promotion Material

- Brand designated positioning on main promotional material produced (Main Poster and Promotional flyers) disseminated in print and online

Website and New/Social Media

- Website listing and logo of partner
- Mention + acknowledgement in new media/social media initiatives including direct mail to over 100,000 strong alumni, staff and students across portals in the region, locally and the Diaspora
- Provision of a Proud Supporter;™ banner for partner website -linked to programme website

Partner Branded Tokens

- Provision of five (5) gift items for media and online promotional media and online promotional giveaways

Event Passes

- Tickets for events and Reception invitation
- Passes for working teams as applicable
- Numbers to be finalized with partner





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We look forward to urgently confirming your personalized strategic partnership (tax free) with The UWI's Signature programme.

Please liaise with any member of the team named below, to discuss and formalize your involvement.

YOUR KEY CONTACTS

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