



THE UNIVERSITY OF
CHICAGO

Chicago Model United Nations XVIII

April 2-5, 2015

Partnership Package Proposal



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ABOUT US

Chicago Model United Nations (ChoMUN) is the largest and most innovative crisis conference in the world.

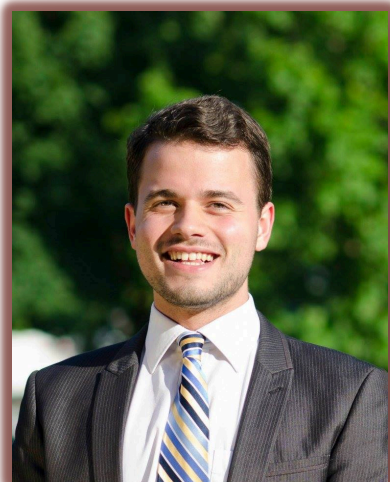
It is the University of Chicago's annual collegiate Model United Nations conference, organized by over 200 university students and hosted in the heart of Chicago at the historic Palmer House Hilton Hotel. ChoMUN strives to fuse the highest caliber of debate with the unmatched creativity and passion of our students.

Eighteen years ago, ChoMUN set out to be a small conference focused on offering delegates the best United Nations simulation possible on the University of Chicago campus. Expanding at an incredible rate, ChoMUN now serves over 1,000 students and faculty from around the world and has moved downtown to provide an unparalleled experience.

ChoMUN provides partners with the opportunity to reach out to over 1,000 college students and faculty advisors from internationally ranked colleges in attendance along with a growing network of alumni. Your organization will have vast exposure during ChoMUN XVIII to students from both within the nation and across the world. Moreover, Chicago Model United Nations is proud to be a registered 501(c)3 nonprofit subsidiary of the University of Chicago, making contributions tax-deductible donations.

In this packet you will find information regarding the numerous ways in which you can partner with ChoMUN including the benefits it will bring you. Please do not hesitate to contact us directly to continue this conversation.

Please visit our official website, www.chomun.org, for more about ChoMUN. Do not hesitate to reach out to our CFO directly with partnership inquiries or further questions about ChoMUN.



Frederic Repond
Chief Financial Officer
cfo@chomun.org



OPPORTUNITIES

PARTNER

ChoMUN is a fast growing conference in the ever-expanding Model United Nations world. By partnering with us, you have the opportunity to support the mission of our organization: to train the next generation of leadership. By doing so, we can continue to provide the highest caliber of innovative and unique platforms for debate that expose the world's brightest students to multifaceted global issues. Over the past few years, registration at ChoMUN has skyrocketed from 442 in 2010 to 1,097 in 2014, that is a 148% increase in 4 years (Figure 1). This is a result of greater interest in international debate along with ChoMUN's growing reputation on the Model UN circuit. By focusing solely on "crisis" Model United Nations – often named MUN 2.0 - ChoMUN is unique in the expertise and experience of all attendees as 322 (29%) students at ChoMUN XVIII attended Top 10 U.S. News ranked National Universities and Liberal Arts Colleges, a 10% increase over last year. Furthermore, 74% of our students attended a Top 100 U.S. News ranked National University or Liberal Arts College (Figure 2). Our commitment to top ranked students across the globe is also balanced by our commitment to local universities in the Midwest region. Therefore a partnership with ChoMUN will enable you to interact with an audience of over 800 top, diverse students from around the nation in addition to 200 University of Chicago students while supporting our mission of political and diplomatic excellence.

ENGAGE

ChoMUN offers numerous possibilities to engage and connect with all conference attendees and staff. These include E-Communication, Information Sessions, Booths and various student events and

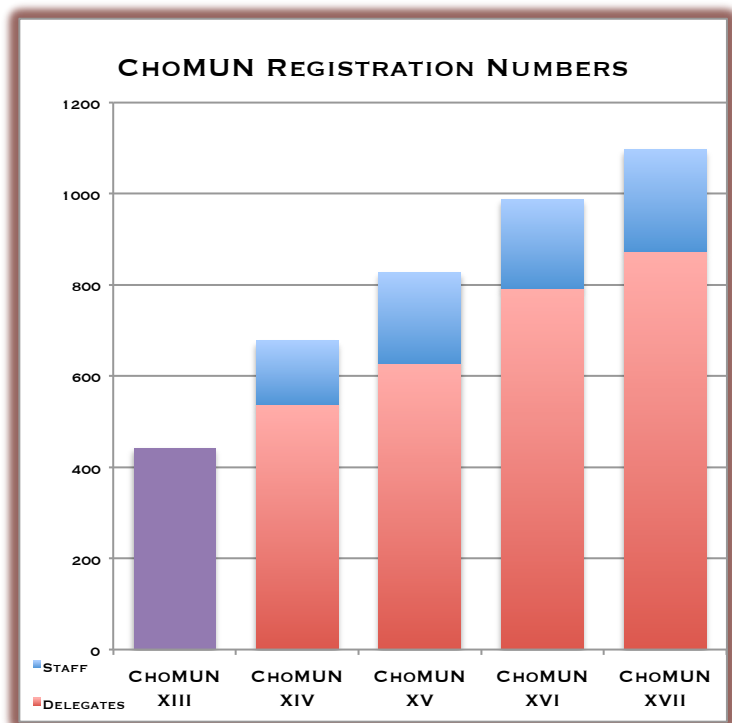


FIGURE 1: CHOMUN REGISTRATION NUMBERS FROM 2010-14

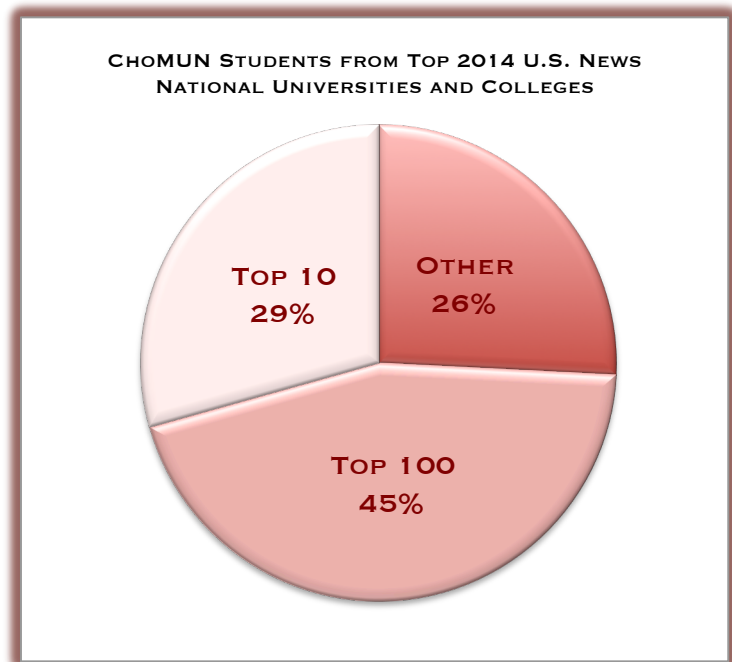


FIGURE 2: TOP 100 UNIVERSITIES REPRESENTED AT CHOMUN





ceremonies which permit your organization to interact with students on a personal level. Engaging with ChoMUN students exposes your organizations to tomorrow's leaders and investors. ChoMUN alumni alone have worked at various influential organizations such as the U.S. Department of State, Goldman Sachs, and Google. Numerous alumni also continue their studies at elite graduate schools such as at Cambridge University, Harvard University and Columbia University. ChoMUN staff are high performing UChicago students of all years with various majors ranging from economics and political science to mathematics and biology. These are the students that will be exclusively available for partners to reach out to at ChoMUN. These events and benefits offer unparalleled access to the ever-growing international Model United Nations Community.

OUTREACH

By partnering with ChoMUN, you will have access to various methods to directly advertise to the Model United Nations Community. These include our website, Facebook, Tumblr and Twitter accounts, allowing your organization to market to the Internet generation. Our Twitter account has been retweeted by eminent organizations such as the Council on Foreign Relations, giving us even further exposure beyond the collegiate environment. Our website and Facebook also see large amounts of internet traffic, further expanding our reach even to schools who are not in attendance. Furthermore, every delegate receives a delegate handbook which provides a great platform to reach out to students. These handbooks include relevant entertainment and informational venues for students, as well as advertisements from our partners.

This year we will also provide the exciting opportunity of naming rights for various conference events in addition to verbal and visual partnership acknowledgements. Additionally, as we are the largest Model UN conference in the Midwest, we are in the unique position of being accessible to both East and West Coast universities along with Midwestern institutions located in the heart of the United States. Recently our international attendance has also increased, giving us an additional global reach as we continue our expansion. ChoMUN therefore offers your organization an unparalleled opportunity to market to the next generation of world leaders and investors.

Finally, we are pleased to announce that ChoMUN has launched its trailblazing Going Green Campaign to significantly reduce our carbon footprint by moving from print documents to e-documents. This campaign is estimated to save thousands of sheets of papers and tons of carbon dioxide in addition to increasing partnership accessibility to students.



PARTNERSHIP

By partnering with ChoMUN, your patronage allows us to provide the best possible experience for delegates, creating a dynamic and individually tailored conference. This attention to detail ensures that the conference attendees' experiences are lasting and impacting. We, the ChoMUN XVIII Secretariat, look forward to working with you as a partner to make ChoMUN XVIII the best ChoMUN yet and the best Conference on the circuit this year. Below you will find a listing of partnership packages and the advantages each one contains. Inquiries regarding these packages can be directly addressed to our Chief Financial Officer, Frederic Repond at cfo@chomun.org. Every partnership will be built on a case-by-case basis to ensure an optimal experience for all involved.

PLATINUM PARTNERS **\$5000+**

- Visual and verbal commendations during Opening and Closing Ceremonies
- Verbal mentions during all social events as our platinum partner
- Large partner logo displayed on screens at Opening and Closing Ceremonies
- Two large platinum web banners on home page of conference website, www.chomun.org
- Banner overlooking registration desk at conference
- Inner front and back cover advertisement on one thousand delegate and staff e-handbooks
- Complimentary e-mail blast and 3 social media postings of choice
- Booth for all four days of conference
- Information session during conference
- Distribution of promotional items
- Naming rights to one conference event, including the Opening and Closing Ceremonies
- Additional platinum benefits available upon request

GOLD PARTNERS **\$2500+**

- Visual and verbal mention at the Opening and Closing Ceremonies
- Large gold web banner on home page of conference website, www.chomun.org
- Full page advertisement in 1,000 delegate and staff e-handbooks
- Complimentary social media posting
- Booth for two days of conference
- Distribution of promotional items
- Hang banner over registration booth
- Additional gold benefits upon request
- *For an additional \$1000: opportunity of naming rights to a conference event*





SILVER PARTNERS **\$1000+**

- Large silver web banner on home page of conference website, www.chomun.org
- Full page advertisement in 1,000 delegate and staff e-handbooks
- Verbal mention during Opening and Closing Ceremonies
- Distribution of promotional materials
- Hang banner over registration booth

BRONZE PARTNERS **\$500+**

- Large bronze web banner on home page of conference website, www.chomun.org
- Half page advertisement in 1,000 delegate and staff e-handbooks
- Verbal mention during Opening and Closing Ceremonies

Note: All partnership packages are uniquely designed for each of our partners, thus benefits and prices are negotiable. Please contact our CFO to develop a catered package.



CONFERENCE EVENTS

Opening Ceremony, April 2, 2015

Expected attendance: 1000

Closing Ceremony, April 5, 2015

Expected attendance: 1000

Delegate Dance, April 4, 2015

Expected attendance: 1000

Student Social with Live Band, April 3, 2015

Expected attendance: 500

Staff Dinner, April 4, 2015

Expected attendance: 200

Night Out In Chicago, April 2, 2015

Expected attendance: 200

Naming rights to these events will include an announcement at the named event, as well as publicity in pre-conference communication emails and the partner's logo featured in informational materials.





ADDITIONAL BENEFITS

E-COMMUNICATION

E-Communication provides partners with a unique opportunity to interact with delegates through e-mail or social media. E-Communication is one of our fastest growing forms of delegate and staff outreach. Already this summer ChoMUN significantly expanded its social media presence on Facebook (1000+ likes), Twitter (180+ followers) and Tumblr. Find us at facebook.com/chomun.conference, twitter.com/ChoMUN_XVIII and chomun.tumblr.com/. E-Communication must be purchased at an additional, negotiated rate for silver and bronze partners.

INFORMATION SESSIONS

Information sessions allow for interested delegates and staffers to learn more about partners and the opportunities they can provide. ChoMUN will provide a room at a specified time during the conference. A/V capability can be provided. Please notify us by March 1st of any A/V needs for your information session. Information sessions are also available on the University of Chicago campus during the academic year upon request. All information sessions must be purchased at an additional, negotiated rate for gold, silver and bronze partners.

BOOTHS

Booths enable partners to engage in personal interactions with delegates during breaks. Please notify us by March 15th of any booth requirements. Booths must be purchased at an additional, negotiated rate for silver and bronze partners.

E-HANDBOOKS

As part of ChoMUN's Going Green Initiative, ChoMUN XVIII will be distributing e-handbooks to all delegates and staffers via the Web. Partners are offered full-page or half-page advertisements in the e-handbooks. The e-handbooks contain essential conference information, and are used multiple times per day by conference attendees. Print promotional material may be distributed to students at our merchandising tables for an additional, negotiated rate for silver and bronze partners and for free for gold and platinum partners.



PAST PARTNERS

Platinum Partners



Silver Partners



Bronze Partners



Restaurant Partners



* Vapiano - a free panna cotta will be offered to all students (coupon required)

* McDonald's - a free soft drink or coffee is offered with any meal upon presentation of your badge

THANK YOU FOR YOUR INTEREST

