

**NTU  
Model United Nations  
2015**



*Sponsorship Prospectus*



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# About NTUMUN 2015

*If everyone helps to hold up the sky, then one person does not become tired*

In the spirit of fostering international collaboration, Nanyang Technological University proudly unveils *Nanyang Technological University Model United Nations* – NTU's flagship premiere international student conference. Growing steadily since 2006, NTUMUN invites student ambassadors from Asia-Pacific and Middle Eastern nations and beyond for three days of intense discourse on geo-political issues threatening our world.

NTUMUN 2015 is proud to have a diverse audience. Reaching out to student leaders and ambassadors from universities and schools across the Middle East, South East Asia, Oceania, Indian Peninsula, and Asia, NTUMUN gathers 500 impressionable and passionate minds to propose novel solutions to pressing international concerns. In addition, there will be a considerable body of professors, university representatives, and executives who will come to witness the grand occasion.

Standing on the shoulders of eight exceedingly successful conferences, NTUMUN 2015 aims not only to increase the number of participating nations, but also to further its prestige in Singaporean Universities and institutions. Our aim this year is to not only enhance the debate that takes place within the walls of the conference rooms, but also to increase the multi-cultural interaction outside them. *This year we plan to reach out to students from countries like Philippines, Australia, South Korea, Japan and UAE.*

To conduct a successful event that will garner national attention and publicity, NTUMUN once again extends its hand of cooperation to its nurturing and supportive sponsorship base to form committed partnerships for another mutually beneficial and successful event.



# Topics for discussion

## **Disarmament and International Security Committee**

- Regulations on the use of Unmanned Weapon Systems
- Cyber warfare and application of LOAC

## **Economic and Financial Affairs Council**

- Assessment, renewal and restructuring of MDGs
- Impact of refugees on economic development

## **Special Political and Decolonization Committee**

- Election monitoring
- Regulation and control of Private Military Contractors (PMC)

## **United Nations Human Rights Council**

- Children and Armed Conflict
- The Right to Return of Refugees

## **United Nations Environment Program (UNEP)**

- Sustainable development in the polar regions
- The Issue of Space Debris

## **African Union**

- Containment and eradication of Ebola
- Analyzing the role of China in Africa

## **Futuristic Security Council**

- The Issue of The Third World War

## **Covert Conference of Intelligence Agencies**

- Tackling Global Terrorism

## **Cabinet of the United States, 2008**

- The Financial Crisis of 2008



# Event Schedule (tentative)

## February 7: Opening Ceremony

**05.00 PM** - Arrival of delegates and other participants

**05.15 PM** - Seating of guests and participants

**05.30 PM** - Opening Ceremony begins

**07.30 PM** - Opening Ceremony ends; Networking over dinner

**08.15 PM** - Dinner

## February 8: Day 1 of Conference

**08.00 - 08.45 AM** - Breakfast

**09.00 - 12.00 PM** - Council Session 1

**12.00 - 01.00 PM** - Lunch

**01.00 - 03.00 PM** - Council Session 2

**03.00 - 03.15 PM** - Break

**03.15 - 06.15 PM** - Council Session 3

**07.00 - 11.30 PM** - Socials

## February 9: Day 2 of Conference

**08.00 - 08.45 AM** - Breakfast

**09.00 - 12.00 PM** - Council Session 1

**12.00 - 01.00 PM** - Lunch

**01.00 - 03.00 PM** - Council Session 2

**04.30 - 06.00 PM** - Closing Ceremony



# Sponsorship Opportunities

*A committed partnership*

## Distinguish your organization

NTUMUN 2015 understands the importance of showcasing the efforts, products, and services that our sponsors have worked hard upon. Thus we are delighted to offer you a variety of flexible and customized sponsorship opportunities depending upon your goals and needs.

Sponsoring an international event such as this presents your organization with the great opportunity to advertise to an international group of future and current leaders, professionals, and thinkers. This year, NTUMUN 2015 has taken steps towards becoming a platform of global recognition for participating universities, junior colleges and polytechnics. In cognizance of this, *extensive publicity* has been planned keeping in mind the scale of the event.

Thus, NTUMUN requests your support in forming a committed partnership with your organization for a mutually beneficial event. In return for cash or kind sponsorships, NTUMUN 2015 is delighted to offer you several opportunities described below.



## Publicity and Brand Visibility Strategies

For ensuring unparalleled visibility for our sponsors, we provide the following possible tried-and-tested channels of outreach<sup>1</sup>

### Title Sponsorship

The Platinum Sponsor shall be recognized as the Title Sponsor for NTU MUN 2015 and will be part of the event name. Additionally, your organization will become the Title Sponsor of the MUN Dinner and Cultural Night, which would be graced by presence of eminent personalities and the chief guest. This will serve as a prime avenue of exposure of your organization.

### Posters & Banners

- Posters placed outside lecture theatres, every hall of residence, dining areas, and much-frequent social and academic lounges.
- Posters will be distributed to several Junior Colleges and Polytechnic institutes as well, thereby exposing the brand logos to several thousand students
- Banners placed near Canteen A & B (frequented by thousands each day)

### Newspapers

- ◆ Press Release: Two weeks before the event, press releases would be sent to the leading English dailies in Singapore - The Straits Times, the New Paper and Today.

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<sup>1</sup> The extent of outreach depends on the sponsorship package, please refer to page 11



- ◆ **Campus wide Publicity:** The event will be publicized among NTU students through pre-event & post-event newsletters in the two monthly university publications - the NTU Tribune and the Nanyang Chronicle. These newspapers have a viewership of over 20,000 students and are a great way to increase awareness about your organization among the student population.
- ◆ **MUN Press:** - The official team of junior journalists of NTUMUN will be publishing daily newspapers throughout the event, which will be circulated in hard and soft copy to several hundred students and professionals. These too will feature your logos.

## Electronic Publicity

- ◆ Advertisements and promotions of the event will be put up on the official newsletter (Campus Buzz) that is electronically distributed to every student's email ID as well as on NTU's main student web portal, edveNTUre.
- ◆ Every NTU undergraduate student shall receive an information e-mail about the event. Your organization's logo shall form a part of the e-mail content.
- ◆ This channel of publicity will give your organization the chance to reach out to institutes in Singapore as well as around the world.
- ◆ **Website:**
  - Having touched over 200,000 hits in previous conferences, the NTUMUN website guarantees you prime coverage to your target audience.
  - With a dedicated sponsor's page, sponsors will now enjoy exclusive privileges on a scale never seen before – sponsors are invited to provide their very own write-ups. Sponsor logos will be linked to the website of their choice.















- o Workstations and computers in the Nanyang Executive Center would have the Platinum Sponsor's organization's website set as the homepage. Given the constant editing and printing, NTUMUN guarantees a considerable increase in website hits over the conference
- o The name and logo of the platinum sponsor shall be placed in every web-page footer as well
- ◆ Advertisement Screens: Publicity material for the event shall also be displayed on the various advertisement screens fit across the academic complexes – capturing the attention of several hundreds of students and professionals alike

## Exclusive Sponsor Opportunities





Besides the usual means of publicity such as the distribution of the sponsors' banners, information booklets, flyers and brochures at the venue, your organization would also be given a chance to screen a short presentation(s) / video during the event, including at the Opening ceremony (where distinguished guests and other individuals of international standing and repute would be in attendance), in all the nine Councils, at the Socials and at the Closing Ceremony (depending on the sponsorship package). Your organization would be given the opportunity to set up their own booths/stalls at the venue for promotion of their brand or other sales / marketing related



# Levels of Partnership

Sponsorship Tier	Title (1)	Gold (3)	Silver (6)	Sapphire (9)
<b>Minimum Commitment</b>	S\$10,000	S\$6,000	S\$3,000	S\$1,500
<b>Advertising Space in Conference Handbook</b>	Full Page	Half Page	Quarter Page	Full Page in Council Brief
<b>Publicity on Social Media Platforms (Including e-mail to thousands of students)</b>				
<b>Sponsor Write-up and Link on High-Traffic MUN Website</b>				
<b>Acknowledgement during Updates/Announcements</b>	Very frequent	Frequent	Regular	Occasional
<b>Sponsor Booth and representative at Opening and Closing Ceremony</b>			Either	Either



<b>Sponsor publicity material or product inside Goodie Bag</b>				
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