



**Language Translation & Social Science Career Path Association
(TSCPA)
University of Toronto Scarborough**

Sponsorship Information Package

Language Translation & Social Science Career Path Association

Language Translation & Social Science Career Path Association (TSCPA) is the first Career Path Association that serves all discipline of studies at the University of Toronto Scarborough. TSCPA currently has both academic and campus groups' partnership with the English/ Chinese Translation program of the Centre for French & Linguistics (UTSC) and multiple campus organization partner (See the list below).

This year, TSCPA strive to promote 3 core values to the students across University of Toronto Scarborough: to promote English/ Chinese Translation Studies and it's application; to promote more variety of job network to social science students and to promote public speaking.

TSCPA offers multiple events and 1 major Competition for UTSC students as well as the GTA University students:

1. Career Path Workshop series (3 Workshop/ semester) [For UTSC Students]
2. Networking session & Social Events [For UTSC Students]
3. English/ Chinese Translation Guest Lecture series [For UTSC Students]
4. Student Organization Partner's Event [For All UTSC Students]
5. Annual Public Speaking Contest – Debate & Impromptu (English, Cantonese, Mandarin)
[Open to all GTA University students in the year 2015/16]
6. General Members service

Based on past experience, we are expecting to reach over 4500 participants, including students, staffs, and audience throughout all events.

By Sponsoring TSCPA, your company will be exposed to a large student network with increasing purchasing power and within Ontario's communities. It also shows support to a cultural and traditional academic activity that equips younger generations with critical skills.

We invite you to participate in our meaningful operations by becoming a sponsor of TSCPA. This decision will not only be an investment for your organization but also in the future of the University of Toronto community. By sponsoring TSCPA, your organization will benefit by being identified through multimedia promotions of this academic and culturally significant event. Without the generous supports of sponsors, TSCPA would not have been successful and our operations would not have been possible.

We look forward to your sponsorship which will not only contribute to the success of T.S.C.P.A., but ultimately help promote your organization as well. On behalf of the T.S.C.P.A., thank you for your consideration.

Publicity Channels

Media

English Media

- 1) Toronto Star
- 2) Metro Toronto
- 3) The Underground (UTSC Local Monthly Magazine)

Radio Stations

- 1) Fusion Radio (UTSC Radio Station)

Media in other language

- 1) UT Chinese Magazine
- 2) New Tang Dynasty Television (NTDTV)

Academics and External Partners

- 1) English/Chinese Translation Program, University of Toronto Scarborough(UTSC)
- 2) Political Science Student Association, UTSC
- 3) Association of Computer & Mathematical Science Student Association, UTSC
- 4) UTSC Entrepreneur & Networking Association [Alliance Partner]
- 5) UTSC Social Club [Alliance Partner]
- 6) UTSC Debate Club
- 7) Han Chinese Cultural Association, UTSC
- 8) Language Translation & Social Science Career Path Association (St. George Campus)
- 9) Hong Kong Economic & Trade Office (Toronto)

Ongoing discussion for Partnership:

- 1) UTSC Chemistry Society
- 2) Geography & City Studies Student Association, UTSC
- 3) Chinese Consulate General Toronto - Education

Publications

- 1) Promotional Posters (To be posted around the campus throughout the academic year)
- 2) Event Banner
- 3) Events Booklet
- 4) TSCPA Special Issue
- 5) Roll – up Banner
- 6) YouTube Videos

Electronic Publications

- 1) Website (<http://www.utsc.utoronto.ca/~tscpa>)
- 2) Facebook Page (<https://www.facebook.com/tscpa.utsc>)
- 3) Wechat Official Subscription Account
- 4) Instagram
- 5) Association section under the Department Website
- 6) Ulife, official University of Toronto Student Organization's central website

Current Funding Channels

- 1) SCSU Club's Funding
- 2) UTSC Department of Student Life Partnership Funds
- 3) UTSC Student Enhancement Funds
- 4) Founding Sponsor – Yuen Yi Li Acupuncture & Health Centre
- 5) Diamond Sponsor – TD Canada Trust (Scarborough Town Centre Branch AND Bellamy & Ellesmere Branch)
- 6) Bronze Sponsor—Leo Wang Real Estate Agent
- 7) Past Sponsors: Kings Watch- Markville Mall, Paul Xiao--- Real Estate Agent

Sponsorship Packages: 8 – 12 Months Long

	Diamond/Special	Gold	Silver	Bronze
Price	Negotiable	\$500	\$200	\$100
Recognition for contribution on our website, FB Page	Yes			
Honorable Mention in events	Yes			
Logo on posters and publications	Yes	Yes	Yes	No
Website Content	Logo, Link, Phone Number, Address, Company description, Monthly advertisements (if applicable)	Logo, Link, Phone Number, Address, Company description, Monthly advertisements (if applicable)	Logo, Link, Phone Number, Address, Company description	Logo, Phone Number, Address
Logo on Banner ¹	Yes	Yes	Yes	No
Contact On Membership Card	Only Applicable to Founding Sponsor	N/A		
Speak at one of our events about your company/industry	Yes		No	
Involve in one of our U of T Tri-campus Events with our Partner Association	Yes	No	No	No
Special Advertising on Email, Wechat	Yes		No	
Promotion via TSCPA at UTSG ²	Yes			No

Per Event Sponsorship: We accept per-event sponsorship, details to be discussed with our Corporate Relations Director. Sponsorship amount may be varies ranging from \$50 - \$500, integrating different time ranges of promotional coverage within the University of Toronto Community.

UTSG: University of Toronto St. George Campus (Downtown Toronto)

¹ Logo on banner: Logo will be printed our banner when applicable, as we only print our banner once a year.

² Promotion details to be discussed

Note for sponsor logos and advertisements

For quality assurance, we hope our sponsors can provide us with high resolution (300 dpi) electronic copies of their logo and advertisements. To ensure our promotional items are published on time, please have the files sent to us by early September in one of the following formats.

- 1) AI format (preferred)
- 2) Tif format
- 3) PDF format

Please send all files to sponsorship.tscpa@gmail.com

Payment methods

T.S.C.P.A. accepts cash and cheque payable to Language Translation & Social Science Career Path Association.

Contacts

For all Sponsorship related inquired, please indicate the person of contact and email sponsorship.tscpa@gmail.com

Faizan Ahmed, Vice-President Communication
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(647) 877-2288

Laura Lo, Corporate Relations Director
(647) 995-7428

Judy Purpose, Corporate Relations Director
(647) 866-9549

Please feel free to contact our representatives with any questions or concerns. We look forward to hearing from you shortly.

This Sponsorship package is prepared by Richard Li, Co- Founder of TSCPA, UTSC.