

2020-2021 Partnership

Invest With Us

Saitsa*

**SAIT Students'
Association**

Students Are Our Business

What is Saitsa?

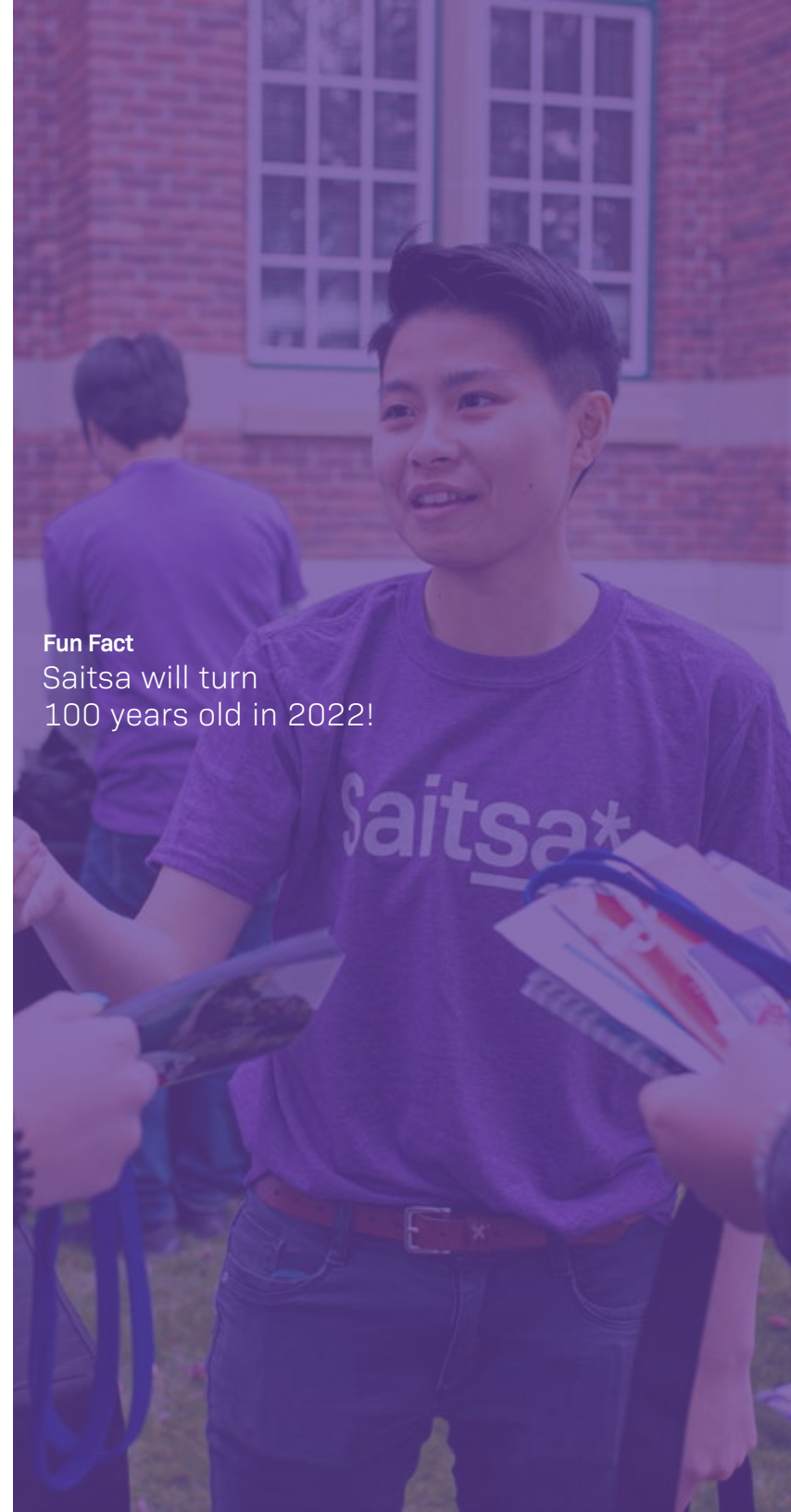
Saitsa is a non-profit organization representing SAIT students. Our goal is to improve the student experience at every opportunity.

We do this by providing essential student services as well as a wide range of activities and programming designed to meet each students' unique needs and interests.

Over half of Saitsa's employees are SAIT students or SAIT Alumni, including over 400 student volunteers who joined us this past year.

Fun Fact

Saitsa will turn
100 years old in 2022!



Why Invest In Sponsorship?

Authenticity

Traditional ads make a promise, sponsorship demonstrates that promise.

Progression

A lift in positive image of your brand.

Integration

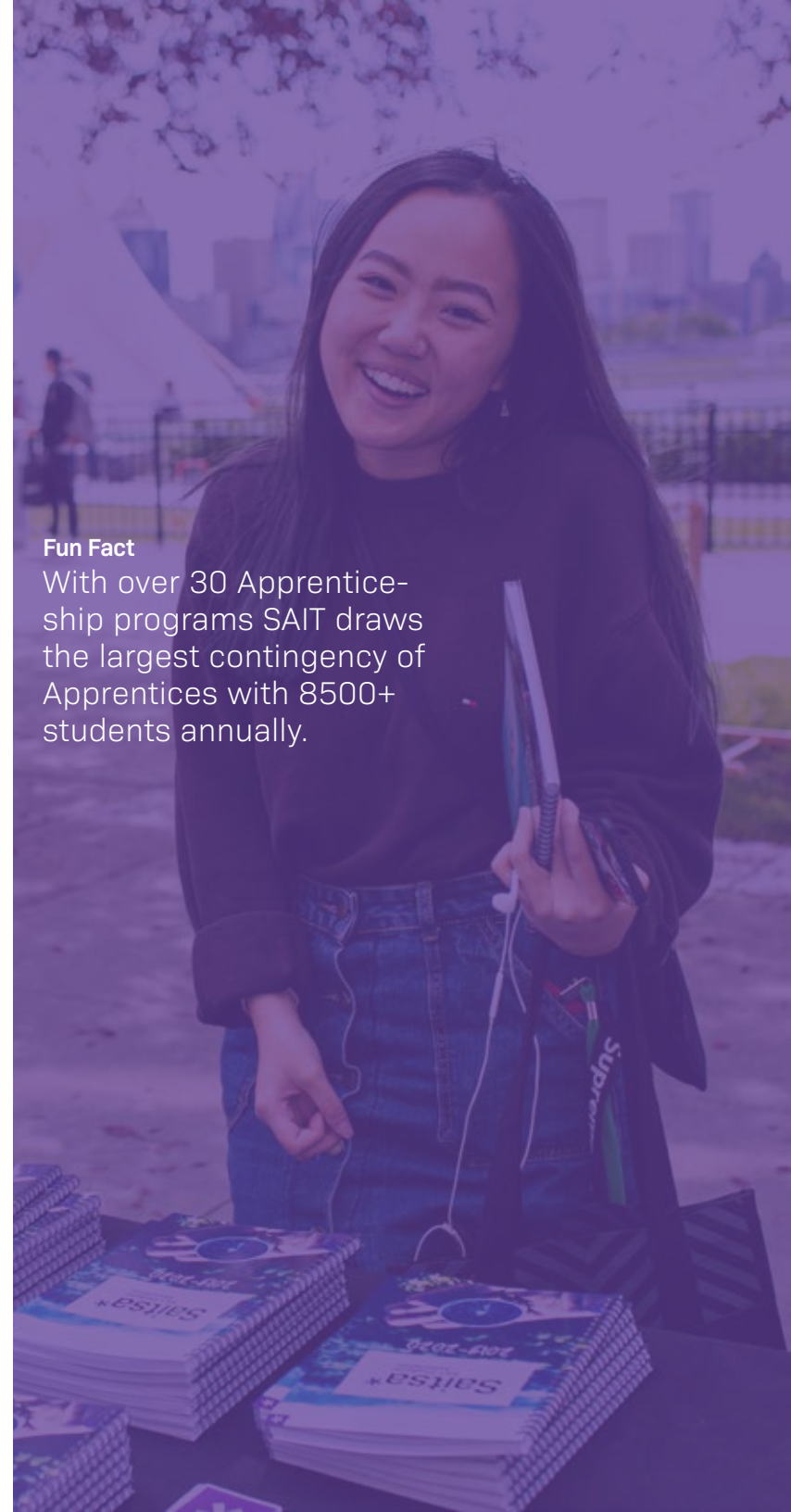
Sponsorship is the centre of marketing plans and amplifies other marketing tactics.

Loyalty

Sponsorship helps create loyalty and retention with existing customers.

Fun Fact

With over 30 Apprenticeship programs SAIT draws the largest contingency of Apprentices with 8500+ students annually.



Positive Brand Reinforcement

A partnership with Saitsa provides a prime audience that will pay close attention to your message and have a lasting positive association with your brand.

“I **pay close attention to advertisements** that relate to me as a student

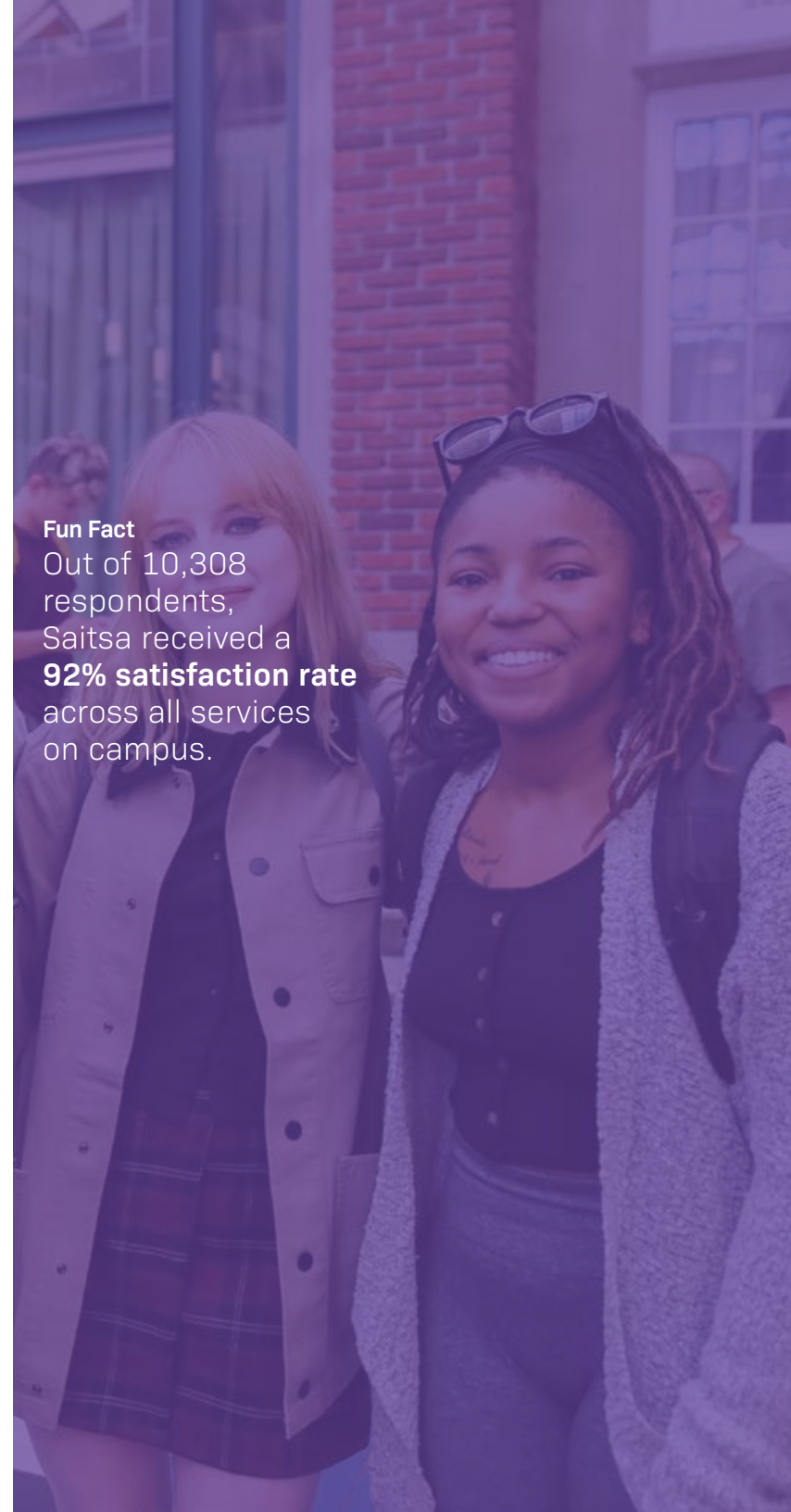
“I **pay close attention to promotions** related to students like me”

“I like to **support brands that support me**”

“I am **more likely to buy/use a product** where 'I', the student can win prizes”

Fun Fact

Out of 10,308 respondents, Saitsa received a **92% satisfaction rate** across all services on campus.



Ample Marketing Solutions

A partnership with Saitsa is one of the most effective approaches to reach the sought-after audience of individuals aged 18-32.

With various platforms to utilize, Saitsa provides numerous options to explore, including:

- Increase brand awareness
- Enhancing brand lift, loyalty, image and creditability
- Reinforcing positive public perception
- Building goodwill
- Connecting with the community
- Creating advantage over competitors
- Opening brands to new segments
- Driving traffic to retail
- Couponing
- Engagement
- Business to business integration
- Client and staff ticketing experiences
- Connecting with decision makers
- Experiential solutions
- Strategic alignment with students
- Short term single day or seasonal promotions
- Long term partnership and exclusivity campaigns

Fun Fact

SAIT is the **3rd largest** post-secondary institution in Alberta



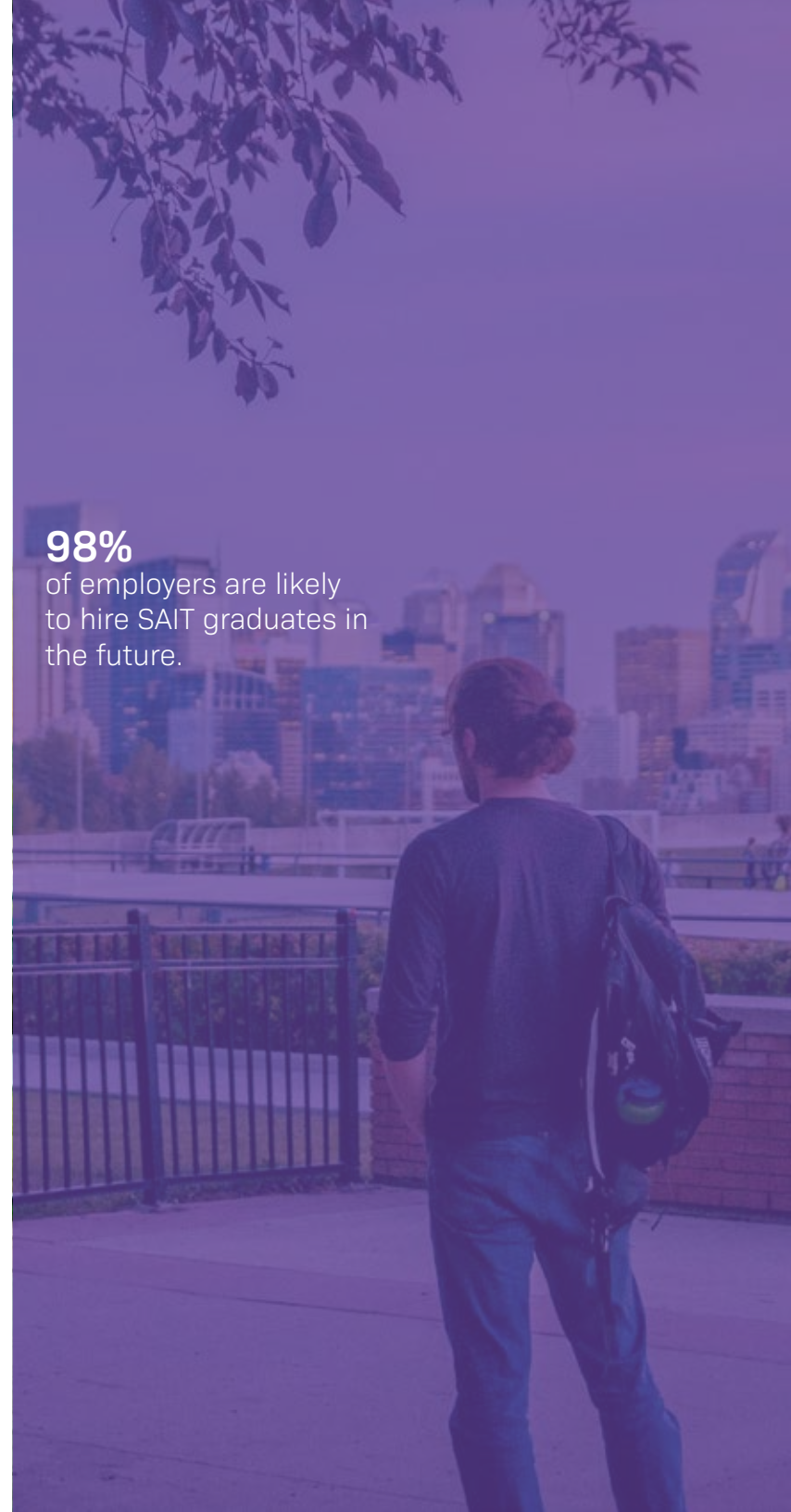
Invest In Students

Saitsa is a non-profit organization.

Any surplus revenue gets re-invested into student activities and services. Incredible really, a tug-at-the-heartstrings investment which makes YOU the star of your company or organization knowing that every dollar you spend enhancing your brand, helps enhance the personal growth and journey of SAIT students.

98%

of employers are likely to hire SAIT graduates in the future.



Audience & Reach

47,072 Potential student exposure

Includes Part-Time and Continuing Education students

SAIT students attend one of nine schools:

- Business
- Centre of Academic Learner Services
- Construction
- Energy
- Health & Public Safety
- Hospitality & Tourism
- Information & Communications Technology
- Manufacturing and Automation
- Transportation

Demographics

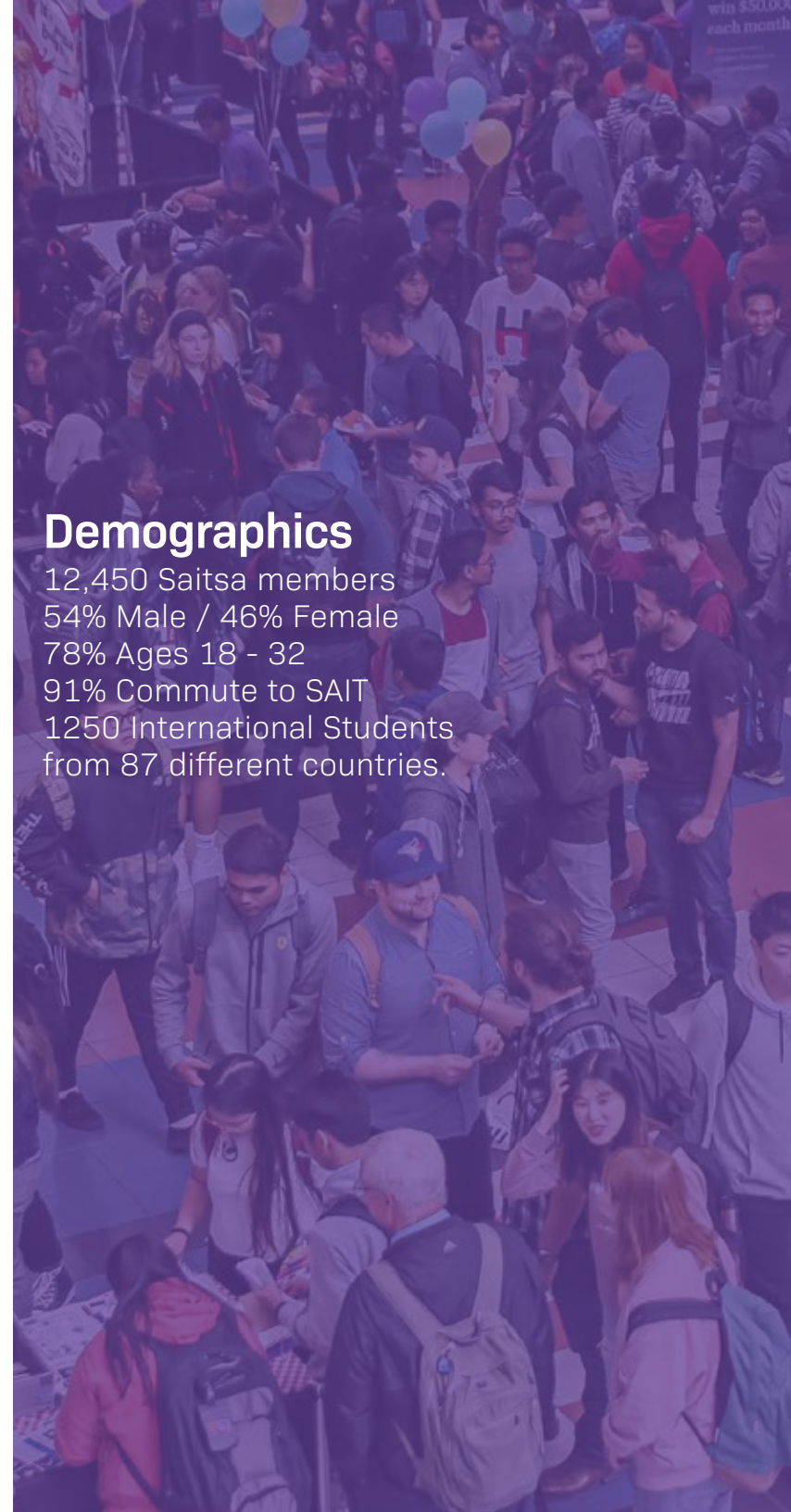
12,450 Saitsa members

54% Male / 46% Female

78% Ages 18 - 32

91% Commute to SAIT

1250 International Students
from 87 different countries.



Modern Marketing Solutions

Student Bulletin

“Our 21st century carrier pigeon” Saitsa’s weekly student bulletin, identified as SAIT student’s primary source for communication, is sent out to over 15,000 students each Wednesday.

Social Media

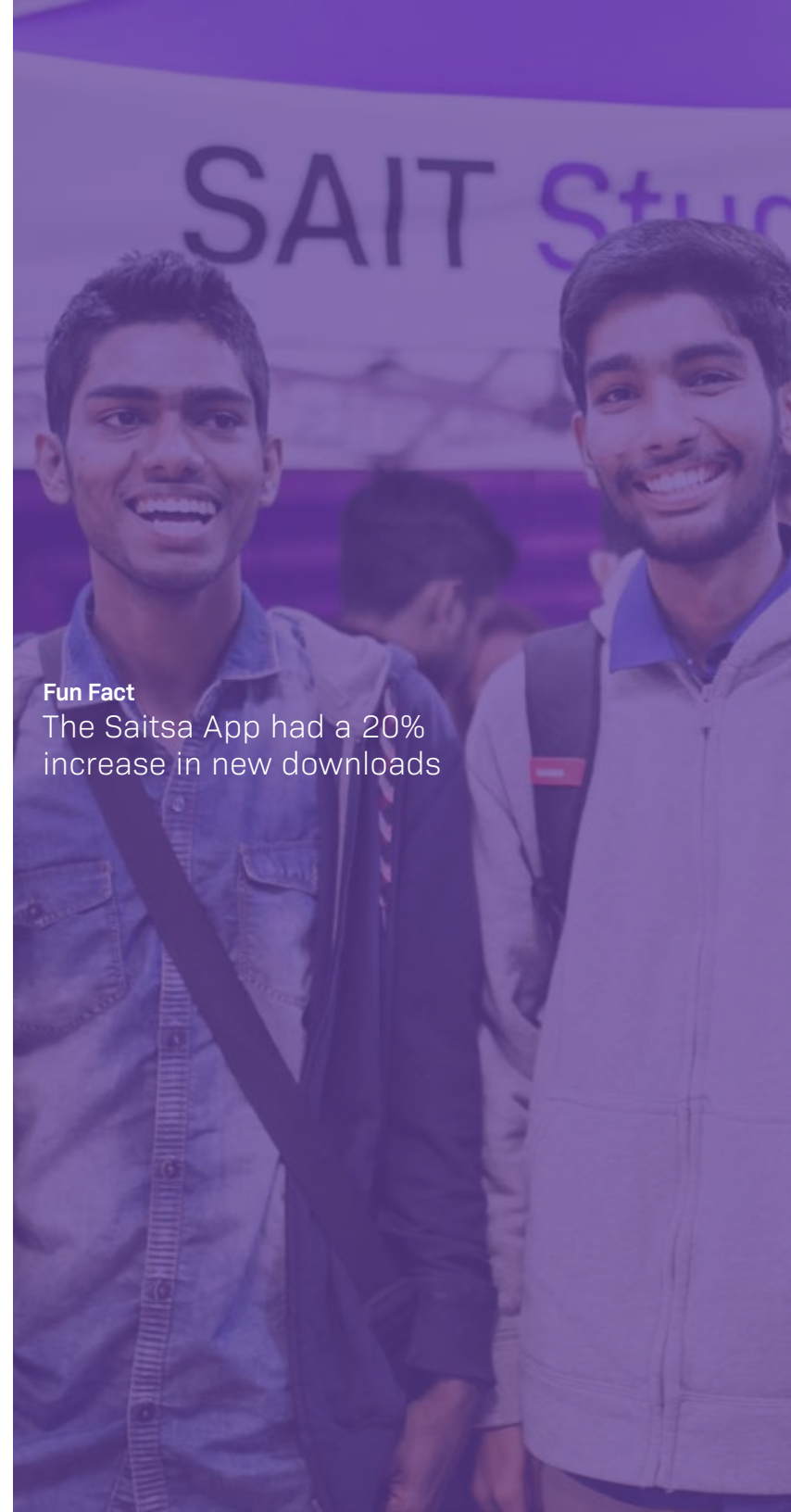
With over 24,000 combined followers across Facebook, Instagram, and Twitter, Saitsa’s social media platforms are a great way to communicate directly with students. Follow us @saitsalife, @gateway.bar, and @odysseycoffee!

Saitsa App

With over 20,000 registered users, and 33,127 downloads, the Saitsa App is a direct-line to SAIT students. Features such as post-notifications and tile ads make this a perfect tool for getting your brand messaging to SAIT students. App-ra-ca-dab-ra!

Fun Fact

The Saitsa App had a 20% increase in new downloads





One-Stop-Shop

The Station Market is a one-stop shop for chips, chocolate, cold drinks, healthy snacks, direct trade coffee, bubble tea, and our famous \$2.25 hot dogs. The Station Market Express is a smaller second-location open late for students hitting the books after class!

The Most Popular Destination on Campus

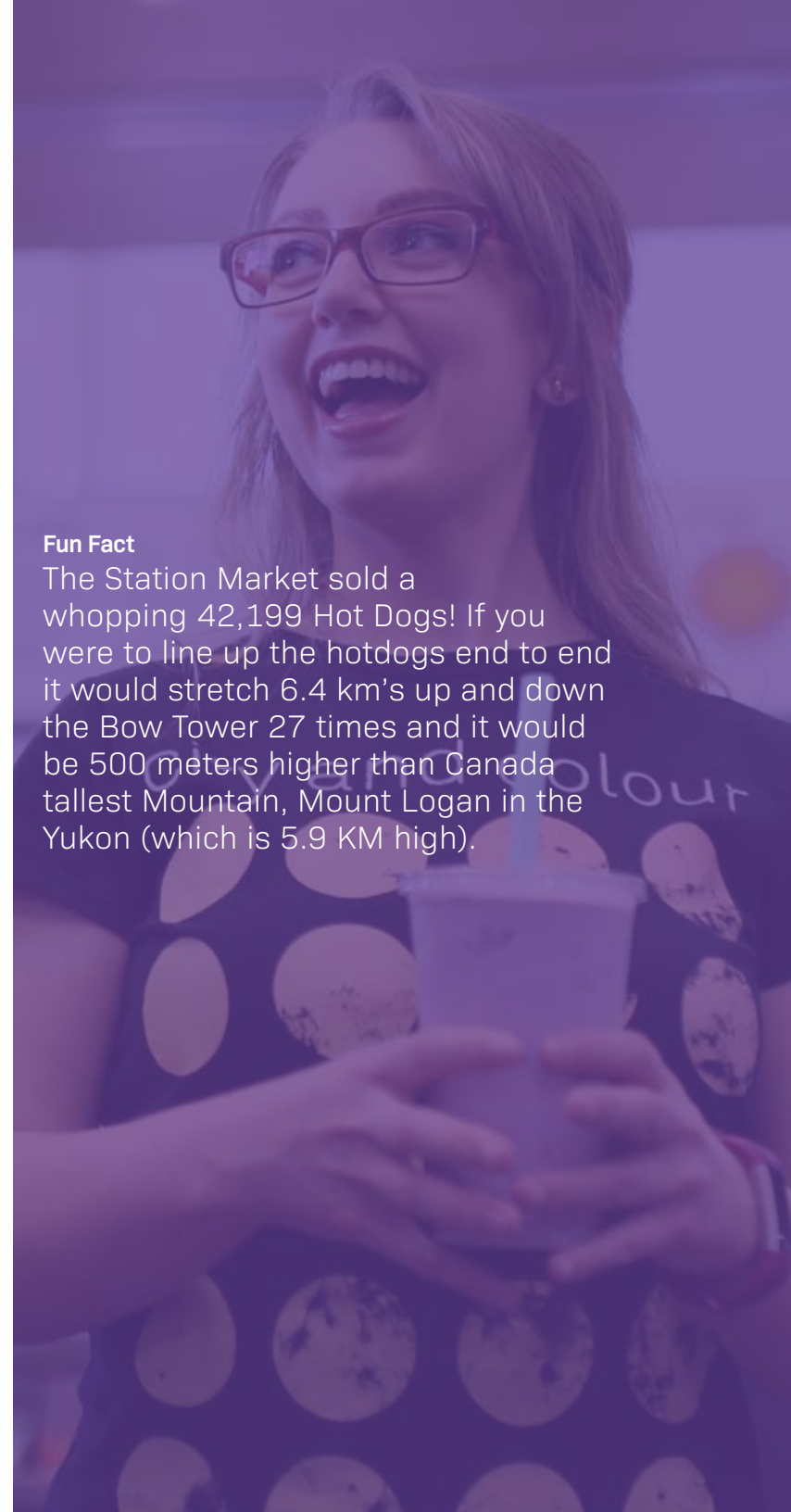
The Station Market was identified as the most frequented Saitsa destination. This past year The Station Market sold 252,119 items to 168,357 customers

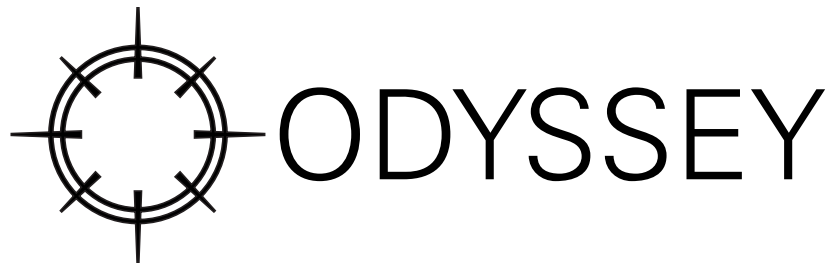
Monthly Giveaways

Each month we partner with local businesses to provide students with a chance to win amazing prizes such as travel packages, ski-lift tickets and music lessons.

Fun Fact

The Station Market sold a whopping 42,199 Hot Dogs! If you were to line up the hotdogs end to end it would stretch 6.4 km's up and down the Bow Tower 27 times and it would be 500 meters higher than Canada tallest Mountain, Mount Logan in the Yukon (which is 5.9 KM high).





The Best Coffee on Campus

An Award-Winning cafe featuring direct-trade custom coffee roasted fresh every week right here in YYC! The Odyssey offers a bright, relaxing atmosphere to enjoy coffee, loose tea, speciality drinks and healthy, high-energy food.

Winner 2020 YYC Hot Chocolate Fest

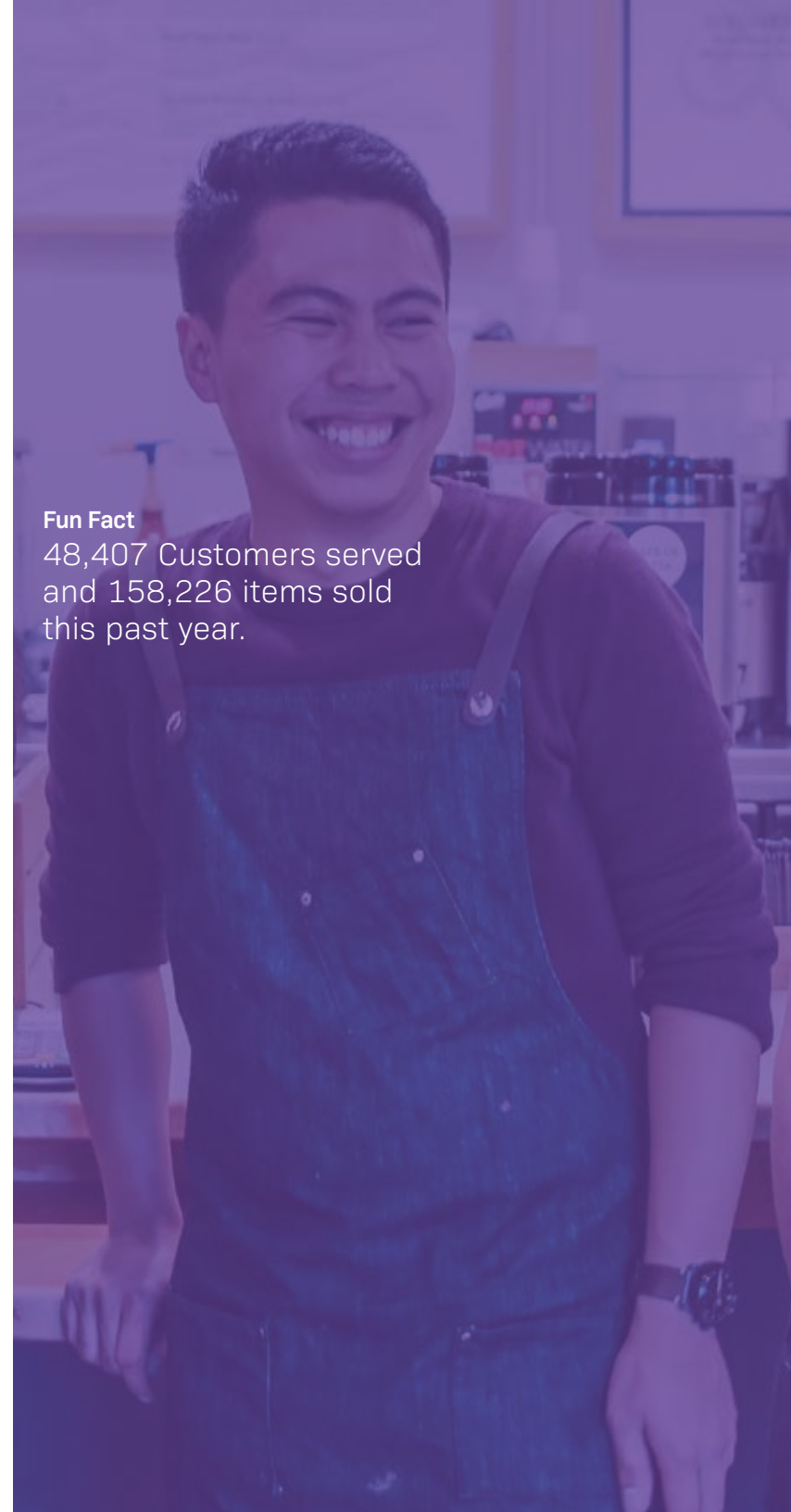
The Odyssey's Pistachio Rose Hot Chocolate beat out competition from over 50 local businesses to be crowned YYC's Best Hot Chocolate during the 2020 YYC Hot Chocolate Fest.

Local + Sustainable

Our student-friendly restaurant offers up high-quality products from local farms & bakeries. Our coffee is Direct Trade and custom roasted each week right here in YYC. We care about sustainability and are proud to be LEAF certified.

Fun Fact

48,407 Customers served and 158,226 items sold this past year.





Campus Bar and Entertainment Venue

The Gateway is a popular hangout for SAIT students to gather with friends for late breakfast, lunch or dinner. With daily food and drink specials, live events, and the best patio view in Calgary, there's always something to enjoy at The Gateway.

World-Class Entertainment

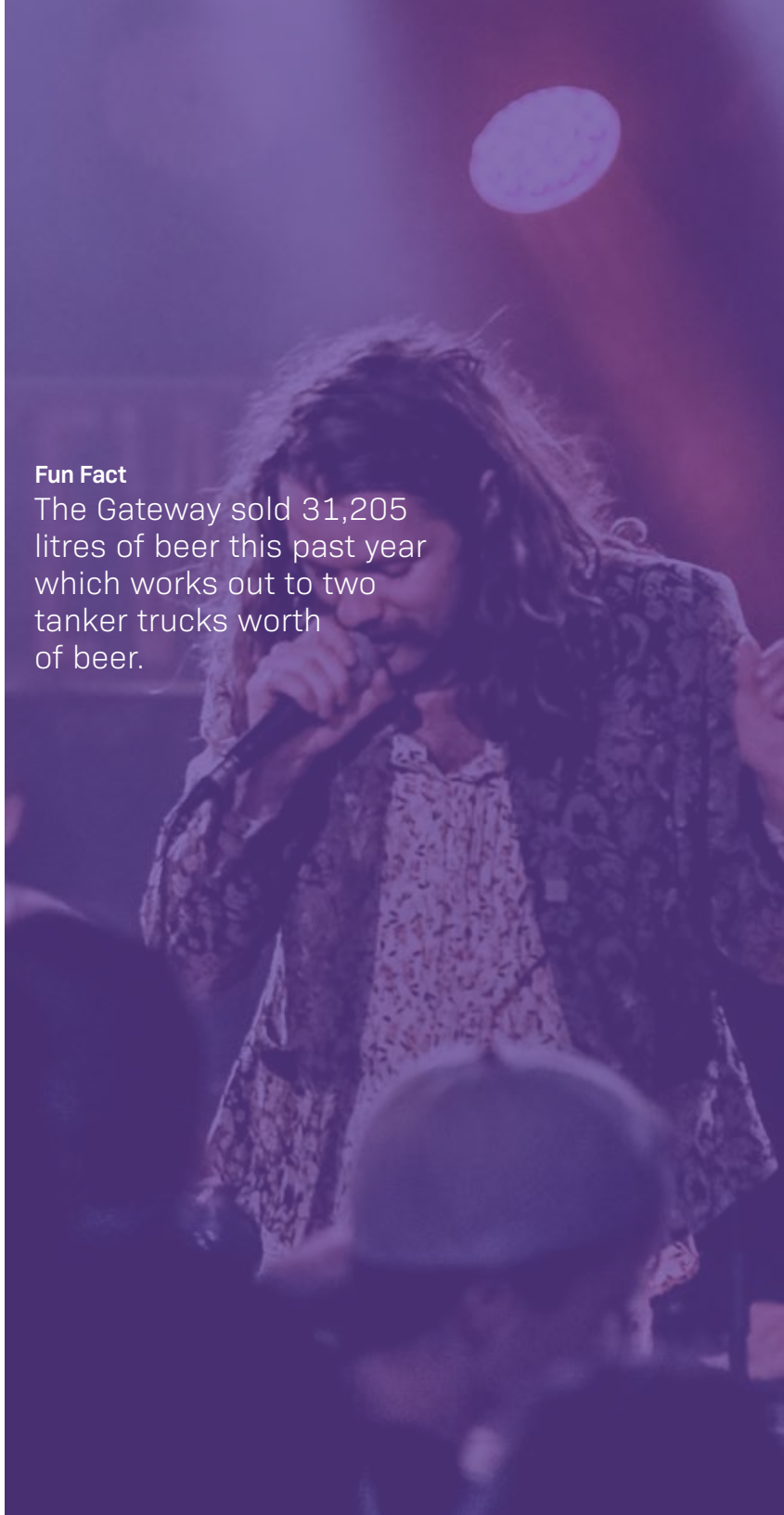
The Gateway stage has seen some of the world's best talents in music, comedy, and podcasting. Some noteworthy names include The Tragically Hip, Arkells, Mother Mother, July Talk, Prozzak, The Glorious Sons, and X Ambassadors.

Free-For-Student Events

The Gateway is one of our most exciting venues for FREE-FOR-STUDENT events such as karaoke, Wingo, Dirty Bingo, and Trivia Night. And every Friday at the Gateway is FREEBIE FRIDAYS where students can compete in fun contest to win awesome prizes!

Fun Fact

The Gateway sold 31,205 litres of beer this past year which works out to two tanker trucks worth of beer.



Saitsa Student Clubs

Bringing People Together

Whether it's industry networking events, making new friends or giving back to the community, being part of a student club is one of the most successful ways students get involved in campus life.

2000+ Club Members

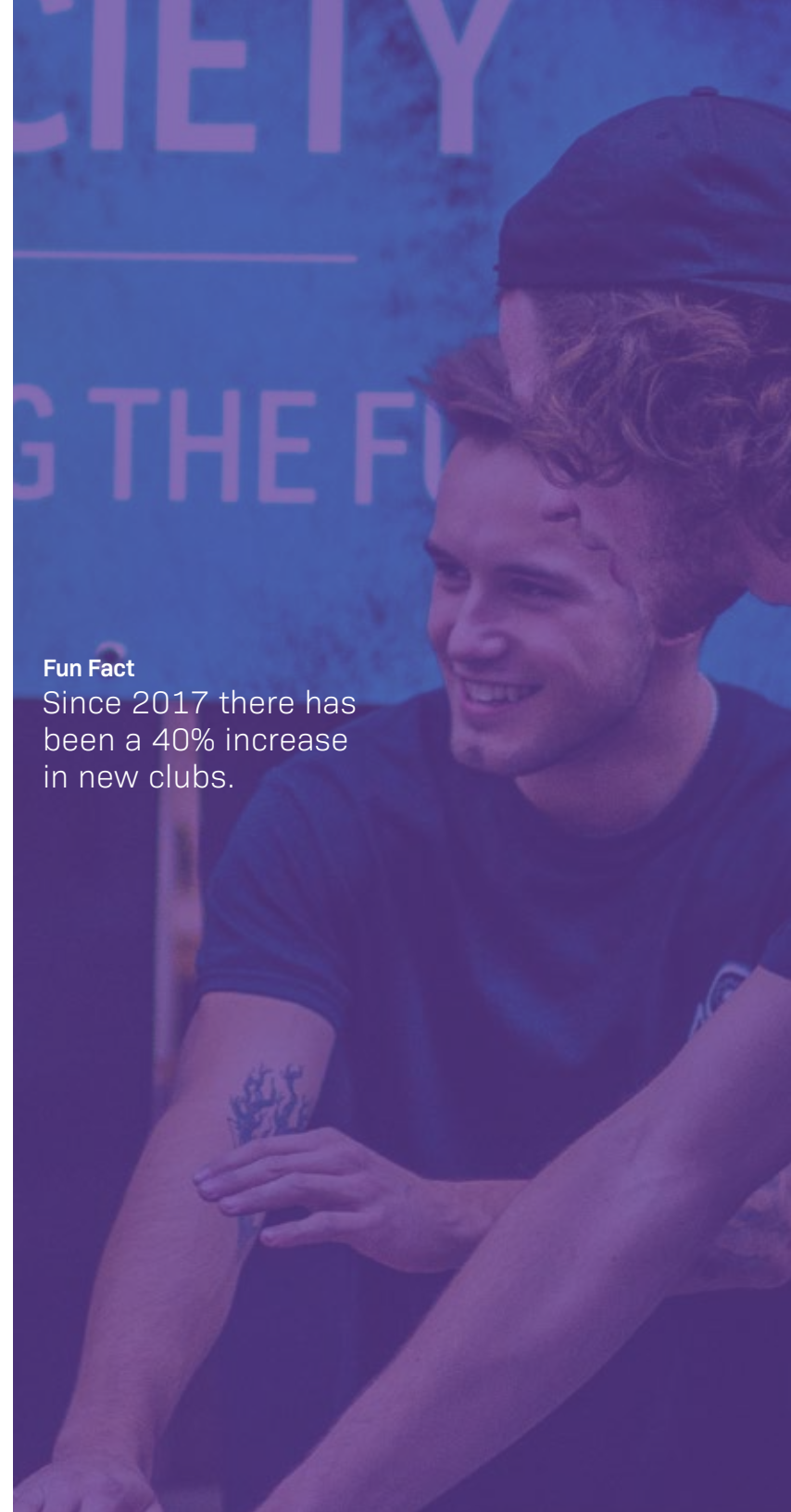
This past year over 2000 students were members of 82 unique clubs including the SAIT Beekeeping Club, Enactus SAIT, the SAIT Dancing Club, and the SAIT Mechanical Society.

Over 300 Club Events Held Last Year

This past year student clubs planned and executed hundreds of events both on campus and in the community. These events included lunch and learns with academics, large-scale career fairs with industry professionals, and social events designed to bring students together.

Fun Fact

Since 2017 there has been a 40% increase in new clubs.



Student-Life Balance

Resource Centre + Peer Support Centre

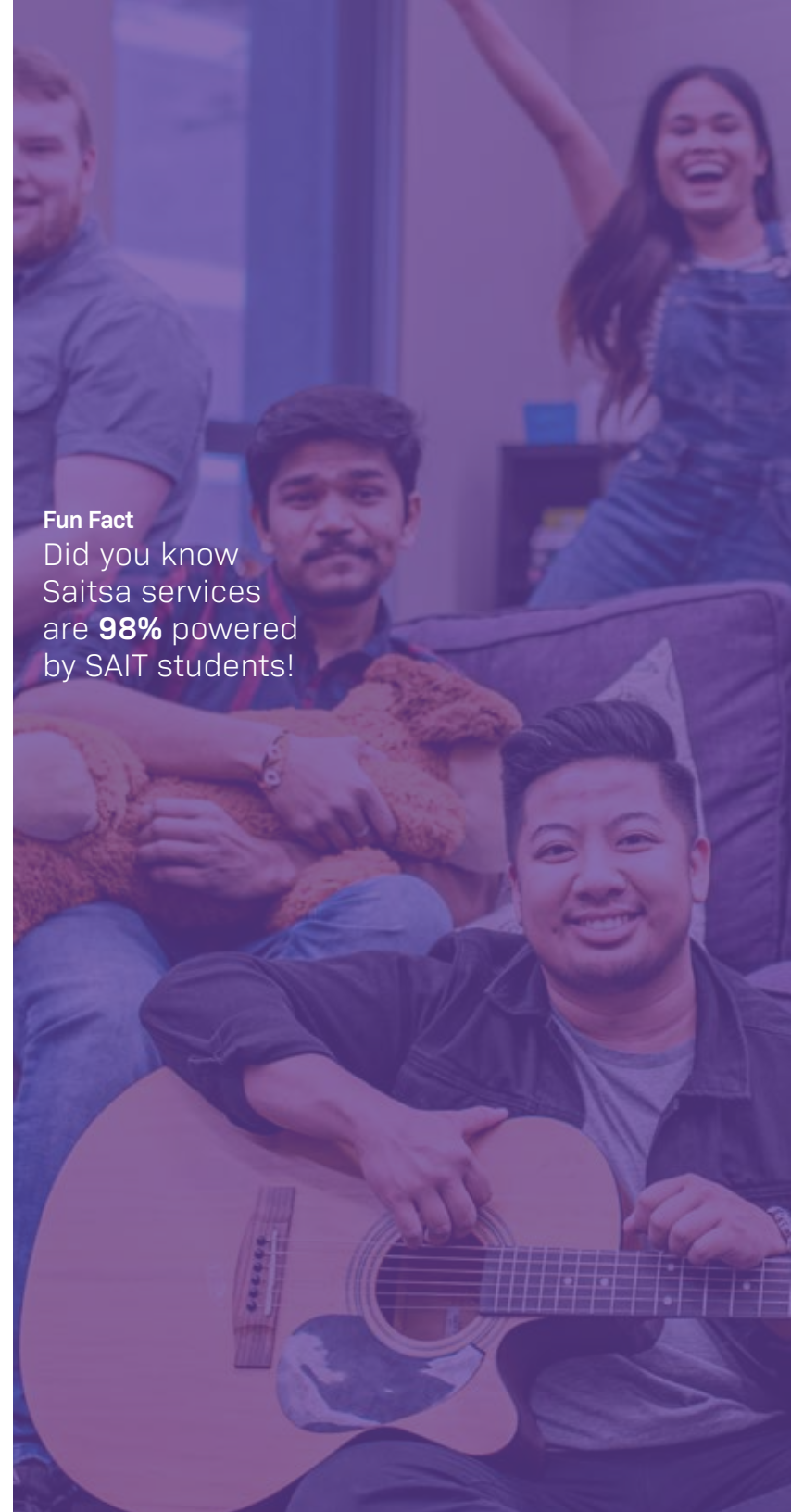
We understand that each student has different needs when it comes to reaching their full potential. With a healthy, inclusive and respectful environment the Resource Centre and Peer Support Centre provide the resources students need to reach student-life balance.

Top 10 Services + Programs

1. Discounted Ski Lift Tickets
2. Locker Rentals (8000+)
3. Wellness Wednesdays (Feeds 7000+ students per year)
4. Financial Awareness
5. DeStress Fest
6. Student Awards (April)
7. Earth Expo (March)
8. Mental Health Expo (October)
9. Free Tax Program (March)
10. Campus Safewalk

Fun Fact

Did you know
Saitsa services
are **98%** powered
by SAIT students!



Contact Saitsa

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Fun Fact

SAIT celebrated
it's 100th birthday
in 2016.

