

2021-2022 Partnership

**Invest With Us**

# Saitsa\*

**SAIT Students'  
Association**

# Students Are Our Business

## What is Saitsa?

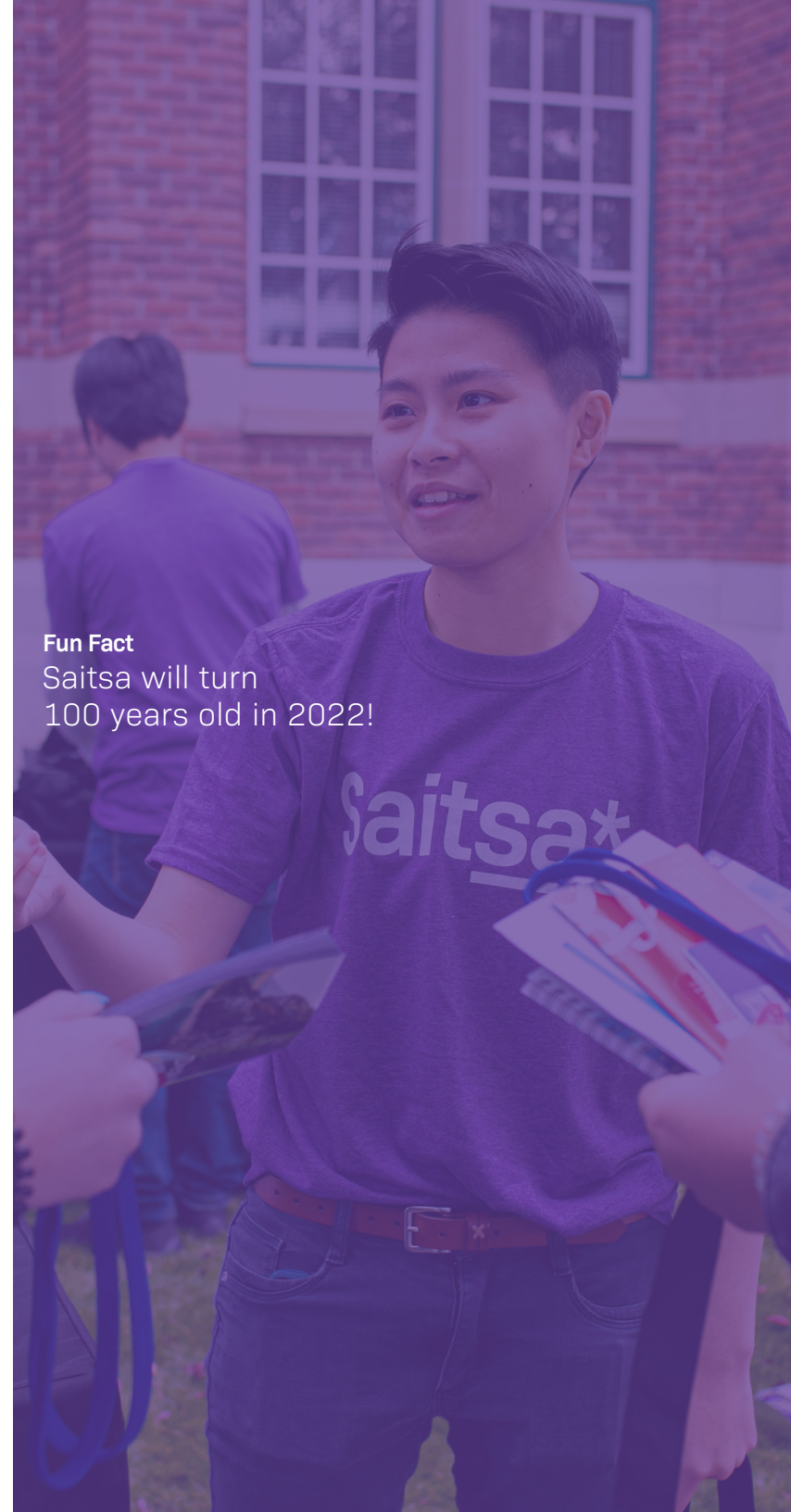
Saitsa is a non-profit organization representing SAIT students. Our goal is to improve the student experience at every opportunity.

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

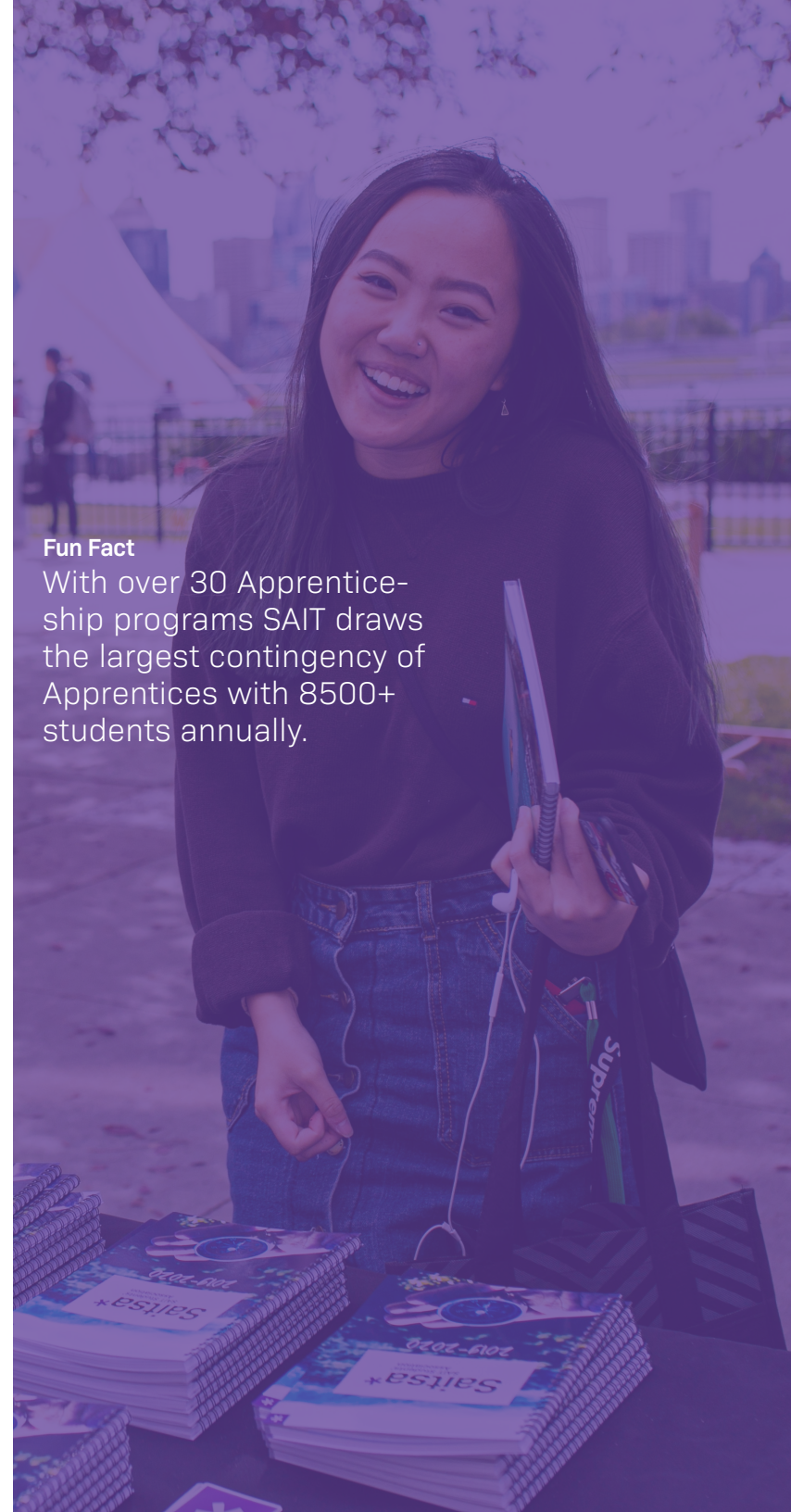
Sponsorship is the centre of marketing plans and amplifies other marketing tactics.

## 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

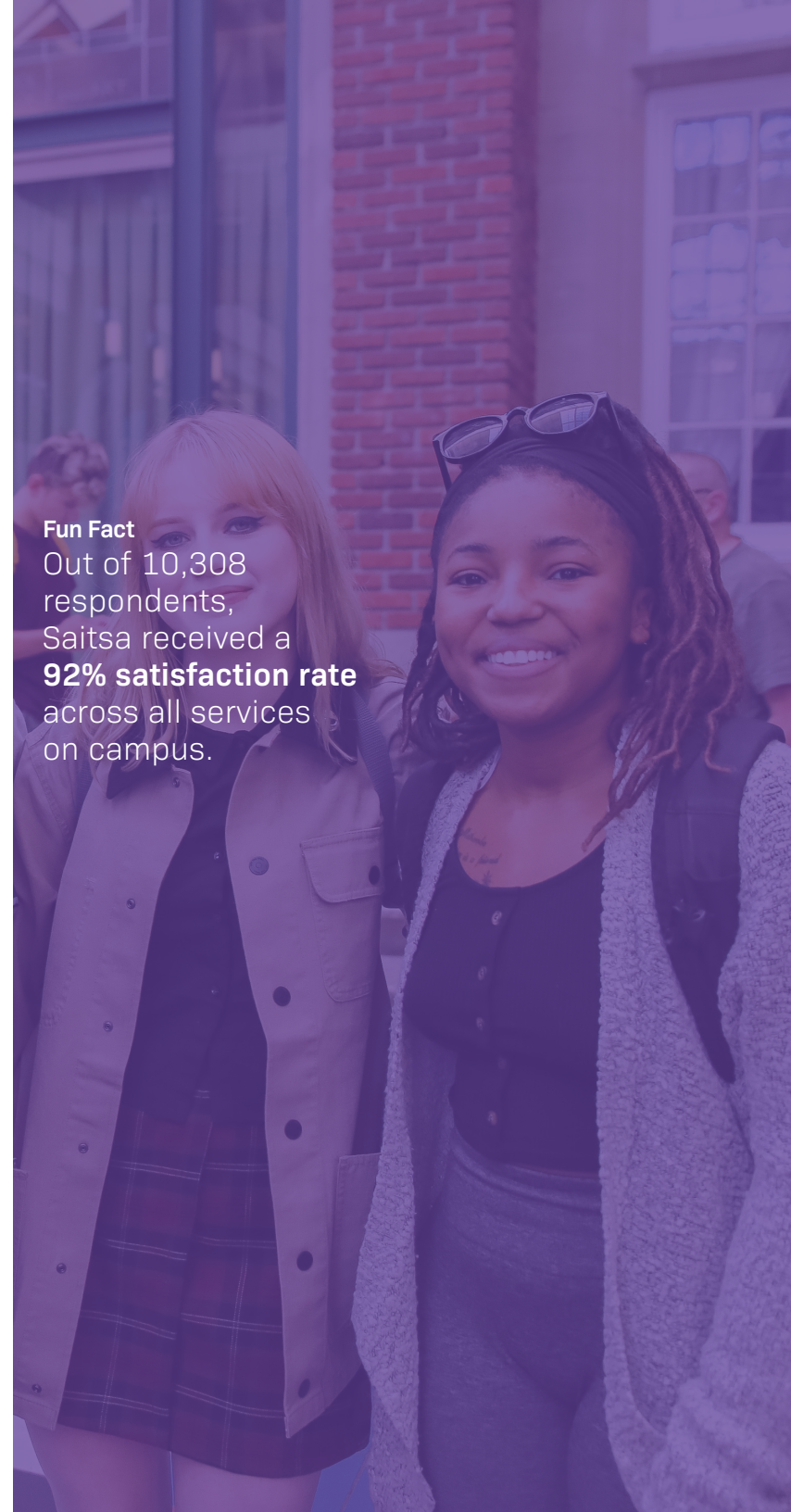
“I **pay close attention to promotions** related to students like me”

“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

## Social Media Reach

With over **12,620** combined followers on IG, Facebook, and Twitter. We'll make sure your message is delivered to students!



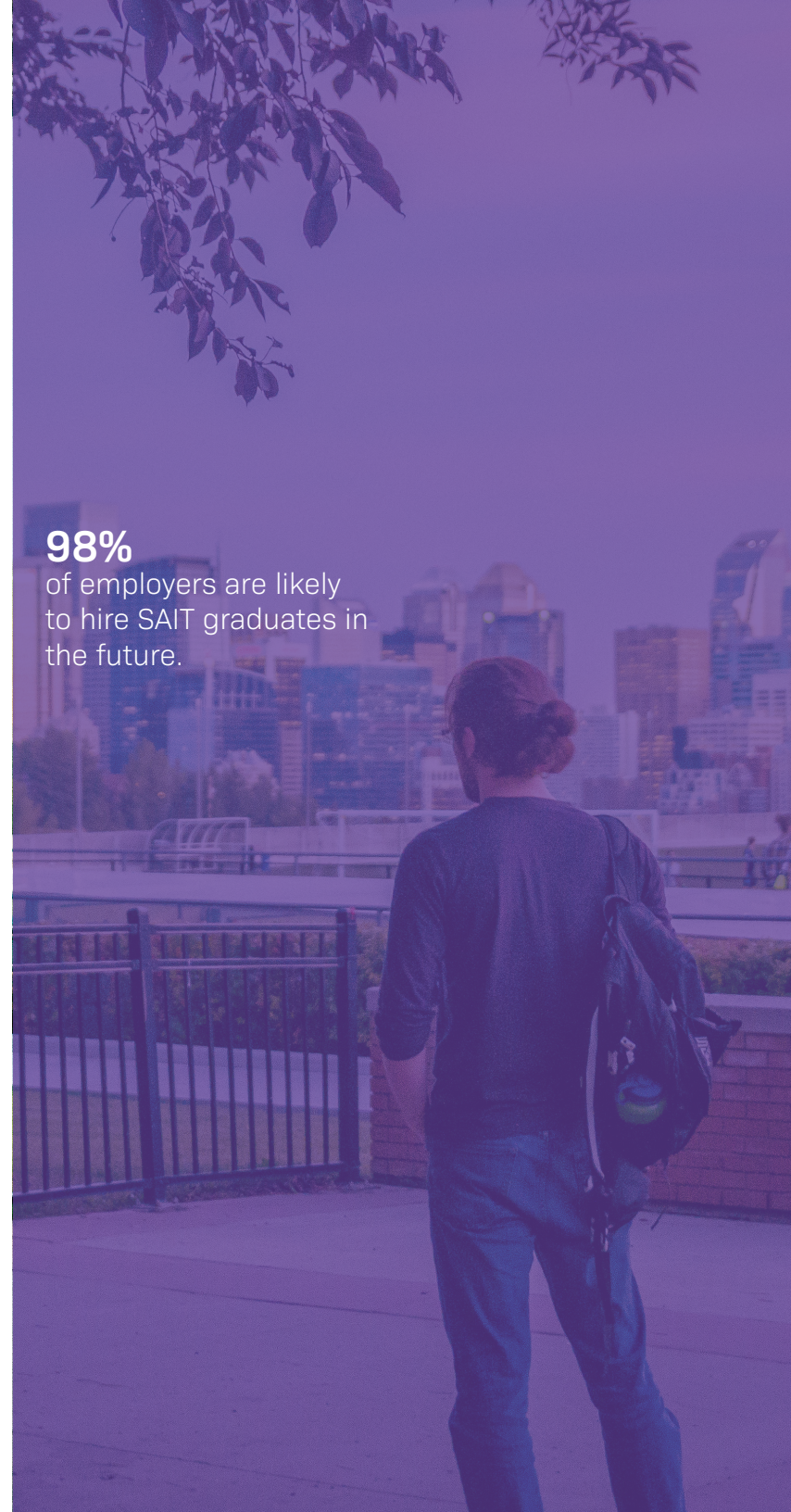
# Invest In Students

## **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.

