

Dear Staples Community Investment lead,

Red River College Polytechnic is an institution dedicated to Truth and Reconciliation, equity, diversity, and inclusion in everything we do. We are currently looking for someone to sponsor a Manitoba Indigenous high school graduate for a full course of studies. Given Staples' commitment to diversity and community investment, we think this would be a great partnership.

The education gap for Indigenous students in Canada begins in elementary school and continues into post-secondary. The barrier to accessing post-secondary education for Indigenous students can be attributed in large to inadequate financial resources. Higher education is often a foundation for stable and sustainable living, not just economic gain.

To promote the partnership, we would like would to include a Staples pop-up shop inside each of our campus book stores to sell your supplies to all of our students. In addition, we are offering an agreement to source at least 50% of our office supplies through Staples for the duration of the students' studies.

In return, we would like to ask you to sponsor the student chosen for this opportunity.

The cost would be equivalent to one full course of studies in the individual's program of choice at RRC Polytech along with supplies and resources needed for learning.

From the moment you agree to be a sponsor, we have benefits and advantages in place which are discussed in more detail in the attached document.

We would love to discuss this opportunity with you further. Please feel free to reach out to us at your earliest convenience, or if you have any questions or concerns regarding this collaboration.

Sincerely,

**Taylor Toews**

Development Consultant

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204-362-7223

# Sponsorship Proposal

## WHO WE ARE

RRC Polytech is an institution focused on strategic workforce development. We are committed to Truth and Reconciliation, pursuing equity, diversity, and inclusion in everything we do.

In past years, we have made movements to align with these focuses by working in partnership with Elders and First Nations, Métis, and Inuit members of the RRC Polytech community, building gender-neutral bathrooms in our new campuses, and more.

Recently we launched our five-year strategic plan, *In Front of What's Ahead*, which guides us to embed agility into our learning model, foster a culture committed to reconciliation and respect, and strengthen the partnerships that are key to shaping the future.

## THE EVENT

This event will be the first of its kind at RRC Polytech. Recognizing the immense contribution Indigenous students make in the workplace after graduation and the barriers they face for post-secondary education, this event is aimed at removing one of the largest obstacles.

We have come a long way, but we still need support. Red River College Polytechnic is looking for someone to sponsor a Manitoba Indigenous high school graduate for a full course of studies at the college starting in fall 2023.

## TARGET AUDIENCE

Our key audience for this event is Manitoba Indigenous high school graduates between the ages of 18 and 45 who are looking to further their education but cannot afford to.

We want to reach this audience and show the potential this opportunity has to help someone avoid barriers to education and educate people on the importance of having Indigenous people in the workforce.

## TIMELINE

The opportunity will be promoted organically and through paid advertisements from August 2022 until the end of the 2023 application period. Once the student has been selected, the sponsorship will be shown on our website until the full course of studies is completed followed by a final testimonial from the student.

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## SPONSOR BENEFITS

**Be seen:** We would like to set up a Staples pop-up shop in each of our Campus bookstores that would sell supplies and materials to students on your behalf. This would allow you access to the majority of our 21,000+ students.

**Increase sales:** The target audience for this event aligns well with Staples. Students across Manitoba will see this event and by becoming the main sponsor, you will have access to thousands of prospective clients.

In addition, we would like to source a minimum of 50% of our office supplies and materials from Staples for the duration of the students studies.

**Obtain new clients:** The target audience for this event aligns well with Staples. Students across Manitoba will see this event and by becoming a main sponsor, you will have access to thousands of prospective clients. You will be seen by the audience through organic and paid advertisements, through the pop-up shop in our bookstores, and on materials used by staff throughout our campuses.

**Exposure through social media:** This event will be promoted over our social media platforms organically and through paid advertisements. Our Facebook page has over 27,000 followers, our Instagram account has over 8,000 followers, and our Twitter page has over 12,000 followers. This is an additional reach of ~47,000 potential customers.

**Honest and accountable reputation:** Transparency and accountability are important values that clients look for in whom they give their business to. Sponsoring this event will show commitment to upholding your corporate responsibility to diversity and inclusion.

## SPONSOR REQUEST

In return for the benefits listed above, we are asking Staples to sponsor a Manitoba Indigenous high school graduate for a full course of studies at RRC Polytech. This includes the cost of tuition, supplies/materials needed, and housing accommodations if needed. This amounts to an estimated cost of \$40,000-\$50,000 depending on the program.

We would also ask that you re-share and post social media promotions on Staples platforms to create additional exposure.

***Thank you for your time and consideration. We look forward to working with you and helping our future workforce become a better place.***