



**ALBERTA PHARMACY
STUDENTS' ASSOCIATION**

Faculty of Pharmacy and
Pharmaceutical Sciences
University of Alberta

Presented by Vice President
Fundraising **Talia Santarossa**

apsafund@ualberta.ca

SPONSORSHIP PACKAGE

Fall 2022

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Introduction

The Alberta Pharmacy Students' Association (APSA) is a non-profit, registered faculty association that represents pharmacy students within the Faculty of Pharmacy and Pharmaceutical Sciences at the University of Alberta. APSA acts to serve as a liaison between students and the Faculty of Pharmacy and Pharmaceutical Sciences, sponsors, and other external bodies. APSA also works hard to engage students in the profession and community to ensure the delivery of academic and social extracurricular experiences for students that aid in enhancing students' degrees.

With your support, we hope to provide a means for students to connect via social events and reward students for their academic achievements, community service, and involvement within APSA. **It is only with your support that we will be able to make this year a success.** As you go through this document and the outlined events and awards, please know that any help, big or small, will have a tremendous impact not only the students themselves, but also their future impact on the health of all Albertans.

Sincerely,

Talia Santarossa
APSA VP Fundraising



Values of Sponsorship

By sponsoring APSA, you can be confident that you're directly benefiting the ability of pharmacy students to become the best healthcare practitioners they can be! When the pandemic led to mass shutdowns, pharmacists and pharmacy students alike stepped up to continue providing life-saving service to Albertans.

Partner with us to help say “Thank You” to the students! It is only with your help that we can continue fostering the student spirit of selflessness and courage.

Recruitment

The potential to recruit the next generation of Pharmacy leaders from one of the top schools in Canada.



Recognition

Be recognized in advertising and promotional material sent directly to future Pharmacy leaders.



Speaker Opportunities

There are many social and academic events where you maybe able to showcase your professional experience and knowledge with our students.



Community Involvement

The opportunity to stand out as an integral part of the community and interact with some of the brightest future Pharmacists.



Overview: Sponsorship Packages

APSA is proud to offer a variety of different packages to prospective sponsors in four primary categories:

- Largest Annual Events
- Other Events
- APSA Awards
- Odds and Ends

The **Largest Annual Events** category outlines individual package options for each of APSA's biggest events each year. **Other Events** encompasses all the small to medium-size events put on each year and offers packages that allow sponsors to select multiple events that they would like to support. **APSA Awards** are presented to exceptional students each year in a variety of categories, and sponsors may choose to fund any of these that resonate with them. Finally, **Odds and Ends** contains a variety of programs and initiatives that do not fit into any of the previous categories and each have their own sponsorship options.

Helpful Abbreviations

The following abbreviations appear throughout this document. Please feel free to refer to this list as a reminder.

- CAPSI – Canadian Association of Pharmacy Students & Interns
 - PDW – Professional Development Week
 - OTC – Over-the-counter
 - PAM – Pharmacy Appreciation Month (March)
- IPSF – International Pharmacy Students' Federation
 - WPD – World Pharmacists Day
 - SEP – Student Exchange Program
- OSCE – Observed structured clinical exam
- PEBC – Pharmacy Examining Board of Canada
- PQ+2 – Pharmacy Quarterly student magazine

Largest Annual Events

Each of APSA's major events for the year has its own unique sponsorship package options. We are happy to field questions regarding any of the options outlined below.

VP External: RxFactor November 2022 Up to 300 students (all years)	RxFactor is APSA's annual fundraiser for the Movember Foundation and one of our largest events of the year. During this lively evening of dinner and entertainment, students from each year showcase their talents and compete for the RxFactor title in front of a panel of judges, fellow students, and guests. All sponsors will receive complimentary tickets to the event!		
	Booth at Event \$500	Sponsor \$1500	Title Sponsor \$4000
sponsor logo in pre-event ads	✓	✓ prominent logo	✓ most prominent logo + dedicated sponsor recognition on social media
sponsor booth space opportunities to interact with students include before the show, during intermission and after the show	✓	✓	✓
sponsor logo displayed on stage	✓	✓ prominent logo	✓ most prominent logo
ad space on printed programs		✓	✓ most prominent logo
keynote introduction		✓	recognition as title sponsor
sponsor opportunity to present promotional materials or items to guests (stage time)			✓



<p>VP Social: Blue & Gold Gala</p> <p>March 2023</p> <p>Up to 300 students (all years), faculty members, and alumni</p>	<p>One of the biggest and most anticipated events each year, the Blue and Gold Gala is a formal evening comprising dinner, award ceremonies, entertainment, and a dance. All sponsors will receive complimentary tickets to the event!</p>		
	Booth at Event \$500	Sponsor \$2000	Title Sponsor \$5000
sponsor logo in pre-event ads	✓	✓ prominent logo	✓ most prominent logo + dedicated sponsor recognition on social media
sponsor booth space opportunity to interact with students for almost the entire night	✓	✓	✓
ad space on printed programs		✓	✓ most prominent logo
keynote introduction		✓	recognition as title sponsor
sponsor ads on tables		✓	✓
sponsor logo on stage		✓	✓ most prominent logo
sponsor opportunity to present promotional materials or items to guests (podium time)			✓



Other Events

All our events provide strong opportunities for our sponsors to connect with our students! We have created different packages depending on your needs. The following table outlines our four options for sponsorship for our small-to-medium size events. Events are listed in approximate chronological order beginning on the next page.

	Presentation Sponsorship Package Our events provide opportunities for sponsors to speak directly to our students about valuable services, products and more! \$750 for any 3 events*	Engagement Sponsorship Package Sponsors have the opportunity to interact directly with the next generation of pharmacists! \$500 for any 3 events*	Recruitment Sponsorship Package Our events provide sponsors an opportunity to recruit the next generation of pharmacy leaders from one of the top pharmacy schools in Canada. \$300 for any 3 events*	Recognition Sponsorship Package Be recognized in advertising and promotional activities delivered directly to future pharmacy leaders. \$250 for any 3 events*
Sponsor logo in pre-event ads (print and social media)	✓	✓	✓	✓
Keynote introduction recognizing sponsor at the beginning of the event	✓	✓	✓	✓
5-minute time slot for sponsor to deliver messaging to students in-person	✓			
Booth space at event	✓	✓	✓	
APSA or sponsor representative delivering a promotional message from the sponsor (up to 1 minute)		✓		✓

*First come first served based on availability of booth space, time available for sponsors to deliver messages, etc.

Tentative Date(s)	Event Name & Demographics	Event Description
September 16, 2022	<p>The Amazing RxRace</p> <p>~150 students from all years. Sponsors are welcome to join in the competition!</p>	<p>A spin off of the Amazing Race. Students are challenged to find various places among the University of Alberta campus and will have to participate in challenges along the way! A fun way to explore campus for new students and to challenge your pharmacy knowledge! Teams can race in groups of up to 4 people and the team who completes the race in the shortest amount of time wins!</p>
September 17, 2022	<p>White Shirt Bar Night</p> <p>~200 students, sponsors, and faculty members</p>	<p>A wholesome bar night to kick off the year and to meet students in the program. This event will be taking place at the bar called Midway. Students will either bring their own plain white shirt or purchase one at the entrance to the bar. Once inside, students are encouraged to meet new people and make friends, then write some kind words or a compliment onto their new friends' shirts!</p>
September 2022	<p>Saving Second Base Softball Tournament</p> <p>50-60 students in all years</p>	<p>Making the best out of the last few days of nice weather, Saving Second Base is a charity softball tournament to raise money before the CIBC: Run for the Cure.</p>
Late September 2022 and Late January 2023	<p>Fall/Winter Music Bingo</p> <p>~80 students from all years. Sponsors are welcome to join in the competition!</p>	<p>Put your knowledge to the test in music bingo and see how many hits you know! Students can play in teams of up to 4, but each participant will get a bingo card to fill out. If you know the song and have it on your bingo card, then you get the spot! The first 3 participants to reach a bingo win a prize.</p>
Late September/early October 2022	<p>Run For the Cure: Breast Cancer Lunch and Learn</p> <p>~50 students (years 1-4), faculty and alumni</p>	<p>This event would only be possible if a speaker is available and willing to speak about their experience with breast cancer. Lunch is often provided for the speaker as well as those who attend.</p>
Late September/early October 2022	<p>IPSF/SEP (Student Exchange Programme) Lunch & Learn</p> <p>All first-year students (~130) are invited to attend.</p>	<p>A lunch & learn for the first year pharmacy students to introduce them to the International Pharmaceutical Students Federation (IPSF) and the Student Exchange Program (SEP). Lunch will be provided (either pizza or Subway).</p>
October 2022	<p>CAPSI Competitions: Compounding Competition</p> <p>Up to 12 students (years 1-4) and judges (including faculty)</p>	<p>Student teams will test their compounding skills and prepare pharmacy compounds. Each member of the winning team will receive a Professional Development Week (PDW) subsidy and a reserved spot to attend PDW 2023 in Saskatchewan!</p> <p>Additionally, the local winners of the Compounding Competition will advance to the National Compounding Competition at PDW 2023. Judges will be given a thank you gift.</p>

Tentative Date(s)	Event Name & Demographics	Event Description
October 2022	<p>CAPSI Competitions: OTC Competition</p> <p>Up to 12 students (years 1-4) and judges (including faculty)</p>	<p>The Over-the-Counter Competition is an OSCE-style scenario similar to a Patient Interview Competition but focuses more on students' ability to apply their OTC knowledge to clinical situations. The local winner of the Over-the-Counter Competition will receive a PDW 2023 subsidy and a reserved spot to attend PDW 2023 in Saskatchewan.</p> <p>Additionally, the local winner of the OTC Competition will advance to the National OTC Competition at PDW 2023. Judges will be given a thank you gift.</p>
Mid October 2022 and early February 2023	<p>Fall/Winter "Who's That Drug?" Trivia</p> <p>~60 students from all years. Sponsors are welcome to join in the competition!</p>	<p>Students will face off in a friendly competition to see who can guess the name of medications based off old drug advertising.</p>
October 29 or 30, 2022	<p>Halloween Weekend Party</p> <p>~200 students from all years. Sponsors can attend and join in for the costume contest or choose to be judges for the event.</p>	<p>A hall will be booked for pharmacy students to come dance, have fun, and show off their Halloween costumes in a costume contest!</p>
October/December 2022	<p>Halloween/Christmas Class Parties*</p> <p>40-50+ 4th year students</p>	<p>Scheduled at the end of either the first or second rotation blocks for 4th year students, this event serves as a chance for fourth year students to reset and regroup before beginning on their next placement. Themed party nights for Halloween and Christmas fall during these end-of-block breaks and serve as a great way for students to destress and let out their fun and creative sides. From amazing costumes to delicious treats, these party nights are a great way to refresh the cohort's morale and provide a well-deserved break from their hard work over the course of their rotations.</p>
Mid November 2022	<p>Messy Rx Prescription Challenge</p> <p>~80 students from all years. It is difficult to gauge participation for this event, as this is the first time it is being run.</p>	<p>Teams will face off against each other to see who can decode the greatest number of messy prescriptions to determine which team is the messy prescription reading champion. Teams are given 2 minutes each to decode the Sig, Mitte, and drug name of 3 messy prescriptions. The team with the most correct responses advances to the next round until there is a declared winner.</p>

Tentative Date(s)	Event Name & Demographics	Event Description
Early January 2022	<p>Don't Forget the Lyrics</p> <p>~80 students from all years. Sponsors are welcome to join in the competition!</p>	<p>Teams will compete in a tournament like fashion to see who knows the most song lyrics. They will be given about 30 seconds of a song to listen to it's cut off and the team must finish off the rest of the song lyrics. Each team has 2 songs to complete the lyrics for, with the teams with the most correct answers advancing to the next round until a lyrical champion is crowned!</p>
Mid January 2023	<p>Queer Trivia</p> <p>~60 students from all years. Sponsors are welcome to join in the competition!</p>	<p>Students will have an opportunity to show off their knowledge of how healthcare, and pharmacy specifically, interact with sexual and gender minority communities. Students will be competing to answer questions in a variety of formats to test their knowledge, receiving prizes in the order in which they are able to complete questions.</p>
January 2023	<p>Annual Curling Funspiel</p> <p>Up to 48 students in all years</p>	<p>Our big winter sporting event, the Curling Funspiel is a casual tournament that will offer something different for experienced players as well as newcomers to the sport through fun challenges!</p>
Between January-March 2023 (TBD)	<p>IPSF Trivia Night</p> <p>All pharmacy students are invited to participate, as well as faculty and sponsors.</p>	<p>A trivia night held as a fundraiser towards the Medication Awareness Campaign with the proceeds going towards Drug Free Kids Canada. Food may also be provided (TBD).</p>



Tentative Date(s)	Event Name & Demographics	Event Description
February/April 2022	Physical Activity Nights 30-50 4th year students	Scheduled at the end of the third and fourth rotation blocks for 4th year students, mental and physical health go together during these activity nights, where fourth year students have the chance to work together to solve escape rooms or have fun with friends as they are soaring sky high on trampolines/indoor rock-climbing. These activity nights serve as an alternative way to destress from the hard work that students complete during rotations and offer a chance for collaboration and storytelling about placements experiences between fourth-year students.
March 2023	Pharmacy//Dentistry Alumni Hockey Game Up to 400 attendees, including students in all years, alumni, faculty, dentistry students and sponsors, and other guests	We will be engaging in some “friendly” competition with the Faculty of Dentistry all for a good cause! This charity hockey game will be part of our Movember festivities and will include other half-time mini-games, 50/50 raffle and fundraising merchandise. All sponsors will receive complimentary tickets to the event.
March 2023	PAM: Facul-Tea Appreciation ~40 faculty and students	This event is often co-organized with the APSA President to say thank you to the faculty for their hard work and efforts during the academic year. Tea and cookies are served during the lunch hour and students are invited to mingle with the faculty.
March 2023	PAM: Free Taco-in-a-bag Day ~150 faculty and students	This event is usually a part of the PAM kick-off event where students and faculty are invited to grab a free Taco-in-a-bag to celebrate the beginning of PAM month. This is another great opportunity for students to mingle with faculty and sponsors.
March 2023	PAM: Pharmafacts Trivia ~50 students (years 1-4; colleagues from other pharmacy programs in Canada)	This trivia night is often a student favorite where colleagues from all pharmacy schools are invited to participate along with students. The questions are designed to strictly test on pharmacy knowledge. Prizes are given to the winning team as well as door prizes for those that come out for the event.
March 2023	Mock OSCE on Campus Up to 150 students and 3rd year volunteers	This event will comprise 4 stations split up among ~12 rooms and give 4 th year students an opportunity to brush up on their clinical skills and receive valuable feedback before the OSCE portion of their PEBC board exams.

Tentative Date(s)	Portfolio	Event Name & Demographics	Event Description
Year long	VP Academic	Career Series Up to 60 students in years 1-3	Typically, 1-hour sessions with a pharmacy professional that take place either at lunch or after classes. Speakers we have had in the past include hospital pharmacists, pharmacists in industry, pharmacy managers, etc. and will often discuss their day-in-the-life and description of their position, as well as answer any questions students may have. These sessions give students an opportunity to engage and network with professionals in various areas of pharmacy and pharmaceutical sciences. The goal is to host at least 5 of these at various points in the 2022-2023 academic school year (exact timing depends on guest speaker availability) and for the sessions to be in person on campus with snacks/pizza that students and the guest speaker can enjoy.
Year long	Various Councillors	Lunch & Learns Up to 60 students in years 1-3	Typically, 1-hour sessions that take place at lunchtime. Topics vary but are focused on advancing students' competence as future healthcare professionals and knowledge relevant to the field of pharmacy and pharmaceutical sciences. The goal is to host at least 10-15 of these at various points in the 2022-2023 academic school year (exact timing of these lunch-and-learns depends on guest speaker availability). We are hoping these sessions can be in person on campus this academic year with snacks/pizza that students and the guest speaker can enjoy.

*May be combined with larger events for all students. This is still TBD.



Please note that all events and dates are tentative and are subject to change or cancellation at APSA's discretion. We will be in contact with sponsors regarding any changes or updates made to events that they choose to support.

APSA Awards

Every year, APSA gives back to students and the UAlberta Pharmacy community through a variety of awards, which are traditionally handed out at the annual Blue & Gold gala. Sponsors may choose to fund any award that aligns with their values, or may work with APSA to develop their own award. Descriptions and award amounts are listed below.

Tier 1: moderate-effort awards \$50 gift card / award	Tier 2: higher-effort awards \$100	Tier 3: highest-effort awards \$300
<ul style="list-style-type: none"> • Y1 Class Award • Y2 Class Award • Y3 Class Award • Y4 Class Award • APSA Award for Student Talent 1/2 • APSA Award for Student Talent 2/2 • The Real MVP Award • Councillors Award 	<ul style="list-style-type: none"> • Citizenship Award • Dedication to the Profession Award 1/2 • Dedication to the Profession Award 2/2 • Community Service Award 1/2 • Community Service Award 2/2 • Helping Hand Award 1/2 • Helping Hand Award 2/2 • Rising Star Award 	<ul style="list-style-type: none"> • APSA Award for Student Advocacy • APSA Award for Student Research 1/2 • APSA Award for Student Research 2/2 • APSA Award for Student Leadership 1/2 • APSA Award for Student Leadership 2/2 • Past President Award

Class Award

An APSA member who promotes pharmacy unity and spirit within their class and between all pharmacy years. This individual also participates in a variety of APSA sponsored events.

APSA Award for Student Talent

An APSA member who promotes unity among the students by utilizing talent and creativity not typically displayed in the promotion of Pharmacy. Candidates must use their talent to positively impact others around them by using methods such as, but not limited to: music, writing, art that can be shared through multiple media outlets such as myapsa.ca, PQ Quarterly, ACP, RxA, and Facebook.

APSA's Real MVP Award

An APSA councillor, or Officer, who has become an active and impassioned member of the pharmacy program through their active involvement in APSA and Faculty events and initiatives. Emphasis will be placed on commitment and participation that was above and beyond the call of duty.

Councillor's Award

An APSA council member who has displayed commitment, enthusiasm, leadership and professionalism throughout their term on APSA. This individual has brought spirit, comradeship, and encouragement to the council. They consistently go above and beyond their council duties to ensure success in APSA council projects and events.

Citizenship Award

An APSA member who demonstrates outstanding volunteer work and citizenship within and outside of the faculty and shows active participation in pharmacy, health, and/or community initiatives. The APSA President or Past-President is not eligible for this award.

Dedication to the Profession Award

An APSA member who has been actively involved in the accurate representation and promotion of fellow students and the profession of pharmacy. They actively participate in Faculty functions and have willingly assumed representative roles on various APSA and Faculty committees.

APSA's Award for Excellence in Community Service

An APSA member who has demonstrated outstanding commitment to improving the lives of those in local and/or international communities. Candidates should be intimately involved with APSA community development programs and fundraising initiatives, as well as demonstrating leadership and dedication in the planning and completion of extracurricular volunteering activities.

APSA's Helping Hand Award

To recognize a non-APSA councillor who has demonstrated their willingness to help out at APSA and Faculty events. The recipient must show strength in areas such as citizenship, sportsmanship and/or leadership. In addition, this individual must illustrate the values of: Service, Responsibility, Selflessness, Loyalty, Respect, Merit, Reliability.

APSA's Rising Star Award

Presented to an APSA member currently in 1st year and who exhibits an early dedication to the pharmacy profession through active involvement in APSA initiatives and demonstrates exceptional contribution to student life, including but not limited to, attending Mint Cup events, sitting on committees, participating in RxFactor, engaging in PAM initiatives, etc.

APSA Award for Student Advocacy

An APSA member who actively advocates and promotes the profession of Pharmacy both within our Faculty and to the public. Candidates should show commitment to our profession, and through effective communication provide direction and support for fellow pharmacy students. They continually work to increase public awareness of the pharmacy program and of services that pharmacists can provide. Exclusion: APSA President(s). APSA President and Past President are not eligible to apply.

APSA Award for Student Leadership

An APSA member who exemplifies the qualities of a leader in everything they do. Candidates must be actively involved with students. The recipient of this award recognizes their own talents and strengths and uses these to guide and encourage their peers. A great leader is someone who has a passion for inspiring greatness in those around them.

APSA Award for Student Research

An APSA member who has or is currently pursuing innovative research. Candidates must have actively participated in their research projects or significantly assisted with research being conducted.

Past-President Award

Awarded to the APSA Past-President in recognition of the commitment, enthusiasm, leadership and professionalism demonstrated throughout his or her term on APSA Council.



Odds & Ends

The following items are important pieces of APSA’s annual programming, but do not fit neatly into the previous categories. Please see each item description and the costs associated with sponsorships.

Date (if applicable)	Portfolio	Item Name/Demographics (if applicable)	Item Description	Cost & Sponsor Benefits
Twice per semester	Publications Director	PQ+2 (Pharmacy Quarterly) Student Magazine Printings	PQ+2 is a pharmacy student magazine that connects the student body and provides relevant and quality articles. 4 editions of the magazines are printed and distributed in 16 studying rooms and student lounges over the Fall and Winter semester, and 2 are online exclusive. Sponsorship would allow for high quality printing of the magazine in full colour.	<p>Option 1: \$1000 This package includes ½ page of advertisements in each edition, and the option to rotate ads (different ads for each edition).</p> <ul style="list-style-type: none"> • 1x ½ page ad OR • 2x ¼ page ads on the same or separate pages OR • 4x ⅛ sized ads distributed throughout the magazine <p>Option 2: \$500 This package includes ¼ page of advertisements, with no option to rotate ads.</p>
Winter Semester 2023	Publications Director	PQ+2 Meme Contest	The annual Pharmacy Quarterly meme contest is fast becoming a tradition and is a way to increase student engagement through humour. Students are asked to submit their most creative (usually pharmacy-related) memes, which are published in the second to last or sometimes final issue and are voted upon online. The first-place winner receives a gift card, but with enough funds, we would like to also be able to recognize the 2nd and 3rd place winners with a monetary reward as well.	\$75 for prizes; sponsor to be acknowledged in the PQ+2 feature spotlighting the Meme Contest.

Date (if applicable)	Portfolio	Item Name/Demographics (if applicable)	Item Description	Cost & Sponsor Benefits
Year-round	Male/Female Sports Reps	<p>Intramurals</p> <p>Over 100 spots available to students in years 1-3</p>	<p>Always hotly anticipated and well-attended, intramurals are a fun and healthy way to destress every week for students. Students can choose among the many sports offered: basketball, dodgeball, soccer, volleyball, spikeball, hockey and ultimate frisbee. Sponsorship allows students to participate free of charge.</p>	<p>\$500 for hockey for the year, \$250 for any other sport for a semester; sponsor acknowledgement on all sign-up materials and on APSA social media.</p>
Year-round	Male/Female Sports Reps	<p>What Even is a Sport Competitions</p> <p>Each event will have 15-30 spots available for all students and faculty to sign up</p>	<p>Esports are rapidly growing in popularity and other non-traditional sports often don't get enough of the spotlight, so we hope to host several events for eager students and faculty members! These will also be broadcasted live for other students to watch. Games may be played locally or entirely online including NHL, FIFA, chess, League of Legends, Valorant, Super Smash Bros., Wii Sports, etc.</p>	<p>\$50 per event for prizes; sponsors will be the title sponsor for each competition that they fund.</p>
Year-round	Community Education Director	<p>Community Education Program expenses</p>	<p>The Community Education program presents students with a valuable and unique opportunity to develop their verbal communication skills, including public speaking, in a low risk setting while also learning to adapt their delivery to different ages and health literacy levels. Participating in the presentations offered through this program supports professional identity formation, exposes students to an important part of the pharmacy profession, and serves the community at large. The purpose of these expenses is to incentivize participation in the Community Education program and to cover the costs of running it.</p>	<p>\$300 for the year; sponsor acknowledgement during community presentations.</p>

We're Flexible!

Are you interested in supporting APSA but can't find a package that would work for you? We are always open to new ideas, and we would be thrilled to work with you to create a partnership that benefits both your organization and APSA.

Last Remarks

Thank you for taking the time to read through and consider our sponsorship package! We hope that we can develop a partnership that will help uplift not only pharmacy students, but your own selves as well!

For further sponsorship enquiries, please contact:

Talia Santarossa
Vice President Fundraising
Alberta Pharmacy Students' Association
University of Alberta Faculty of Pharmacy and Pharmaceutical
Sciences
apsafund@ualberta.ca
(403) 680-6413

