



NORTH AMERICAN MODEL UNITED NATIONS

N A M U N XXVII

2011-2012 Sponsorship Package

Sponsorship Package

NAMUN XXVII

February 21st -24th, 2012, at the University of Toronto

Contact Information

Organization: North American Model United Nations
Contact: Monika Kolodziej, Director of Business & Marketing
Phone number: (647) 268-6144
E-mail: monika.kolodziej@namun.org
Address: North American Model United Nations
c/o The University of Toronto Students' Union
12 Hart House Circle
Toronto, ON
M5S 3J9
Website: www.namun.org

Project and Event Information

The 27th Session of the North American Model United Nations Conference (NAMUN XXVII)

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Overview of NAMUN

The North American Model United Nations (NAMUN) is Canada's pre-eminent university level MUN and draws delegations from around the world. As Canada's oldest national Model United Nations conference, NAMUN has prospered and hosted many diplomats, academics, officers of the military, business leaders and thousands of students from across the globe. NAMUN XXVII is an authentic simulation of the UN General Assembly and other multilateral bodies within the United Nations.

Our upcoming conference will be held from February 21-24, 2012 in Toronto and promises to be our most successful conference to date, as it will engage over 250 students and scholars worldwide in a debate on a wide variety of global issues. Independently student-run, the conference strives to familiarize students with the working structure of the UN, the dynamics of international diplomacy and the most topical issues of the day.

More information about NAMUN XXVII can be found at www.namun.org.

Purpose of the event:

NAMUN XXVII's mandate is to promote students' interests in international relations and related subjects by giving them a hands-on learning experience in international politics and diplomacy. In addition, we are creating a platform for cooperation between students from diverse cultures and backgrounds from all around the world and to encourage them to discuss global issues and possible solutions.

Detailed Plans:

NAMUN XXVII will be held in Toronto from February 21st-24th, 2012.

- The Opening Ceremonies will be held at the Great Hall of Hart House at the University of Toronto
- Ten sessions will be held evenly spread over the four-day course of the conference, each session lasting from 150 minutes to 4 hours, all to be held in Victoria College at the University of Toronto
- Social events will take place across various locations off-campus
- The main social event, the Annual Gala Dinner, will take place in the Great Hall of Hart House at the University of Toronto
- Currently in negotiations to partner with Park Hyatt Toronto in hosting this Conference

Target Audience

We hope to target many enthusiastic individuals currently attending university or college in any discipline; we also consider people not in formal higher education on a case-by-case basis. We accept applications to our conference from all across the world. For over 26 years, universities from the United States, Canada, Europe, Asia, the Middle East and Africa have attended our conference.

Event Status and Expected Number of Attendees

North American Model United Nations held its inaugural conference in 1985, and today it attracts more than 250 delegates a year from across the world. From Queen's University in Canada to Brown University in the United States to the London School of Economics in the United Kingdom, we have long had a diverse delegate base from around the world. The registration deadline for our conference is February 1, 2012.



Partners

McGill Model United Nations in Montreal, QC, Canada
Oxford International Model United Nations in the United Kingdom
Milan International Model United Nations in Italy
Rome Model United Nations in Italy
Bremen Model United Nations of Jacob University in Germany
Munster Model United Nations in Germany
United Nations Society at the University of Toronto

In the past NAMUN has been supported by academic and business communities, including:

Aramark Canada
The Center for International Studies
The Center for European, Russian and Eurasian Studies
David R. McMunn, C.A.
Faculty of Arts and Science at the University of Toronto
Greyhound Canada
Hart House Good Ideas Fund
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InterContinental Hotel Toronto
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New College at the University of Toronto
Osler, Hoskin and Harcourt
Park Hyatt Toronto
Petroff Architects
Pizza Hut
Pizza Pizza
RBC Financial Group
Royal Ontario Museum
Subway Restaurants
Tourism Toronto
Trinity College at the University of Toronto
University of Toronto Alumni Association
University of Toronto Bookstore
University of Toronto Student Administrative Council
Woodsworth College at the University of Toronto

Promotion Plan

Our marketing strategy has been implemented via several key avenues:

- Promoting NAMUN XXVII through the contact e-mails of UN clubs all around the world
- Promoting NAMUN XXVII through ads and articles in University of Toronto student newspapers
- Our current database contains 500 schools across Canada, the United States and the world
- Cooperating with the United Nations Society at the University of Toronto to further promote our Conference at the University of Toronto and through the United Nations Society's networks
- We have a fully developed website that contains information for conference participants, including accommodation, visa requirements, and conference preparation resources at www.namun.org

The marketing campaign is still ongoing but the key milestones have already been reached.



Our Impact on U of T students

The 27th Secretariat team, which is composed of students from various fields of study and ages, leads the NAMUN XXVII Conference. More than fifty University of Toronto and York University undergraduate & graduate students staff the NAMUN Conference.

Interdisciplinary Breadth & Scope:

We provide students from different fields the opportunity to obtain a deeper insight into the world of international relations and related subjects. The conference is relevant for students of many different academic backgrounds, ranging from history, to economics, to political science, to international relations.

Expanding Horizons:

NAMUN is U of T's largest international student conference and attracts students from universities in the United States, Europe, South America, Africa and Asia. The conference has received registrations from the United States, Turkey, Bangladesh and Uganda and inquiries from Nepal, New Zealand and Ghana. Given this international diversity, NAMUN XXVII allows U of T students the rare opportunity to build global friendships, learn about foreign countries, and learn how to communicate cross-culturally.

Develop core skills:

All conference staff will gain invaluable skills. Those in the Academic Division of our conference undergoes a series of rigorous training sessions that develops their ability in drafting and writing research papers, moderating committee debates, and planning creative UN simulations. Those in the Administrative Division work in the four directorates of the division: Finance, Marketing, Operations and Information Technology. Staffs in these directorates have already learned important 'tools': the various avenues of funding on and off campus, the various ways of implementing marketing strategy – ex. by Facebook, MUN online calendar, via Partnerships with Oxford etc. These skills are transferrable, meaning that our students can then apply these skills in their own clubs, jobs or future careers. This ultimately strengthens involvement and the extracurricular fabric on campus.

Our Global Impact

Conference delegates spend more than 20 hours of committee time during our 4-day event. Within these committees, delegates are given global problems and are asked to come up with creative solutions. In order to do so, they debate, give speeches, negotiate, reach consensus, and draft solution papers. These sessions are conducted with strict adherence to rules and procedures that closely model actual United Nations procedures. These sessions are also attended by Faculty Advisors, professors who come from universities around the world. This year, faculty advisors will be accompanying universities such as N. Michigan, Pittsburgh, McMaster and Queen's.

By participating in these simulated sessions, delegates improve their skills in research, writing, public speaking, critical thinking, problem solving, consensus building, conflict resolution, and cooperation. Ultimately, they learn the principles of multilateralism, which forms the basis of our current international system.



Impact on the University of Toronto

We are proud that the NAMUN Conference has a significant impact on the University of Toronto itself.

With more than half the participants coming from outside Canada, NAMUN XXVII is for many incoming delegates their first time visiting Canada and the University of Toronto. As such, officers and staff of NAMUN XXVII act as “Ambassadors” of the University. Here at NAMUN, we strive towards our core principles of professionalism, excellence and dedication to detail. NAMUN XXVII hopes to advance the University of Toronto’s reputation globally as a premier institution of higher learning, and to continue our longstanding reputation as a diverse conference in one of North America’s most international cities, Toronto. We are collaborating with the Strategic Communications Office and the Communications Officer at the Munk School for Global Affairs so that we may use some of U of T’s promotional materials during our 4-day event.

The Conference also allows prospective graduate or professional school students a chance to examine the University of Toronto. Many of our participants are political science, economics, history and business students from across the world, many of whom are considering studies at the University of Toronto. Hence, NAMUN plays a critical role in increasing the University of Toronto’s admission pool and hence the University’s selectivity and quality of incoming students.

Conclusion

The North American Model United Nations Conference has long been the flagship conference of the University of Toronto student body; the Dean of Arts & Science, the Canadian Ambassador to the United Nations, and partners of Osler, Hoskin & Harcourt have all sat on our Board of Advisors. The Prime Minister of Canada and the Lieutenant Governor of Ontario were patrons of our conference. Your sponsorship will help us bring the world to Toronto’s footsteps this Reading Week in February – enriching the campus and your business, giving students here at the University of Toronto the rare opportunity to establish global networks.

Contact Us

Monika Kolodziej
Director of Business & Marketing
Tel: (647) 268-6144
E-mail: monika.kolodziej@namun.org

Fernando Torrealba
Secretary-General, NAMUN XXVII
Tel: (647) 344-1598
E-mail: secretary.general@namun.org

