



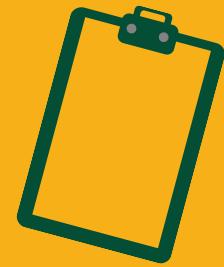
**GOLDEN
BEARS &
PANDAS +
CAMPUS LIFE**

Who am I?

- Recent graduate from Alberta School of Business
- Former Pandas Basketball player & UAB President
- **Now working for Athletics as their promotions & marketing campaign coordinator**



The Project- Athletics



- **The Golden Bears & Pandas are pursuing a large scale marketing & promotions campaign**
- Looking to increase community presence, brand awareness, & knowledge of upcoming events
- **One of our largest identified demographics is UAlberta Students**





The Situation - Students



- **There is a major desire to connect as a student body and generate school pride**
- **An entire year away from campus and peers creates a need for major investment in campus life**
- **Golden Bears & Pandas events provide a massive opportunity to facilitate student life & meaningful connections**



The Path Forward

Golden Bears and Pandas are currently planning on addressing expressed student needs **in the following ways:**



**GB&P Activation on
Campus**



**Student Targeted Ad
Campaign**



**Increased partnerships w/
Campus Groups**



**Giveaways +
Contests for Students**



**Student Events +
Theme Nights**



**Hiring Student
Ambassadors**

Most Importantly:

The Golden Bears and Pandas #1 Goal is to improve our relationship with the UAlberta student body, and provide opportunities that will enrich the UAlberta student experience for all.



Next Steps:

We are looking to **collaborate** in as many ways as possible with the SU, student groups, and residences.

We believe the SU & the Golden Bears and Pandas have a number of shared goals and we want to **work together to reach them!**



WE WANT TO HEAR FROM YOU!



IF YOU HAVE ANY EVENTS,
NEEDS, OR CONTACTS, PLEASE
LET ME KNOW!

CAMEO@UALBERTA.CA



**THANK YOU FOR
TUNING IN!**

QUESTIONS?