



UNIVERSITY OF  
**WATERLOO**

YOUTH &  
INNOVATION PROJECT

# SPONSORSHIP PROPOSAL

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**2025**



## **CONTACT**

[youthimpact@uwaterloo.ca](mailto:youthimpact@uwaterloo.ca)



# ABOUT US



We aim to understand and amplify the positive social, environmental and economic impact young people, 15 to 25 years old, have on organizations, communities and systems. We conduct research and use our findings to inform youth-focused public policy, funding, programs and practices, as well as intergenerational collaboration in business, civil society and government.

For over seven years, the Youth & Innovation Project has successfully worked with dozens of clients and partners across Canada including:



# WHY PARTNER WITH US?

We are experts on meaningful youth engagement, and through our RBC Young People & Economic Inclusion Longitudinal Study we are regularly in contact with over 29,000 young people across Canada.

This group is highly engaged in our research and newsletter:

- **55% open rate** (higher than the industry average 35 – 40%\*)
- **18% click-through rate**
- **25% survey response rate**

Partnering with us means gaining access twice a year (May and October), to a diverse and motivated group of young people actively seeking education, career development, and growth opportunities.



# WHO ARE THE YOUNG PEOPLE YOU CAN ENGAGE WITH?



**62%** of participants are female.



**35%** of participants are Asian  
**16%** of participant are Black, and  
**5%** of participants are Indigenous.



**62%** of participants have completed a college or university degree.



**25%** Adolescents (15-19)  
**25%** Transition youth (20-24)  
**31%** Young adults (25-34)  
**19%** 35 & older.



**43%** were born outside of Canada.



**64% are working.** Of those, **36%** work part time and **64%** work full time.



Participants come from all provinces and territories across Canada, with the majority from Ontario (**53%**), followed by Alberta (**16%**) and British Columbia (**10%**).



**65%** are currently studying, either in formal or informal education.



**82%** of participants live in urban areas.  
**15%** of participants live in rural areas.

\*Source: [Mailchimp](#)



# SPONSORSHIP OPPORTUNITIES

Feature your organization's message, resources or opportunities in our 2025 newsletters for May & October.

## Sponsorship Levels

### Level 1

- Logo placement in the sponsor section of newsletter (Category Placement, Dimension - 120px x 50px)
- A short "About the sponsor" blurb (1-2) sentence with a link to your website

**\$ 3,000**

### Level 2

- Logo placement in the sponsor section of newsletter (Category Placement, Dimension - 160px x 60px)
- A short "About the sponsor" blurb (1-2) sentence with a link to your website
- A 100-word sponsor message or short article on a relevant topic

**\$ 5,000**

### Level 3

- Logo placement in the sponsor section of newsletter (Category Placement, Dimension - 200px x 80px)
- A short "About the sponsor" blurb (1-2) sentence with a link to your website
- A feature article (200-300 words) promoting your work, career opportunities, or relevant initiatives like webinars or training programs

**\$ 8,000**

### Level 4

- Logo placement in the sponsor section of newsletter (Category Placement, Dimension - 250px x 100px)
- A short "About the sponsor" blurb (1-2) sentence with a link to your website
- Interactive content embedded within the newsletter, such as video training (upto 2 mins)

**\$ 10,000**

### Level 5

- Logo placement in the sponsor section of newsletter, above Level 1-4 sponsorship, Dimension - 250px x 100px
- A short "About the sponsor" blurb (1-2) sentence with a link to your website
- Opportunity to conduct a sponsored poll or survey (max 5 questions) within the newsletter, gathering insights from the youth audience

**\$ 15,000**





# ANALYTICS

## STANDARD MAILCHIMP ANALYTICS

Mailchimp offers robust analytics that showcases the newsletter's reach and engagement. We can provide the following key metrics:

- **Open rate:** The percentage of subscribers who opened the newsletter, giving insight into the effectiveness of subject lines and overall interest.
- **Click-through rate (CTR):** The percentage of subscribers who clicked on a link in the newsletter, indicating engagement with sponsor content.
- **Click map:** A detailed view of which links received the most clicks.

## CUSTOM METRICS (for Sponsored Polls/Surveys - Level 5 Sponsorship)

For sponsors who choose to include a poll or survey within the newsletter, we can offer:

- **Response rate:** Percentage of newsletter recipients who participated in the poll or survey.
- **Audience feedback:** Aggregate results from the survey, including key insights or trends that emerge from youth responses.
- **Detailed report:** A summary of key findings and actionable insights, highlighting any specific feedback related to the sponsor's brand or message.

## Looking for something more tailored?

We're happy to customize a sponsorship plan that fits your needs. Please reach out to us at [youthimpact@uwaterloo.ca](mailto:youthimpact@uwaterloo.ca) and we can explore the possibilities!

Thank you!  
We hope you are interested.

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For more information about sponsorship opportunities, please reach out to us at [youthimpact@uwaterloo.ca](mailto:youthimpact@uwaterloo.ca)

[Website](#) | [LinkedIn](#)



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