



UNIVERSITY OF CALGARY TRIVIA CLUB

Sponsorship Package

University of Calgary Trivia Club

The only club on campus
dedicated to trivia

Make friends. Be stumped.



Contact

Email triviaucalgary@gmail.com

Instagram [@trivia.ucalgary](https://www.instagram.com/trivia.ucalgary)

Website <https://ucalgary-trivia-club.vercel.app/>



About Us

The **University of Calgary Trivia Club (UCTC)** is a new, student-run organization under the Students' Union, dedicated to creating a fun, welcoming, and intellectually engaging space for students. We host weekly and monthly in-person trivia events that cover a range of topics, including pop culture, academics, general knowledge, and more.

Since starting in August 2025, we have already seen strong campus interest:

- 4 successful large-scale monthly events held to date
- Average attendance: ~35 students per event
- Weekly casual Trivia Tuesday afternoons
- Ongoing development of a competitive trivia team
- A rapidly growing social media presence
- A diverse audience of undergraduate and graduate students from all faculties, alumni, and non-student community members.

Our mission: Build a consistent, community-focused trivia culture at UCalgary, one that brings students together socially and supports local businesses through partnerships and events.

Presence



- 280+ Instagram followers with thousands of views on Reels
- Consistent event promotion with multiple posts and stories per event



Activities

- Weekly Trivia Tuesdays: Casual, high-engagement sessions.
- Monthly Major Events: Themed trivia nights with prizes and strong turnout.



Membership

- 75+ SU registered members within our first term as an official club
- Events draw 25–50 attendees from students, alumni, and the broader community

Meet Our External Team



Chloe Villaranda
President



Sukriti Badhwar
VP External



Chantae Ho
VP Finance



Serenity Own
Jr. VP External

Our Successes



Over 40 students attended our
October Meet & Greet!



UCTC x Shenanigans Club Collaboration
Event: Video Game Trivia



November Jeopardy Night



Weekly Trivia Tuesdays
with ~15 people/week



December Drop-in Event



Benefits for the Sponsor

Partnering with the UCalgary Trivia Club provides access to a large, young, and local audience that is always looking for places to eat, study, relax, and socialize.

Direct Exposure to Students

Your brand gets visibility among 1000s of students through:

- Posters and flyers on campus
- Social media campaigns on Instagram and Discord
- Mentions during events

Increased Business

- Trivia nights often motivate students to visit partner businesses.
- We can hold themed events or “sponsor nights” hosted at your venue (if applicable).
- Because our events are ongoing and growing, your business gets repeated visibility, not just a one-time ad.

Flexible Partnership Options

We work with sponsors of all sizes. Whether you’re able to provide:

- Discounts for students
- Food donations or vouchers
- Gift cards for event prizes
- Financial contributions



Sponsorship Package



Community Partner

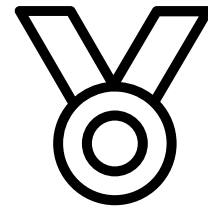
In-Kind Sponsor: Discount or small item donation

You Provide:

10–20% club member discount
OR
Occasional product donations
(cookies, pastries, small items)
OR
Prize items (e.g. gift cards)

You Recieve:

Social media shoutout
&
Listing on our website under
"Community Partners"



Trivia Night Sponsor

In-Kind or Cash Sponsor:
\$50–\$150 value

You Provide:

Gift cards for winning teams
OR
A food discount for members
OR
A small monetary contribution

You Recieve:

All Community Partner benefits
&
Your logo on all posters for the
sponsored event
&
A featured social media post
highlighting your business



**Thanks for your
consideration!**

Contact

Email triviaucalgary@gmail.com

Instagram [@trivia.ucalgary](https://www.instagram.com/trivia.ucalgary)

Website <https://ucalgary-trivia-club.vercel.app/>