



**UW Muslim Students
Association**

Sponsorship Proposal



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TAQWA CON

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**A 2-Day Islamic Convention
to Revive & Rebuild the Ummah**



Oct 12-13, 2024



University of Waterloo



2.0

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About Taqwa Con

In the name of Allah, the Most Gracious, the Most Merciful



What is Taqwa Con?

A groundbreaking **not-for-profit** event uniting Muslim youth in Waterloo and Greater Ontario to rediscover a fundamental and balanced understanding of Islam. With international speakers, academic talks, and community building, TaqwaCon aims to inspire a stronger Muslim Community and rekindle the spirit of Islam within the youth

Who is participating?

Join us for a **2-day convention** with **world-renowned speakers**, workshops, booths, and games, supported by the **University of Waterloo** and **partnering MSA's** in the region

How can you help?

Your sponsorship will promote and facilitate a safe space for Muslim youth to learn and build their Islamic foundations. Don't miss this opportunity to connect with **1200+ students** from the GTA & KW region.

TaqwaCon 2023 Recap



Key Highlights

Our agenda, key figures and other activities



1200+

students from all over the region



Social and workshop-style activities for all attendees



Bazaar sale with booths from several sponsors



QA sessions with keynote speakers and local Scholars



Hamza Tzortis
Keynote Speaker

89k followers

42k subscribers



Dr. Mustafa Khattab
Keynote Speaker

Author of the world renowned translation "The Clear Quran"



Sheikh Hosam
Keynote Speaker



Ustadh Taymiyya
Keynote Speaker



Local Scholars

Other speakers

Our Reach

We have a large following!

70 k+
total reach



Our Partners

University of Toronto (UTSG) MSA	14.2 k+
Toronto Metropolitan University MSA	10.4 k+
McMaster University MSA	9.8 k+
Western (UWO) MSA	8.5 k+
University of Toronto (UTM) MSA	7.1 k+
York University MSA	6.1k+
University of Guelph	3.3 k+
Brock University MSA	2.7 k+

Our Speakers



Hamza Tzortis

Keynote Speaker

@ 89k followers

42k subscribers



Dr. Mustafa Khattab

Keynote Speaker

Author of the world renowned translation "The Clear Quran"



Other Speakers

UWaterloo MSA



3.3K followers

Facebook: @msawaterloo



800+ members

WhatsApp groups



3.9k followers

Instagram: @uwmsa



800+ members

Discord server





Sponsorship Tiers

Explore our sponsorship options and choose the one most suitable for yourself!

	BRONZE \$ 300	SILVER \$ 750	GOLD \$ 1,000
Logo appearance on pre-event promotional materials	✓	✓	✓
Appearance on Sponsorship appreciation social media posts	✓	✓	✓
Logo appearance on post-event email marketing material	✓	✓	✓
Logo appearance on event recap video	✓	✓	✓
Logo printed on Event Itineraries & Maps		✓	✓
Mention in Introductory & Closing remarks by Emcee		✓	✓
Retractable Advertising Banner at Check-in area		✓	✓
Inclusion of business coupons in Swag Bags		✓	✓
2-minute talk during closing ceremony by sponsor representative			✓
Gold Logo appearance on pre-event promotional materials			✓
Standalone Sponsor Feature post on Instagram			✓
Complementary Tickets to TaqwaCon	3	5	7

★ Sponsors have the option to contribute an additional \$150 for a booth space at the convention, where they can advertise and sell goods/food.

All proceeds will go towards facilitating the convention and will be given back to the community

Sponsorship Items Explained



Appearance on Sponsorship appreciation social media posts

Your brand will be acknowledged and thanked in our social media posts after the event has concluded.

Logo on pre-event promotional materials

Your logo will be displayed prominently on all marketing materials distributed before the event (WhatsApp, Instagram, & flyers).

Logo appearance on post-event email marketing material

After the event, your logo will be included in our email marketing campaign.

Logo appearance on event recap video

Your logo will be displayed in our recap video of the event that will be posted on our socials.

Logo printed on Event Itineraries & Maps

Your logo will be featured on event schedules & maps to be distributed at the event.

Mention in Introductory & Closing remarks by Emcee

Our emcee will personally mention your brand during the opening & closing remarks.

Retractable Advertising Banner at Check-in area

You can bring **one** of your own advertising banners and set it up at a specified high-traffic area.

Inclusion of business coupons in Swag Bags

All attendees will receive your business coupons in swag bags collected at check-in.

2-minute talk during closing ceremony by sponsor rep

A representative from your company can address the audience at the closing ceremony for 2 minutes with a pre-approved talk

Gold Logo appearance on pre-event promotional materials

Your logo will be displayed in a prominent & premium position on all pre-event marketing materials.

Standalone Sponsor Feature post on Instagram

A dedicated post will be made on our Instagram account featuring your brand.

Complementary Tickets to TaqwaCon

You will receive free tickets to our event.



Thank You!

Contact us for any sponsorship inquiries

[Click here to fill out the sponsorship form](#)

or visit tinyurl.com/TQCSponsorship

Thank you for considering sponsorship for Taqwa Con. Your support will help us create a transformative event that will empower and unite the Muslim community. We look forward to partnering with you to make a lasting impact.

Want to inquire about more details?

Get in Touch: | [226-600-9859](tel:226-600-9859) | TaqwaCon@uwmsa.com