



Harvard Model United Nations Brazil

19th to 21st March, 2027

SPONSORSHIP PACKAGES





HIMUN

BRAZIL 2027

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The Harvard Legacy

Originally established over **70 years** ago as a simulation of the League of Nations, Harvard Model United Nations is a product of years of gradual refinement. Harvard University has been organizing its hallmark HMUN conference every year since **1953**, making it the oldest and most prestigious Model UN simulation in the world.

HMUN is an academic simulation of the United Nations where students work together to debate, discuss, and deliberate on some of the biggest challenges affecting humanity to identify globally acceptable solutions. The Secretariat of the Conference consists of distinguished students from Harvard University's International Relations Council (IRC), one of the oldest, largest, and most prestigious student organizations in the world.

The Harvard IRC delivers MUN experiences to students at conferences held in Boston, India, China, Latin America, Australia, Canada, Dubai, and Brazil annually. For our second in-person edition, HMUN Brazil is excited to welcome over 600 students and their faculty advisors from all over the world.



On behalf of HMUN, we invite you to explore how your organization can benefit from partnering with us.



Why Partner with *HMUN*?

- **Market your brand** to over 600 high school students and their faculty advisors, as well as Harvard College students organizing the conference.
- **Choose** from an array of different platforms (print, social media, website, or email list) to showcase your company.
- **Have uninterrupted exposure** of your brand throughout the entire four days of the conference, while delegates remain in the convention center.



Featured Partnership Opportunities



Delegate Handbook

Given to every delegate upon registration, this A4-size booklet contains crucial details on committee procedures, conference events, and the city of Brazil. Many of our former partners have taken advantage of this opportunity to ***place an ad within our handbook to strategically target nearly 600 high school students***.



Online Marketing

Through featured posts on ***HMUN Brazil's Instagram***, partners will have access to a ***highly engaged audience***. Partners will also have the option to ***be featured on our website, hmunbrazil.org***, which receives ***thousands of visitors per month***.



Conference Business Booth

Located strategically near our Delegate Services booth and outside our largest committees, ***our business booth*** allows you to prominently display your company banner to delegates who visit the booth to purchase HMUN Brazil merchandise. We can also make your organization's merchandise available to the delegates, free of charge to them.

Sponsorship Packages

Benefits	Silver \$5,000	Gold \$9,500	Platinum \$14,500
On Site Engagement			
Promotional Material Distribution	✓	✓	✓
Exhibition Booth Space		✓	★ Premium Placement
Student Networking Session		✓	✓
Advisor Networking Session		✓	✓
Opening Ceremony Speaking Opportunity			✓
Sponsor-Led Session			✓
Complementary Sponsor Representatives*	1	2	4
Brand Visibility			
Opening Ceremony Recognition	✓	✓	✓
Closing Ceremony Recognition	✓	✓	✓
Delegate Handbook Feature	Quarter Page Feature	Half Page Feature	✓
Logo on HMUN Brazil Website	✓	✓	★ Premium Placement
Logo on Main Event Backdrop	✓	✓	★ Premium Placement
Logo in Delegate Handbook		✓	✓

HMUN BRAZIL 2027 Continued			
Benefits	Silver \$5,000	Gold \$9,500	Platinum \$14,500
Logo at Registration Area (Venue)		✓	✓
Dedicated Sponsor Profile Page			✓
Digital Reach			
Instagram Story Feature	✓	✓	✓
Instagram Feed Feature	✓	✓	✓
Instagram Reels Feature		✓	✓
Dedicated Email Campaign			✓
Participant Lead Generation Opportunity			✓
Premium Benefit			
Priority Logo Placement			✓

**Sponsors receiving complimentary representative credentials may designate members of their organization to attend HMUN Brazil 2027 in an official sponsor capacity. Credentials provide access to the conference venue, sponsor exhibition areas, networking opportunities, and Opening and Closing Ceremonies throughout the conference. Accommodation, travel, visas, and other personal expenses are not included. HMUN Brazil can facilitate access to preferred conference hotel rates upon request.*

Sponsorship Add-Ons

Opportunity	Investment
On-Site Engagement	
Exhibition Booth	\$5,000
Additional Welcome Kit Insert	\$1,600
Additional Sponsor Credentials	\$650 each
Brand Visibility	
Dedicated Sponsor Profile Page	\$1,750
Full-Page Handbook Advertisement	\$1,900
Half-Page Handbook Advertisement	\$1,600
Quarter-Page Handbook Advertisement	\$1,000
Digital Outreach	
Additional Email Campaign	\$2,500
Dedicated Instagram Reels Post	\$1,200
Dedicated Instagram Feed Post	\$800
Dedicated Instagram Story Feature	\$400
Premium Benefits	
Sector Exclusivity	\$3,000
Priority Logo Placement	\$1,000

* All add-on opportunities are available à la carte or may be combined with any sponsorship package, subject to availability.

Sponsored Essay Contest

Market your brand through an interactive essay contest with **600+ students and future leaders in Brazil.**

Sponsor an essay contest with a prompt and details **created through collaboration with HMUN Brazil.**

Award top essays **students scholarships and recognition.**

Competition will be **publicized in different media forms**, including Instagram, welcome kits, ceremonies, the website, and more depending on your tier.

Tier	Price	Scholarship Amount	Promotion
Tier 1	\$6,000	\$3,000 Mandatory Scholarship Money Included	Tier 2 + Additional: Delegate Handbook feature, Instagram Reels Feature
Tier 2	\$4,500	\$2,000 Mandatory Scholarship Money Included	Tier 3 + Additional: Promotional Material, Instagram Post Feature
Tier 3	\$2,500	\$1,000 Mandatory Scholarship Money Included	Welcome Kit, Instagram Story Feature, Website Feature, Dedicated Email Campaign, Awarded at Closing Ceremony

**The Sponsored Essay Contest is presented as a reference activation. HMUN Brazil remains open to discussing and tailoring this sponsorship activation to better align with each sponsor's objectives, while preserving the conference's academic integrity.*

Tailored Partnerships

The opportunities presented in this handbook are only a **starting point**.

HMUN Brazil welcomes **customized** partnerships designed around your organization's objectives, audience, and engagement strategy.

We look forward to building something meaningful together.



About Harvard IRC



The Harvard International Relations Council is a 501(c) (3) non-profit founded by the students of Harvard University in the 1950s and incorporated in Massachusetts in 1974. The mission of the IRC and its programs is to educate individuals at Harvard University and across the world about affairs that transcend national borders. The IRC is an umbrella organization for six semi-independent and centrally-funded programs: Harvard Project for International Education, International Relations on Campus, Harvard International Review, Harvard Intercollegiate Model United Nations, Harvard Model United Nations, and Harvard National Model United Nations.



About Instituto Diplomun

Instituto Diplomun is a leading Brazilian organization specializing in Model United Nations and international education. Through conferences, training programs, and partnerships with schools across the country, the Institute has built a broad network of students, educators, and academic institutions committed to educational excellence and global engagement.

As the local partner of HMUN Brazil, Instituto Diplomun provides the national reach, educational expertise, and operational experience necessary to establish and grow Harvard Model United Nations in Brazil.





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[@hmunbrazil](https://www.instagram.com/hmunbrazil)



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