

THE TITANS CLUB

Fortitudo · Disciplina · Gloria

Student Engagement & Brand Partnership Proposal — 2026



2026





INTRODUCTION

Titans Club is Galala University's fastest-growing student organization — a scalable platform for campus engagement, brand visibility, and student community development. This proposal outlines the opportunity for the university and partners to invest in a growing, high-visibility student ecosystem.



The Opportunity

GALALA UNIVERSITY HAS STRONG ACADEMIC INFRASTRUCTURE BUT AN UNDERDEVELOPED STUDENT EXPERIENCE LAYER. TITANS FILLS THAT GAP AS A STRUCTURED, PROFESSIONALLY RUN STUDENT ORGANIZATION — CREATING MEASURABLE ENGAGEMENT, RETENTION VALUE, AND BRAND EXPOSURE FOR PARTNERS.

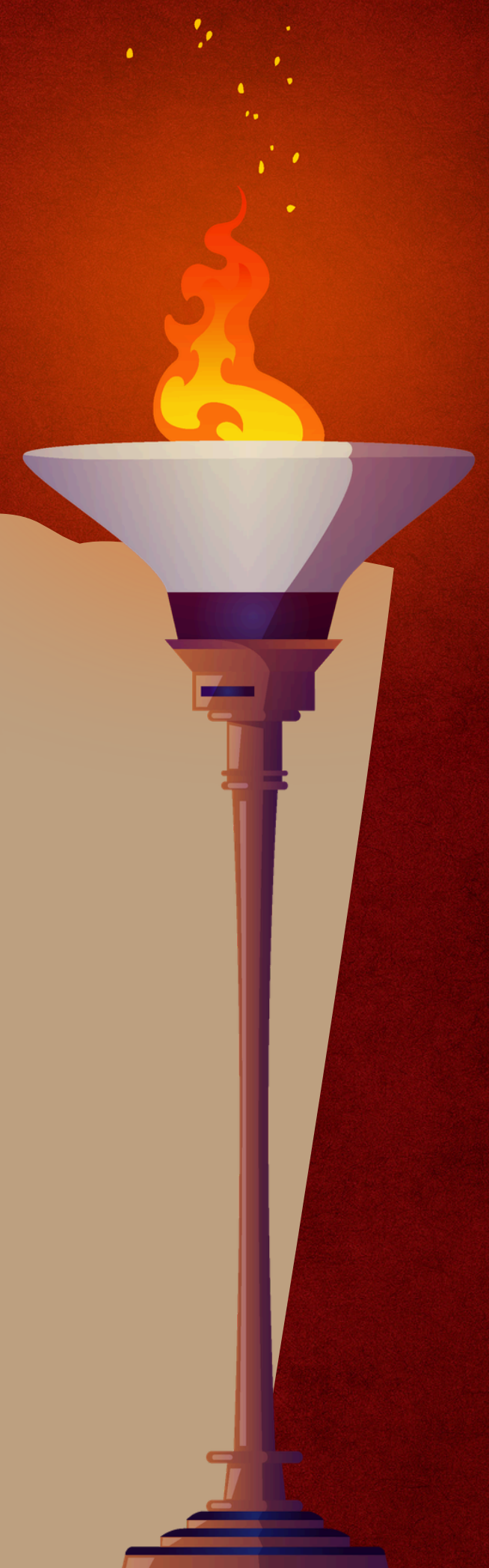
VISION & MISSION

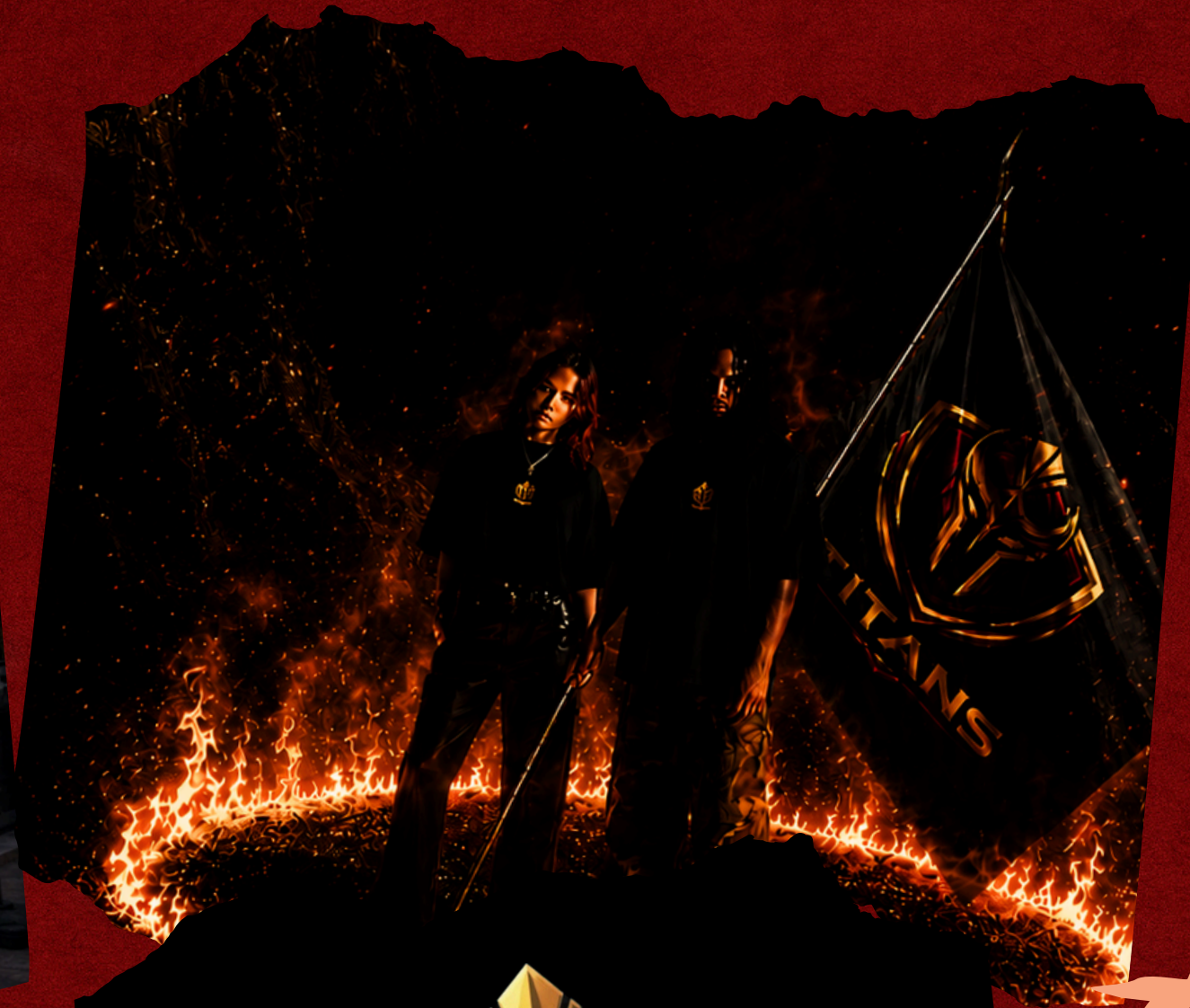
1

Vision: To build Galala University's leading student community — reinforcing the university's reputation as an institution that develops complete, engaged students.

2

Mission: To deliver consistent, high-quality events and experiences that increase student engagement, retention, and campus pride — while creating a marketing platform for partners and sponsors.







ORGANIZATIONAL STRUCTURE

A professional operating model, not an informal club:

President → Directors (Media, Events, Branding & PR) → HR Officer → Committees (Fundraising, Marketing, Events)

Built for accountability, scalability, and consistent execution.



MARKET SIZE / AUDIENCE

Egypt's university student population represents one of the most active and fastest-growing digital consumer segments in the region — highly social-media-driven, brand-aware, and influential within their peer networks. Titans Club taps directly into this audience through organic, high-engagement content and real-world campus activations, giving partners authentic access to a demographic that's difficult to reach through traditional advertising.



PROGRAMMING & REACH

3A full semester of events spanning competitive, academic, social, and branded experiences — each one a touchpoint for sponsor visibility and university engagement.

Titans is also the first student club at Galala University to build its own website, browser-based game, and task management system — reflecting our commitment to innovation and technology-driven execution, not just event planning. This positions Titans as a forward-thinking organization that treats student engagement as seriously as any professional brand.

Want me to fold this same tech/innovation angle into Slide 9 (Brand & Marketing Assets) too, since it reinforces the same



BRAND & MARKETING ASSETS

Titans operates as a full media brand:

- Instagram content pipeline (reels, Codex series, PSD magazine)
- Event photography/videography
- Merchandise line (apparel)
- Consistent visual identity (black/crimson/gold, Roman-inspired)
- This gives partners built-in content and co-branding opportunities, not just a logo placement.



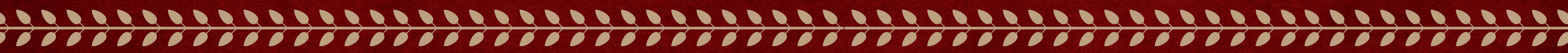
VALUE OF GALALA UNIVERSITY



Prospective students don't just choose a university for academics — they choose it for the experience. Titans Club gives Galala University a tangible answer to "what's student life like here?"

By showcasing Titans in admissions materials, campus tours, and open days, Galala University can present a genuine, active, self-run student culture — one that reflects ambition, professionalism, and innovation. Titans becomes proof that Galala isn't just a place to study, but a place to belong to.

Delivered at minimal cost — Titans is self-organized and largely self-funded, making it a high-impact addition to the university's brand with virtually no operational burden.



PARTNERSHIP TIERS

Titans Club offers flexible partnership opportunities designed to match different levels of investment and visibility:

Title Partner — Full brand integration across all events and platforms, primary logo placement, dedicated content features, and first-access to new initiatives.

Event Partner — Branded presence at select events, social media mentions, and on-ground activation opportunities.

Product/In-Kind Partner — Product or service exchange in return for visibility, sampling opportunities, and audience access.

Each tier is structured to deliver measurable exposure and direct engagement with Galala University's student community — with pricing and deliverables tailored per partner based on scope.



GROWTH ROADMAP

Titans Club is built for long-term expansion, not a single semester of momentum:

Short-term: Strengthen event consistency, grow membership base, and deepen social media presence across Galala University.

Mid-term: Expand sponsor partnerships, scale flagship events, and introduce new revenue streams through merchandise and branded collaborations.

Long-term: Establish Titans as a recognized student brand beyond Galala University — a model for student-led organizations across Egyptian universities.

Each phase is designed to increase visibility, sponsor value, and institutional impact — turning Titans from a club into a lasting brand.



CLOSING

TITANS CLUB

"A student movement built with the structure of a business and the ambition of a brand."



THANK YOU

Fortitudo · Disciplina · Gloria

THE TITANS CLUB

