

Sponsorship Package

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on the world stage



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**January 3-8
2012**

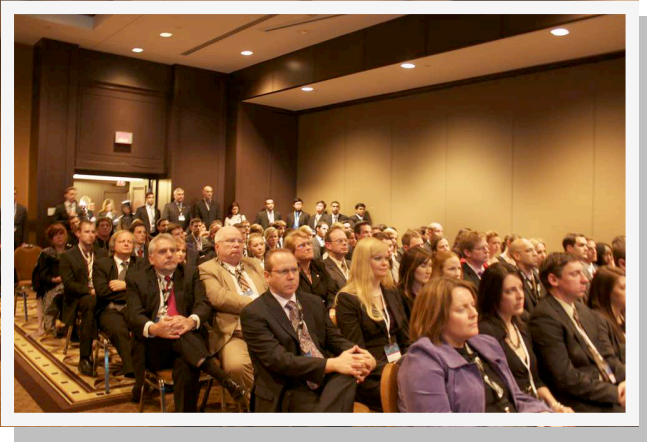
**John Molson MBA International
Case Competition**

The John Molson MBA International Case Competition, established in 1981, is the world's first, largest and most recognized MBA Case Competition.



The Competition

The John Molson MBA International Case Competition (MBA-ICC) is a not-for-profit event organized by a team of four MBA students from the John Molson School of Business (JMSB). The competition is open to top business schools worldwide and is recognized as the largest competition of its kind. The Competition's format is a round-robin tournament consisting of five business cases which are selected amongst the top entries in the annual case writing competition held for the benefit of our competition. One of these cases is a live case presentation by a major company about a real-life business challenge they are currently facing.



Getting Involved

The success of the MBA-ICC depends on the contribution of our generous sponsors. Sponsoring the competition allows you to join a tradition of excellence and continued success as well as a unique opportunity to promote your business to a select group of individuals from across the globe. Talent recruitment is also encouraged and will be of particular priority for this year's competition.

Our Mission

As an academic event providing participants with real world problem solving skills, the Competition's mission is to bridge the gap between corporate and academic worlds, which ultimately enriches both students and executives alike.

Achievements

The MBA-ICC is recognized internationally as the largest and one of the most prestigious MBA case competitions.

Demographics

Participants are MBA students representing major business schools from around the world who all share a passion for turning today's business problems into opportunities and for finding solutions for tomorrow. More than two hundred senior business executives serve as judges, using their unique backgrounds, experience and perspective to critically assess the participants' presentations. Over two hundred and fifty volunteers lend their time through the competition. They include JMSB staff and faculty members, administrators, students, and other community members who all share an interest in JMSB and the MBA-ICC.





Commitment to sustainability

Holding sustainable events further demonstrates Concordia's leadership in sustainable initiatives. By working together we create a ripple effect of change, beyond the boundaries of the competition. Green events are not only environmentally responsible, but they also make social and economic sense. In 2009, the John Molson Sustainable Business Group (JSG) and the MBA International Case Competition (MBA-ICC) joined forces for the first time. This alliance has strengthened with the creation of a formally recognized position on the JSG dedicated to sustainability throughout the competition. This project aims to frame sustainability as an essential tool for success in the rapidly changing business world. Details about the JSG can be found at: <http://www.jsg-jmsb.ca/>

Successful initiatives

Through the dedication of our Sustainability consultants, we have made great strides forward in terms of the sustainability of our competition. Here are a few examples of some of the implemented initiatives:

- Composting for kitchen organic refuse
- Sustainable Concordia's R4-Composting used
- Lug-a-mug initiative/ No bottled water
- Room cleaning, sheets and in-room towels washed only once during the week
- Local food purchasing program
- Carbon offsetting for the entire competition (approx. 5 tons)

The Venue

The MBA-ICC is held at the Fairmont Queen Elizabeth Hotel, Montreal. This hotel was chosen in part due to its emphasis on Sustainability. It was the winner of the Sustainable Tourism award, Grand Prix du tourisme québécois and received a Four Green Keys rating, Hotel Association of Canada Green Key Eco Rating program.



Event schedule



JANUARY 2012

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TUESDAY

8:30-16:00	Participant Registration
9:00-16:00	Underground City Chase
17:00-18:00	Opening Ceremony
18:30-21:30	Networking Event Cocktail

JANUARY 2012

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WEDNESDAY

9:00-10:30	Coaches' Briefing
10:30-12:00	Opening Brunch
12:30-17:15	CASE #1
18:00-20:00	Sponsored Cocktail

JANUARY 2012

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THURSDAY

6:30-8:00	Breakfast
8:00-12:45	CASE #2
12:45-14:00	Group Luncheon
14:20-17:05	CASE #3
18:00-20:30	Coaches Cocktail
18:00-21:00	Event
21:30-23:30	Sponsored Hospitality Suite

JANUARY 2012

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FRIDAY

8:00-9:30	Breakfast
10:30-16:00	CASE #4
17:00-19:00	Sponsored Networking event
19:00-22:30	Evening Event

JANUARY 2012

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SATURDAY

6:30-7:30	Breakfast
7:30-12:15	CASE #5
13:00-14:30	Sponsored Luncheon
14:30-20:15	Semi-Finals
19:00-21:00	Sponsored Hospitality suite
22:00-1:00	Black & White Formal theme party

JANUARY 2012

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SUNDAY

9:00-11:00	Coaches' Debriefing
9:30-11:00	Breakfast
11:00-14:00	FINALS
17:00-19:00	Individual & Team Photo Shoot
19:00-23:00	Sponsored Final Banquet

Benefits for Your Business



The success of the JMSB MBA-ICC depends on the contributions from our generous sponsors.

Benefits for your corporation include:

Networking: The John Molson MBA-ICC provides a unique opportunity to consolidate business associations and a forum to discuss current issues that are most pertinent in today's competitive business environment.

Identifying and recruiting top MBA students: As a sponsor, you benefit from the innovative thinking and dedication of these exceptional prospective business leaders and are presented with a front line opportunity to meet them.

A leader in Sustainable business: Significant efforts have been made to highlight the importance of sustainable business to the future of our global economy. Through your example, the competition and its stakeholders are given the opportunity to experience sustainability and responsible business practices first-hand.

Promoting your organization to select target groups: Sponsorship of the competition provides a great means of broadening your competitive edge by improving your organization's image, prestige and credibility to a select target audience, ranging from corporate executives to leading academics.

Giving back to the community: Sponsoring the premium scholastic event sends a vital message about academic support to all business, academic and student communities and helps raise the profile of our unique and diverse metropolitan center.



Contribution Methods:

Monetary Donations

Monetary contributions are an essential part of the Competition; we would not be able to hold this event if it were not for the generosity of our sponsors. Your funds will help maintain the tradition of excellence that has developed over the thirty years the MBA-ICC has been held. Investing in our Competition is a way of investing in the future of tomorrow's leaders.

In-Kind Donations

Contributions to the success of the Competition are also welcome in the form of in-kind donations. If you have a good or service you are willing to provide during the competition or for the preparation of the competition we welcome your contribution. In-kind donations qualify for the same level of visibility as monetary donations.

Product donations

Upon arrival, each participant and judge receives an MBA-ICC gift bag. This gift bag typically includes the competition's program, a paper notepad and a pen. In addition, we invite any corporations that may offer interesting products to donate them for the delegate bags. This is an excellent opportunity to advertise your products, as students will have the opportunity to try them out during the week. This is an ideal option for companies who cannot make monetary pledges to the conference but still wish to be involved.



Sponsorship Levels



	Diamond 10K+	Platinum 8.5K +	Gold 6K+	Silver 4K+	Bronze 3K+
Logo on Participants, Welcome Kit	◆				
Mass Media Coverage at Opening Ceremony	◆				
Naming of Major Event with Keynote Speaker	◆				
Access to Talent Search Database <i>New!</i>	◆	◆			
Logo on Hotel Key Card	◆	◆			
Logo on Communication with all Stakeholders	◆	◆			
Logo on Name Tags	◆	◆			
Invitation to Final Awards Banquet	◆	◆			
Logo on Welcome Screen	◆	◆	◆		
Logo on a Final Banquet Table	◆	◆	◆		
Literature in the Welcome Kit	◆	◆	◆		
Competition Room Naming	◆	◆	◆		
Logo on an Opening Brunch Table	◆	◆	◆		
Invitation to Opening Brunch	◆	◆	◆		
Invitation to Networking Event	◆	◆	◆	◆	
Advertisement in Program Book (700+ Copy Distribution)	Full Page	Half Page	1/3 Page	1/4 Page	1/4 Page
Case Comp Social Media Trivial Pursuit <i>New!</i>	◆	◆	◆	◆	
Listing on Website (Logo and Link)	◆	◆	◆	◆	◆
Montreal Welcomes the Competition Map (6ftx4ft) <i>New!</i>	Jumbo Logo & Directory Listing	Large Logo & Directory Listing	Large Logo & Directory Listing	Small Logo and Directory Listing	Directory Listing

Sponsor Visibility



Invitation to Final Awards Banquet



Naming a Competition Room



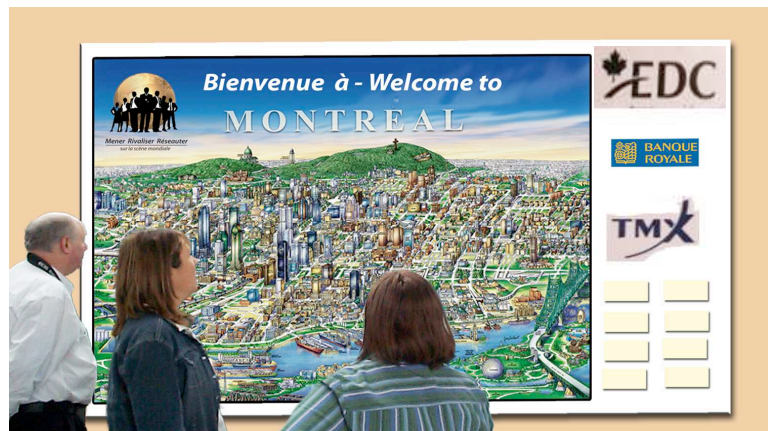
Logo on Final Banquet and Opening Brunch Tables



Naming of Major Event with Keynote Speaker



Logo on Hotel Key Card



Logo on 4x6ft Montreal Map



Pledge form

The continued success of the Competition is due to the generous support of our sponsors.

Please refer to the previous pages: Sponsorship levels & Sponsorship visibility which outline specific benefits based on your level of support.

Name: _____ Title: _____

Company: _____

Mailing address: _____

Province: _____ City: _____ Postal Code: _____

Phone: (____) _____ Fax: (____) _____

Email: _____ Business Personal

Donor Authorized signature: _____

Please sign us up for:

Diamond Package \$ 10,000+

Platinum Package \$ 8,500 +

Gold Package \$ 6,000+

Silver Package \$ 4,000+

Bronze Package \$ 3,000+

Other Monetary Amount: _____

Our company would like to make an In-kind donation or donate a Product/Service for the delegate bag

Product Donation (Please provide a detailed description)	Retail Value \$	Quantity

Please Send your Pledge Form to us in one of the following ways:

Mail: Attn: François Rheault
JMSB International Case Competition
1455 de Maisonneuve Blvd. W. MB 015-280
Montréal, Québec, Canada H3G 1M8

E-mail: francois.rheault@mbacasecomp.com

*Please make your cheques payable to:

John Molson MBA International Case Competition

We thank you for your generous contributions.



2012 Organizers' Message

The Competition is a not-for-profit student-run event, and will celebrate its 31st anniversary from January 3rd to 8th 2012, at the prestigious Fairmont Queen Elizabeth Hotel in Montreal. Through their expertise and proficiency, the prominent Board members provide the organizers of the competition with the support and guidance that pledge the sus-



They are (from left to right): Peter O'Brien, Russel Hiscock, Stephen Sharp, Doris Kochanek, Jean P. Béland, Dr. Alan Hochstein, Hani Farag, Christiane Garcia, Norman Rashkowan, Klaus Kepper and François Giroux.

Individual photos: (left to right): Giulia Cirillo, William Meder, Claude Lauzon and Nick Houseman.

The organizing team for the 2012 competition consisting of (left to right) Santiago Molano, Tracy Toye, Rios-Karim Mercier and François Rheault are dedicated and dynamic and will deliver the best experience possible to all sponsors, judges and participants. We are kindly requesting your support to ensure we take the competition to the next level.



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