

Sponsorship Package



John Molson

MBA International Case Competition

January 5-10 2014

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

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1) THE COMPETITION

- Not-for-profit event organized by four JMSB MBA students
- Worldwide participation
- 33 years of heritage
- Recognized as the largest competition of its kind
- One live case presented by the company (2012: Novartis)
- Five cases over one week at the Fairmont Queen Elizabeth Hotel



DEMOGRAPHICS

Over 1,000 people during the event including:

- 200 MBA-level participants
- 270 Local executives as judges
- 350 Volunteers (Students, and faculty from local business schools)
- 200 observers and visitors



2) A-BENEFITS FOR YOUR BUSINESS

- **Networking:** The John Molson MBA-ICC provides an opportunity to consolidate business relationships 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 receive a front line opportunity to meet and see the innovative thinking of exceptional future business leaders.
- **A leader in sustainable business:** 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 provides a 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 this major academic 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 city.



2) B-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 donations will help maintain the ICC's tradition of excellence that has developed over the last thirty years.

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 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 a 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 gift bags. This is an excellent opportunity to advertise your products, as students and judges will have the opportunity to experience them. This is an ideal option for companies who cannot make monetary pledges to the conference but still wish to be involved.



2) C-EXAMPLES OF SPONSOR VISIBILITY



Invitation to Final Awards Banquet



Naming of Major Event with Keynote Speaker



Naming of a Competition Room



Logo on Hotel Key Card



Logo on Final Banquet and Opening Brunch Tables



Logo on 4x6ft Montreal Map

3) EVENT SCHEDULE



Sunday Jan. 5 , 2014

8:30-16:00 Participant Registration
 9:00-16:00 Underground City Chase
 17:00-18:00 Opening Ceremony
 19:00-21:00 Opening Cocktail



Monday Jan. 6, 2014

8:30-10:00 Coaches' Briefing
 10:00-11:30 Opening Brunch
 11:45-17:00 CASE #1
 19:00-20:00 Evening Event



Tuesday Jan. 7, 2014

6:30-7:30 Breakfast
 7:30-12:30 CASE #2
 12:45-14:00 Group Luncheon
 14:00-17:00 CASE #3
 18:00-20:30 Coaches Cocktail
 19:00-22:00 Evening Event



Wednesday Jan. 8, 2014

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



Thursday Jan. 9, 2014

6:30-7:15 Breakfast
 7:30-12:15 CASE #5
 13:15-14:45 Lunch
 15:00-21:00 Semi-Finals
 22:00- 1:00 Theme party



Friday Jan. 10, 2014

7:30-9:30 Breakfast
 10:00-16:00 FINALS
 16:00-19:00 A moment with students
 19:00-22:00 Final Banquet

4) ORGANIZERS' MESSAGE



The organizing team for the 2014 edition consists of (from left) Leila Mosalaeepour, Hanaa Badaoui, Bitra Sehat & Elliot Altilia.

We are a group of extremely motivated MBA candidates dedicated on delivering a truly memorable experience for all participants.

The weeklong activities will involve the best of the best stakeholders. We are working hard to have the best cases, participants, judges and sponsors. Be assured that you'll be involved in a truly exceptional event.

We kindly request your support to ensure this year's competition is an unprecedented success.

5) SPONSORSHIP LEVELS

	Diamond 10K+	Platinum 8.5K +	Gold 6K+	Silver 4K+	Bronze 3K+
App Plus *NEW*	2.5k	2.5k	2.5k	2.5k	2.5k
Logo on Participant Welcome Kit	✓				
Mass Media Coverage at Opening Ceremony	✓				
Keynote speaker & Naming of Major Event	✓				
A moment with students * NEW*	✓	✓			
Access to closed LinkedIn group *NEW*	✓	✓			
Access to Talent Search Database	✓	✓			
Logo on Hotel Key Card	✓	✓			
Logo on Communication with all Stakeholders	✓	✓			
Logo on Name Tags	✓	✓			
Invitation to Final Awards Banquet	✓	✓			
Invitation to Opening Brunch	✓	✓	✓		
Logo on a Final Banquet Table	✓	✓	✓		
Literature in the Welcome Kit	✓	✓	✓		
Competition Room Naming	✓	✓	✓		
Logo on an Opening Brunch Table	✓	✓	✓	✓	
Logo on Welcome Screen	✓	✓	✓	✓	
Invitation to Networking Event	✓	✓	✓	✓	
Advertisement in Program Book(700+ Copy Distribution)	Full Page	Half Page	1/3 Page	1/4 Page	1/4 Page
Social Media Trivial Pursuit	✓	✓	✓	✓	✓
Listing on Website (Logo and Link)	✓	✓	✓	✓	✓
Montreal Welcomes the Competition Map (6ftx4ft)	Jumbo Logo & Listing	Large Logo & listing	Large Logo & Listing	Small Logo & listing	Directory listing



6) PLEDGE FORM

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

Please refer to the previous page for the specific benefits of our sponsorship levels.

Name: _____ Title: _____

Company: _____

Mailing address: _____

Province: _____ City: _____ Postal Code: _____

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

Email: _____ Work Personal

Donor Authorized signature: _____

Please sign us up for:

Diamond Package \$10,000+ App. Plus \$2,500

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	Retail Value \$	Quantity

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

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

E-mail: Hanaa.Badaoui@mbacasecomp.com

Please make your cheques payable to:
Concordia University
 We thank you for your generous contributions