



2023 - 2024

# Corporate Partners' Program

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ASPER SCHOOL OF BUSINESS  
**COMMERCE STUDENTS' ASSOCIATION**  
CREATE YOUR LEGACY



**20+** Events and Opportunities

**50+** Partners

**2000+** Driven Students

**1 CSA**



## Letter from the Vice President Corporate Relations

It is with great pleasure that I present this year's events brought to you by the Commerce Students' Association.

The generous support of the Winnipeg business community continues to make a meaningful impact on the next generation of business leaders. Because of you, our events and initiatives have been tremendously successful year to year, bringing together corporate representatives and students to find greater value and vision.

On behalf of the CSA and Asper student body, thank you for taking the time to consider the opportunities listed in this year's Corporate Partners' program. I look forward to collaborating with you to create an exceptional partnership that benefits both your organization and our student community.

Cheers!

Jasveer Singh

# Meet the Corporate Relations Team



The Commerce Students' Association's Corporate Relations team is dedicated to strengthening the relationship between the Asper School of Business and the Winnipeg business community.

If you have any questions, comments, or concerns about the events in the Corporate Partners' Program, or any other feedback, please contact your company's assigned Manager of Corporate Relations or the Vice President Corporate Relations.

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# Terminology

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## **Advertisement/Logo in Event Publication:**

Opportunities for Corporate Partners to provide ad/logos to be featured in event publications (printed programs, events, materials, etc.)

## **Company promotional promoted distributed to all participants:**

Opportunity to provide company promotional material to event organizers to be distributed to all event participants

## **Company logo on sign-up booth:**

Corporate Partners logo is shown on sign-up booth for volunteers and students, on the main floor at the Drake Centre, University of Manitoba

## **Company Information Booth:**

Space is provided to allow a Corporate Partner an information booth at the event

## **Event Title Sponsorship**

The name of the Corporate Partner will be included in the title of the event, appearing after the name of the CSA event.

## **Website Hyperlink:**

Corporate Partners logo placed on stated website to link to Corporate Partner website.

## **Electronic Display Screen**

Opportunity for Corporate Partners to provide an advertisement to be featured in affiliation with their respectively sponsored event on the six 65" LED monitors placed in high-traffic areas of the Drake Centre

## **Exclusive speaking opportunity**

Entitles a representative from the Corporate Partner and only that Corporate Partner, to speak regarding the theme or topics relating to the event

## **First right of refusal:**

This allows the Corporate Partner to be given the first option to accept or refuse the same partnership level for the event in the subsequent year. All events listed in this guide have the benefit of first right of refusal for the Premier Partner

# What is the Corporate Partners' Program?

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The purpose of this program is to provide a link between your organization and the students of the Asper School of Business.

This program provides details of the many great events that are run by the Commerce Students' Association (CSA), and the specialized student groups within it. These are value-added events that allow your organization to interact in many different ways with ambitious business students from various backgrounds.

The CSA is proud to have such a strong relationship with the Winnipeg business community, and appreciates the continued support from its partners. The strong ties to the Manitoba business community are due largely to the strength of the CSA's relationships with its Corporate Partners.

The CPP is designed to enhance the relationship of the Commerce Students' Association and Student Action Groups with corporate sponsors, known as our Corporate Partners. This is achieved through minimizing the number of students who solicit sponsorship and by consolidating all CSA sponsorship opportunities into one package. The goal of the CPP is to clearly display the opportunities offered by the CSA to promote value-added, mutually beneficial relationships between the CSA and its Corporate Partners.

Disclaimer: The Commerce Students Association reserves the right to cancel an event if the event will not meet the current recommendations from all stakeholders. In the event of a cancellation the Commerce Students' Association will issue a full refund via cheque for amounts paid.

## **Commerce Students' Association**

The Commerce Students' Association (CSA) consists of all students enrolled in the Bachelor of Commerce (Honours) program. When a student is accepted into the Asper School of Business, they automatically become a member of the CSA and a user of the student services and events hosted by the CSA.

### **CSA General Council**

The CSA Council is a well established organization of sixty one student volunteers including 9 executive members who provide services to the students at the Asper School, as well as organize and facilitate value-added events.

### **Student Action Groups (STAGS)**

In addition to the CSA, there are a number of student groups dedicated to the enhancement of specific areas of study. These Student Groups organize events relating to those areas of study so that students can learn more than just what is taught in the classroom. This also helps to form a common bond between students of specific majors.

#### **STAGs in this Program**

BAA - Business Analytics Association

UMFO - University of Manitoba Finance Organization

UMICS - University of Manitoba Indigenous Commerce Students

UMMA - University of Manitoba Marketing Association

JDC West - Jeux De Commerce West

# Message from our Honourary President



**Rennie Zegalski**

Principal,  
Capital Commercial Real Estate Services Inc.

To the Current & Future Partners of the CSA,

I am proud to serve as this year's Honorary Commerce Students' Association (CSA) President. I am very excited to work with a strong, ambitious and talented group of students who have stepped forward to represent and serve the interests of the I.H. Asper School of Business. It brings back fond memories of my time as a student at the business school and the knowledge gained from getting involved, organizing events, lobbying for the interests of students, and most importantly, getting the most out of those precious years as a university student.

It gives me great pleasure to have an opportunity to support the I.H. Asper School of Business students and the CSA this year.

The CSA has a long history of being one of the most respected and active student organizations on the University of Manitoba campus. They have a reputation for delivering exceptional events for the Asper students. From amazing social events, highly respected dinner events to enticing accomplished business leaders from across North America to give their time and speak to students about their experiences and their work, the programming put on by the CSA is a credit to the University as a whole.

This great programming can only occur with the continued support of Manitoba's business community. I am encouraging you to review the sponsorship opportunities available and to do your part to advance our next generation of business leaders in this province. The success of our province and our economy is found in its people and in particular, with the students that will graduate from this faculty to be our next accountants, actuaries, marketing executives, entrepreneurs, innovators, disruptors and risk takers — the new generation that will lead and grow our Manitoba-based businesses into the future.

Our province, our city and our community face challenges everyday and the ability to move forward can be found in leadership, volunteering, tenacity and love of community. In my mind, these are the core attributes of the CSA and we should be proud of the work they do to make our business school one of the best in Canada.

Please review the CSA Program opportunities available and I encourage you to make the investment and become a Corporate Partner. Your sponsorship will leverage the opportunities and growth that will make our community stronger. I look forward to the opportunity to meet over the coming year to collaborate on building the best business school in Canada.

Thank you for your consideration and support of the CSA and the I.H. Asper School of Business.



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# 38th Annual Shinerama Campaign

May 2023 to October 2023

Shinerama is a student-led charity campaign that raises funds and awareness for Cystic Fibrosis (CF) Canada. With over sixty-five participating colleges and universities, Shinerama is the largest post-secondary fundraiser in Canada.

Since 1964, Shinerama has supported advances in Cystic Fibrosis treatment and research leading to an increased life expectancy of an average CF sufferer from three years to well over fifty. One in every thirty-six hundred people born in Canada will be diagnosed with Cystic Fibrosis. There are a variety of in-person events throughout the campaign to raise awareness and funds.

# Premier Partner | \$2000

- Company name and logo presented as Premier Charity Partner in the title of all campaign material
- Company name and logo included on all social media posts throughout the campaign including Facebook, Twitter, and Instagram
- Invitation to Shine Day Internal for up to two (2) corporate reps who will be given a space to display promotional materials and interact with students
- Foundation/company logo in primary location on campaign t-shirts and marketing material
- All benefits of the Executive Partner Level (with the exception of additional social media posts).

# Executive Partner | \$1250

- Company logo on the back of the volunteer t-shirts worn throughout fundraising events during the campaign
- Company name and logo included on a minimum of fifteen (15) social media posts throughout the campaign including Facebook and Instagram
- Company logo on all promotional materials leading up to events (booths, posters, etc.)
- Personalized impact report
- A minimum of one (1) mention in the CSA newsletter or blog accompanying Shinerama information
- Acknowledgement of foundation/company contributions to Shinerama at the beginning of all online or in-person events
- All benefits of the Associate Partner Level (with the exception of additional social media posts).

# Associate Partner | \$500

- Company logo and hyperlink displayed on the Commerce Students' Association website
- Company logo displayed on donation page on Shinetoba website
- Company name and logo included on a minimum of ten (10) social media posts throughout the campaign including Facebook and Instagram
- Acknowledgement of foundation/company contributions to Shinerama at the beginning of at least two (2) online or in-person events.

# In-Kind Partner

- Opportunity to sponsor secondary fundraising events
- Corporate logo displayed during sponsored events and giveaways.



# The 20th Annual Corporate Golf Tournament

August 16, 2023 | Bridges Golf Course

Attendance: 30+ Students and 30+ Company Representatives

Often referred to as the “Business Banquet of the Summer,” the CSA Corporate Golf Tournament is a fantastic chance for attendees to network while playing a round of golf. The Corporate Golf Tournament is a unique event that provides Corporate Partners with the opportunity to engage with Asper students in an informal setting. Teams are composed of two business students and two corporate representatives.

To ensure compatibility, corporate partners have the option to request the majors of the students which they will meet and network with throughout the event. This is an afternoon-long experience beginning with lunch and networking between all student Attendance and corporate representatives. After 9-holes of golf (reduced from 18 in previous years), dinner will be provided allowing further opportunity to connect with students and prizes will be distributed to winning team.

## Premier Partner | \$1250

- Presenting Partner of the Event
- Up to three (3) Teams, totaling Six (6) Representatives
- Company logo on first and last tee boxes, registration booth, event promotional materials, and golf cart
- Speaking opportunity at dinner to address all in attendance
- Opportunity to provide company-branded golf balls for Attendance to play with
- Exclusive rights to tournament event - Longest Drive (Men's and Women's)
- All benefits of Executive Level (excluding additional teams, lunch title, and tournament events).

## Executive Partner | \$750

- Title of Lunch Sponsor
- Up to two (2) Teams, totaling four (4) Representatives
- Exclusive rights to tournament event - Putting Challenge
- Opportunity to announce the winners of their own tournament event at the dinner
- All benefits of Associate level (excluding additional teams)
- Opportunity to provide for lunch expenses if necessary.

## Associate Partner | \$400

- One (1) team, totaling two (2) Representative
- Company logo on one (1) tee box and all signage at the event
- Company promotional information distributed to all participants
- Corporate logo and link on the CSA website
- Provide students who are golfing with corporate representatives with company merchandise.

## Individual Registration | \$150

- Admission to the tournament for one (1) representative.  
Lunch and Dinner Included\*



# The Commerce Week 2023

September 5-8 | Drake Centre, University of Manitoba

Attendance: 500 First-Year Students, 800 Returning Students, and Corporate Partners

The Commerce Week (TCW) is the grand orientation week for incoming first-year and returning students at the Asper School of Business and University of Manitoba in the 2023 Fall Semester. TCW is a unique week-long event that will take place during the first week of school in September. Being a diverse event that offers both academic and social opportunities to new and returning students! Students will have the opportunity to interact with business leaders, Asper faculty, and fellow students to learn about all the opportunities that Asper School offers. TCW presents opportunities to build meaningful relationships, gain insight, and embark on mentorship opportunities so that all Asper students find success when pursuing their passion in business. Your organization while contributing to the importance of Student Life would gain the interest of many exceptional Asper students through interaction. This entails an opportunity to grow personable relationships with both new and returning students who express interest in beginning their professional career.

# Premier Partner | \$3000

## Note: Limit 1

- Event title sponsorship
- Exclusive speaking opportunity to students at the event
- Company information booth in a prominent location at the Drake Centre, with up to four (4) company representatives and prominent signage placement (i.e. spots for large company banners)
- Company promotional materials included in orientation bags distributed to all participants
- Three (3) week advertisement on all the LED monitors placed in high-traffic areas of the Drake Centre
- Large logo and recognition as Premier Partner on back of TCW merch worn by all student leaders
- Company logo displayed in the lecture hall via data projection alongside the Asper Logo.

# Executive Partner | \$1500

## Note: Limit 8

- Information booth displayed on the main floor of Drake Centre, with up to two (2) representatives
- Company promotional materials included in orientation bags distributed to all participants
- Two (2) week advertisement on all the LED monitors placed in high-traffic areas of the Drake Centre
- Corporate logo on the back of t-shirts worn by all student leaders.

# Associate Partner | \$500

## Note: Limit 6

- Company promotional materials included in orientation bags distributed to all participants
- Corporate logo on the back of t-shirts worn by all Student Leaders.



# **TASTE (Take a Student to Eat)**

October 2023

Typically 40+ student participants and the meal will be a one-on-one experience between the student and corporate representative

## **How does it work?**

Students who are looking to expand their network sit down to have a meal with an experienced member within the industry. They submit applications consisting of their cover letter, resume, and the companies of their interest to CSA. After pre-screening the applications, CSA forwards them to the companies who then hand picks the students they would like to share a meal with. Once confirmed, a representative from the CSA will introduce both the parties via email. Once introduced, they will arrange for a time and a place to get together.

## **Value**

Companies have the opportunity to talk with well qualified students that are clearly interested in learning more about and possibly working for them in the future. Companies will be able to provide us with a list of criteria (such as year level, major, interests etc.) to ensure the optimization of pairing between student and company representative. This establishes a comfortable environment for representatives and students to participate in a casual conversation in a unique networking arrangement.

## **Cost**

The only costs incurred are the meals for both students and company representatives.





# 19th Annual UMMA Wine and Cheese

October 2023 | Location TBA

Attendance: 100+ Students, Asper School of Business Representatives,  
Corporate Representatives, CSA Executives, UMMA Executives

The University of Manitoba Marketing Association (UMMA) is thrilled to announce the highly anticipated 19th edition of our Annual Wine & Cheese event. This prestigious occasion serves as a prime platform for your company to engage with a dynamic group of talented individuals who possess a genuine passion for the marketing industry and its career prospects.

By participating in the Wine & Cheese, your company gains unparalleled access to a pool of ambitious students who are actively seeking networking opportunities and valuable insights from seasoned business professionals. This event serves as a catalyst for fostering meaningful connections and exploring potential employment prospects, facilitating a streamlined recruitment process for your organization.

Furthermore, your participation provides a unique chance to establish enduring relationships not only with faculty members but also with the wider business community. This offers a remarkable avenue for expanding your brand's visibility and enhancing its reputation within the industry.

Join us in celebrating more than a decade of cultivating invaluable marketing connections with UMMA.

## Premier Partner | \$1750

- Up to three (3) company booths and six (6) tickets for company representatives at the Wine and Cheese
- Exclusive event title sponsorship
- Exclusive opportunity to speak at the event (2-3 minutes)
- Personalized company shoutout during the event with company representatives
- Dedicated company shoutout on our Social Media Platform
- UMMA x Premier Partner Giveaway on UMMA channels
- Ability to recruit and Access to a list of attending UMMA members' resumes
- Prominent placement of company logo and hyperlink on UMMA website
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc)
- Full-page advertisement in the event publication
- Discretion to provide promotional materials to UMMA prior to the event for distribution to participating students in their delegate packages.

## Executive Partner | \$1000

- Up to two (2) company stalls and four (4) tickets for company representatives at the Wine and Cheese
- Display of company logo and hyperlink on UMMA website
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc)
- Promotional material of the company posted on UMMA social media channels
- Ability to include a message in the event publication
- Discretion to provide promotional materials to UMMA prior to the event for distribution to participating students in their delegate packages.

## Associate Partner | \$750

- Up to two (2) company stalls and four (4) tickets for company representatives at the Wine and Cheese
- Display of company logo and hyperlink on UMMA website
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc.)
- Promotional material of the company posted on UMMA social media channels.

## Patron Partner | \$350

- One (1) company stall and two (2) tickets for company representatives at the Wine and Cheese
- Opportunity to hire a potential candidate for a marketing internship
- Display of company logo and hyperlink on UMMA website.

Note: Advertisement on all relevant graphics or videos state that alcohol is for attendees who are 18+ and to drink responsibly



"The Commerce Business Banquet is an incredible opportunity to celebrate our students in accounting and those who are choosing to pursue the CPA designation. The event is widely attended by our CPA members who embrace the chance to connect with students and learn more about their paths to the profession. CPA Manitoba is proud to be the Premier Sponsor of this engaging event."

- Geeta Thucker, FCPA, FCMA  
President and CEO, CPA Manitoba



"The Commerce Business Banquet has a long history and continues to be the premier event in Winnipeg connecting students and employers. While students grow their professional networks and learn about companies and career paths, employers discover the bright and inspiring talent of the future. Wawanesa Insurance is proud to be a UM co-op employer and supporter of this outstanding event."

- Andrew Cuthbert  
Organizational Effectiveness Program Manager  
Wawanesa Insurance



"The Asper Business Banquet is one of the pinnacle business sector events in the city. The power of connection is magnified in how the event enables industry leaders and students to build meaningful relationships. Students can capitalize on a unique opportunity to socialize and network with many of our community's inspiring business leaders."

- Shreeraj Patel, B. Comm. (Hons) MBA (He/Him)  
Vice President Commercial Financial Services  
RBC Royal Bank of Canada



"The Commerce Students Association's continuous efforts to strengthen connections between academia and the business world ensure that Asper students are well-equipped for success in today's competitive marketplace."

- Denise Zaporzan FCPA, FCMA  
Chair, The Associates of the Asper School of Business  
President, Asteria Global Inc.



# 57th Annual Commerce Business Banquet

November 2, 2023 | RBC Convention Centre

**Attendance: 450-500 Students, Corporate Partners and Special Guests.**

The Commerce Business Banquet is one of the most prestigious events presented by the Commerce Students' Association. The banquet holds the proud tradition of fostering a unique link between students and business leaders in our community since its inception in 1966. The Commerce Business Banquet has matured into a distinguished and well-respected event not only for the University of Manitoba but also for the City of Winnipeg and the Province of Manitoba.

With over 500 corporate representatives, students, and special guests in attendance, we are proud to say that BB has become the largest student-led networking event of its kind in Canada. The Commerce Business Banquet provides your organization with an opportunity to connect with and recruit the bright minds of the Asper School of Business.

This event offers a distinct privilege for your organization to network with a diverse group of students in varying stages of their university careers. The Banquet creates an atmosphere conducive to building relationships with other businesses and prospective clients. As the formal program begins, students of the Asper School will join you at your exclusive company table. This provides corporate representatives and students a valuable opportunity for direct conversation, as well as the chance to listen to engaging speakers and an inspiring keynote address over a catered three-course meal.

The 57th Business Banquet will be held in person and accommodations will be made according to provincial health and safety guidelines at the time. We hope you will join us for this celebration of both current and future business leaders, as well as the I.H. Asper School of Business.

# Premier Partner | CPA Manitoba

- Up to three (3) company tables at the Business Banquet and dinner for nine (9) representatives of the organization
- Opportunity to address those in attendance at the Banquet and present the main course of the evening program
- A seat for one (1) of the organization's representatives at the Banquet head table
- Three (3) additional tickets to the VIP reception which is attended by keynote speaker and other head table members
- LinkedIn QR codes on the back of name tags to allow students to scan and connect with representatives
- Recognition, including the organization's name and logo, as the official Premier Partner on the Commerce Business Banquet website, social media, and program
- All benefits of the Executive Partner package (excluding additional representatives).

## Executive Partner | \$5400

Note: Limit 6

- Up to three (3) company tables at the Business Banquet and dinner for nine (9) representatives of the organization
- Recognition, including organization's name and logo, as an official Executive Partner on the Commerce Business Banquet website, social media and program
- Featured posts and story posts on all social media platforms leading up to the event including Instagram, Facebook, and LinkedIn
- Items to put in a swag bag, ex: pens, water bottle, notebook, etc.
- LinkedIn QR codes on the back of name tags to allow students to scan and connect with representatives
- One (1) ticket to the VIP reception which is attended by the keynote speaker and other head table members
- All benefits of the Associate Partner package (excluding additional representatives and additional advertisement).

## Associate Partner | \$3400

- Up to two (2) company tables at the Business Banquet and dinner for six (6) representatives of the organization
- Recognition, including organization's name and logo, as an official Associate Partner on the Commerce Business Banquet website, social media, and program
- Feature on all social media platforms leading up to the event
- Items to put in a swag bag, ex: pens, water bottle, notebook, etc.
- All benefits of the Patron Partner package (excluding additional representatives).

# Patron Partner | \$1800

- One (1) company table at the Business Banquet and dinner for three (3) representatives of the organization
- Recognition, including organization's name and logo, as an official Patron Partner on the Commerce Business Banquet website, social media and program
- Company's name and logo displayed at the registration table
- Recognition, including name and logo, at the banquet room entrance and in the banquet room via video projector unit
- Ability to provide company branded merchandise in the take-home gift bags for students such as pens, water bottles, notebooks, etc.

# Emerging Business Partner | \$350

- Dinner for two (2) representatives of your organization
- Recognition, including your organization's name and logo, as an Emerging Business Partner on the Commerce Business Banquet website, social media and program
- Your organization's name and logo displayed at the designated table
- Ability to provide company branded merchandise in the take-home gift for students such as bags, pens, water bottles, notebooks, etc.



# 31st National Business School Conference

November 16th-19th, 2023 | Asper School of Business

Attendance: Approximately 120+ Business Student Leaders

The National Business School Conference (NBSC) is a three-day event that gathers 120+ business students from across the country to share successes, challenges, and camaraderie with fellow executives of Canadian business school associations. The Canadian Association of Business Students is also a partner and they attend and partake in sessions. For partners, the event gathers a captive audience of student leaders who are highly influential within their respective schools. Partners are able to market to a highly engaged group of Canada's elite business students while promoting the national breadth of their business to leaders from coast to coast.

# Premier Partner | \$2700

Note: Limit 1

- Opportunity to speak for 10 minutes to all 120+ delegates during lunch (either Friday or Saturday)
- Opportunity to provide the NBSC team with a banner to be set up at the delegate registration desk
- Opportunity to include company-branded promotional materials in delegate bags distributed to all conference attendees
- Company logo, description, and website hyperlink published on the NBSC website
- Opportunity to send greetings on behalf of the organization to be read at the NBSC Opening Ceremony or NBSC Closing Gala Dinner
- Recognition as the Premier Partner on all promotional materials.

# Executive Partner | \$1600

Note: Limit 2

- Opportunity to speak for 5 minutes to all 120+ delegates during breakfast (either Friday or Saturday, one per day, first come first serve)
- Opportunity to include company-branded promotional materials in delegate bags distributed to all conference attendees
- Company logo, description, and website hyperlink published on the NBSC website
- Organization name announced at the NBSC Opening Ceremony mixer and NBSC Closing Gala Dinner
- Recognition as an Executive Partner on all promotional materials.

# Associate Partner | \$1000

Note: Limit 2

- Opportunity to include company-branded promotional materials in delegate bags distributed to all conference attendees
- Company logo, description, and website hyperlink published on the NBSC website
- Organization name announced at the NBSC Opening Ceremony and NBSC Closing Gala Dinner
- Recognition as an Associate Partner on all promotional materials.

Other partnership opportunities are available. Please reach out to our Co-Chairs, [cochairs@nbscwinnipeg.ca](mailto:cochairs@nbscwinnipeg.ca) for more information.





# Fall Commerce Graduation Dinner

November 2023 | The Radisson

Attendance: 50+ Students and their friends and families, and Corporate Representatives

Commerce Graduation Dinners are a unique opportunity to interact and network with Asper students before they graduate. This is the last opportunity to get the attention of the graduates on their final night as Asper School of Business students! The Commerce Graduation Dinners are attended by graduating students of all majors, current students, faculty, family, and friends. During each dinner, faculty members and students present speeches and awards to honour the graduates and their achievements.

## Premier Partner | \$500

- Two (2) tickets to grad dinner
- Opportunity to speak at the Graduation Dinner (2-3 min)
- Recognition, including your organization's name and logo, as a Premier Partner on our website and graduation video
- Special mention during dinner as the Premier Partner
- Opportunity to contribute branded materials (limited to 3) to be included in graduate's token baskets
- Opportunity to provide for three (3) Grad Tickets to students in need.

## Executive Partner | \$200

- Recognition, including your organization's name and logo, as an Executive Partner on our website and graduation video
- Special mention during the dinner as an Executive Partner
- Opportunity to contribute branded materials (limited to 2) to be included in graduate's token baskets.

## Associate Partner | In-Kind

- Opportunity to contribute branded materials to be included in the graduate's token baskets.



# Mock Interviews

December 2023 - January 2024

Location: At the discretion of the Student and Corporate Partner

Attendance: Approximately 30+ Students paired with Company Representatives

## How does it work?

Mock Interviews are an opportunity for Asper students to gain and practice their interview skills by connecting and conversing with a business professional to receive feedback and grow their network.

Those students interested in Mock Interviews will submit a resume while indicating the name of the company they are interested in meeting with. The CSA's Vice President Academics (Melani Fernando) and Student Development Coordinators (Taylor Bially and Joy Okafor) will then introduce companies and students via email along with their resumes. From there, the student and business professionals will arrange a time and place for the interview to take place.

Prior to interviews, the CSA will provide interview resources to students to try and ensure that they are prepared for their mock interviews. Sample interview questions will also be provided to company representatives.

## Value

Mock interviews are an amazing way for employers and recruiters to meet students of diverse backgrounds who are extremely interested in working for their company. Through this initiative, Corporate Partners will have a direct line to eager and motivated students who can be potential interns or post-grad hires.

Applications go live in December and pairings are made in January. Interviews will be conducted in-person as per the current health guidelines. In the potential case of a rise in restrictions, all mock interviews will be shifted to an online setting. The location is left to the discretion of the corporate representative(s) and the students.

## Cost

No cost.



# 6th Annual Student Appreciation Week

January 8-11, 2024 | Asper School of Business

Attendance: All Asper of School Business Students

Student Appreciation Week is a week dedicated to giving back to Asper students in the beginning of the Winter Term. SAW is like orientation week but in the second term of the year. Its main purpose is to welcome and make students feel appreciated after all their hard work in the Fall Term. SAW makes an impact on the student body by celebrating their accomplishments and encouraging them to recharge.

This campaign takes place primarily through booths that are located in the Drake Centre, and is advertised to students through several social media platforms and digital platforms. SAW provides the opportunity to engage with and reach students on a personal level with giveaways, fun activities, and events. This year's campaign will feature pet therapy, a photo booth, and a small business fair.

## Premier Partner | \$500

Note: Limit 4

- Event title sponsorship throughout all four days (Monday-Thursday)
- Opportunity to reach students regarding SAW through a video or written message posted on our social media
- Opportunity to distribute promotional items to Asper students through giveaways
- Two weeks of advertisement of company logo on six (6) LED monitors placed in high traffic areas of Drake Centre
- Corporate logo on the back of t-shirts worn by all student leaders
- Company promotional materials included in orientation bags distributed to all participants.

# Executive Partner | \$400

- Two weeks of advertisement of company logo on the six (6) LED monitors placed in high-traffic areas of Drake Centre
- Corporate logo on the back of t-shirts worn by all student leaders
- Company promotional materials included in giveaway bags distributed to all participants
- Recognition by staging company logos on social media, booths, and marketing material.





# Tour De Commerce

January 19th, 2024 | Various Locations

Attendance: 100+ Students and Company Representatives

The Tour De Commerce (TDC) is an event that takes networking beyond its traditional methods. Similar to an office crawl, the intention of the event is for students to not only have meaningful conversations with professionals in local businesses, but to do so in the actual environment where the professionals work. Companies have the opportunity to engage with students in a tour of their offices, perform sessions to talk about various professional development topics, and field student questions about their businesses. Companies will also have the opportunity to attend the post event Wine & Cheese to connect with students.

## Premier Partner | \$3000

Note: Limit 1

- Host a post event Wine & Cheese for all event attendees and supply wine, food, and other relevant supplies
- Host 2 groups of 40 students at company office for minimum 90 minutes (including lunch) each
- Opportunity to engage students in a tour of company offices/facilities while giving insight about the company and the industry
- Exclusive speaking opportunity at Wine & Cheese
- Prominent signage opportunities throughout event
- Corporate logo on all promotional material including LED screen throughout Drake Center in high visibility areas
- Featured posts and story posts on all CSA social media platforms leading up to the event including Instagram, Facebook, LinkedIn.

# Executive Partner | \$2000

Note: Limit 2

- Host 40 students at company office for minimum 90 minutes (Including lunch)
- Four (4) tickets to post event Wine & Cheese for company representatives
- All benefits of the Associates Partner level.

# Associate Partner | \$1500

Note: Limit 8

- Opportunity to host up to 40 students at the company office for minimum 60 minutes
- Opportunity to engage students in a tour of company offices/facilities while giving insight about the company and the industry
- Opportunity to speak on professional development topics
- Corporate logo on all promotional material including LED screen throughout Drake Center
- Two (2) tickets to post event Wine & Cheese for company representatives.

# Patron Partner | \$1000

Note: Limit 1

- Host breakfast for 160 students at University of Manitoba, Drake Center
- Exclusive 10 minute speaking opportunity at the start of the day
- Corporate logo on all promotional material including LED screen throughout Drake Center
- Two (2) tickets to post event Wine & Cheese for company representatives
- Opportunity to distribute In-kind promotional material during the breakfast to the students.



# 5 Days for the Homeless

January 2024 to March 2024

5 Days for the Homeless is a national charity campaign founded by students, with the goal of raising money and awareness for youth experiencing homelessness. This charity campaign partners with RaY (Resource Assistance for Youth), a Winnipeg not-for-profit that supports marginalized young people facing homelessness as they reach their independence. The organization offers assistance with housing, education, and health. Various events and initiatives are held throughout the winter semester to raise money for the campaign but the main event is the 5 Days Week which includes a prize basket giveaway, donation booths etc. All corporate sponsorship would go directly to RaY.

## Premier Partner | \$2000

- Premier Speaking rights at Opening and Closing Ceremonies
- Personalized impact report
- Foundation/company logo on all social media posts
- A minimum of two (2) mentions in the CSA newsletter accompanying 5 Days information
- Invitation to all events
- Foundation/company logo prominently displayed on website with hyperlink and short write up about foundation/company
- Foundation/company logo in primary location on campaign t-shirts and marketing material
- Location for signage at the sleeping site (if applicable) or at donation booths
- Acknowledgement of company/foundation contributions to 5 Days at the beginning of all events
- Opportunity to present a donation or be presented with 5 Days merchandise in a photo
- Opportunity to distribute promotional material at an event during the campaign.

## Executive Partner | \$1250

- Speaking rights at Opening and Closing Ceremonies
- Personalized impact report
- Foundation/company logo in a minimum of fifteen (15) social media posts
- A minimum of two (2) mentions in the CSA newsletter accompanying 5 Days information
- Invitation to all events
- Foundation/company logo prominently displayed on website
- Foundation/company logo in primary location on campaign t-shirts and marketing material
- Acknowledgement of foundation/company contributions to 5 Days at the beginning of at least three (3) online or in-person events
- Opportunity to present donation or be presented with 5 Days merchandise in a photo.

## Associate Partner | \$500

- Foundation/company recognition at Opening and Closing Ceremonies
- Foundation/ company logo in a minimum of ten (10) social media posts
- A minimum of one (1) mention in the CSA newsletter accompanying 5 Days information
- Invitation to all events
- Foundation/company logo prominently displayed on website
- Foundation/company logo on campaign t-shirts and marketing material
- Acknowledgement of foundation/company contributions to 5 Days at the beginning of at least two (2) online or in-person events.







# JDC West 2024

January 2024

Attendance: 600+ Student Delegates and 50+ Asper Students

JDC West is a platform for students throughout western Canada to develop and apply the required skills to succeed in the 21st century. For the past 17 years, delegates and Asper students have experienced their own unique, personal growth and development through JDC West and have gone on to make monumental and meaningful contributions to organizations and business communities across North America. JDC West 2024 will carry the momentum from last year and strive to impact each and every delegate.

## Recruitment

- Pre-vetted access to 50+ members of some of the top business students in Asper across all majors/disciplines
- Opportunity to build relationships with the students throughout the year as coaches and at various networking events
- Assessment of students' practical business skills through coaching.

## Exposure

- Largely visible within the Asper School and Winnipeg
- National exposure at the prestigious JDC West competition
- 6 months of exposure with Team Toba, not just a one night event.

## Corporate Social Responsibility

- Volunteer opportunities with photo-op possibilities
- Taxable receipts for charity contributions
- Participation in one of the largest charity events in Western Canada.

## Development

- Help develop students' understanding of industry practices
- Giving students the practical tools to thrive in your business
- Refreshment of skills for coaches to keep current practices fresh in their minds.

### Partnership Levels

Premier Partner  
Executive Partner  
Patron Partner  
Premier Charity Partner

Please refer to JDC West 2024 Corporate Partners' Program to get more insight on partnership levels, the momentum from last year and strive to impact each and every delegate.

# Biztek 2024

January 2024 | Location TBA

**Attendance: 40+ Students, Company Representatives, and Committee Members**

Biztek is the annual event held by the Business Analytics Association (BAA) formerly known as Management Information Systems Association (MISA). The goal of this event is to help students explore possible career opportunities in the field of Business Analytics and establish relationships with potential employers. Biztek invites leaders in the management and IT fields to share their experiences with the students. With the incorporation of a new name to Business Analytics and its need, Biztek will include a workshop, Wine & Cheese reception, and a dinner where students will have the ability to sit with the company of their choice. Biztek is a great opportunity for businesses wanting to meet and possibly recruit students within the new Business Analytics major, as well as those students from other majors who are interested in the corporate IT field.

## Premier Partner | \$2000

**Note: Limit 1**

- Event title sponsorship
- Company information booth
- Exclusive opportunity as Keynote speaker
- Invitations for four (4) company representatives to the event
- Opportunity to distribute company promotional material to attendees
- Company logo prominently displayed and acknowledged during the event
- Corporate logo on all printed and promotional materials
- Corporate logo and link on the BAA website
- Company promoted in BAA online community and in a dedicated post on social media handles.

## Executive Partner | \$1200

**Note: Limit 2**

- Company information booth
- Opportunity to speak at the workshop
- Invitations for three (3) company representatives to the event
- Opportunity to distribute company promotional material to attendees
- Company logo prominently displayed and acknowledged during the event
- Corporate logo on all printed and promotional materials
- Corporate logo and link on the BAA website
- Company promotion in BAA online community and in a dedicated post on social media handles.

## Associate Partner | \$1000

**Note: Limit 4**

- Invitation for two (2) corporate representatives to the event
- Opportunity to distribute company promotional material to attendees
- Company logo prominently displayed and acknowledged during the event
- Corporate logo on all promotional materials
- Corporate logo and link on the BAA website.



# Winter Commerce Graduation Dinner

March 2024 | The MET

Attendance: 175+ Students and their Friends and Families, Corporate Representatives

Commerce Graduation Dinner is a unique opportunity to interact and network with Asper students before they graduate. This is the last opportunity to get the attention of the graduates on their final night as Asper School of Business students! The Commerce Graduation Dinners are attended by graduating students of all majors, current students, faculty, family, and friends. During each dinner, faculty members and students present speeches and awards to honour the graduates and their achievements, followed by a dance to conclude the evening.

## Premier Partner | \$1500

- Exclusive speaking opportunity at the Graduation Dinner (2-3 min)
- Four (4) tickets to the dinner
- Four (4) tickets to the networking “cocktail” reception (held in the hour leading up to Grad Dinner)
- Partners may bring their banners and have them displayed at the Grad Dinner
- Opportunity to run a (3) week advertisement on the six (6) LED monitor placed in high-traffic areas of the Drake Centre
- Recognition, including your organization’s name and logo, as Premier Partner on our website and on our dinner program
- Special mention during the dinner as a Premier Partner
- Includes all benefits of Executive Partner level below (excluding additional representatives or tickets)
- Opportunity to provide for five (5) Grad Tickets to students in need.

## Executive Partner | \$1000

- Two (2) tickets to the grad dinner
- Two (2) tickets to the networking “cocktail” reception (held in the hour leading up to Grad Dinner)
- Logo and web address in event program
- Opportunity to run a (2) week advertisement on the six (6) LED monitor placed in high-traffic areas of the Drake Centre
- Logo included in all email correspondence with the graduates
- Recognition, including your organization’s name and logo, as an Executive Partner on our dinner program
- Special mention during the dinner as an Executive Partner
- Opportunity to provide for two (2) Grad Tickets to students in need
- Includes all benefits of Associate Partner level below (excluding additional representatives or tickets).

## Associate Partner | \$500

- Three (3) tickets to the networking “cocktail” reception exclusively with graduates
- Recognition, including your organization’s name and logo, as an Associate Partner in our dinner program
- Opportunity to run a (2) week advertisement on the six (6) LED monitor placed in high-traffic areas of the Drake Centre
- Special mention during the dinner as an Associate Partner.



# UMMA Case Competition

March 2024 | Drake Centre

**Attendance: 40+ Students, Asper School of Business Representatives and Corporate Representatives**

The University of Manitoba Marketing Association (UMMA) is thrilled to announce the highly anticipated annual case competition. This prestigious occasion serves as a prime platform for your company to engage with a dynamic group of talented individuals who possess a genuine passion for the marketing industry and its career prospects. The case competition would offer an opportunity to network through lunch for all parties and end with closing remarks from executives and corporate representatives. This event serves as a catalyst for fostering meaningful connections and exploring potential employment prospects, facilitating a streamlined recruitment process for your organization. Furthermore, your participation provides a unique chance to establish enduring relationships not only with faculty members but also with the wider business community. This offers a remarkable avenue for expanding your brand's visibility and enhancing its reputation within the industry.

# Premier Partner | \$500

## Limit 2

- Up to (4) company representatives at the Case Competition
- Exclusive event title sponsorship
- Personalized company shoutout during the event with company representatives
- Ability to speak at the event (2-3 minutes)
- Promotional material of the company posted on UMMA social media channels
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc.)
- Dedicated company shoutout on our Social Media Platforms (LinkedIn and Instagram)
- UMMA x Premier Partner Giveaway on UMMA channels (Emails, LinkedIn and Instagram, Website)
- Ability to recruit and access to a list of attending UMMA members' resumes
- Prominent placement of company logo and hyperlink on UMMA website
- Provision of promotional materials to UMMA prior to the event for distribution to participating students in their delegate packages.

# Executive Partner | \$300

- Up to (3) company representatives at the Case Competition
- Display of company logo and hyperlink on UMMA website
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc.)
- Promotional material of the company posted on UMMA social media channels
- Ability to include a message in the event publication
- Provision of promotional materials to UMMA prior to the event for distribution to participating students in their delegate packages.

# Associate Partner | \$200

- Up to two (2) company representatives at the Case Competition
- Display of company logo and hyperlink on UMMA website
- Inclusion of company logo on all event publications (Handbook, Social Media Posts, etc.)
- Promotional material of the company posted on UMMA social media channels
- Provision of promotional materials to UMMA prior to the event for distribution to participating students in their delegate packages.



# The Future of Indigenous Business Banquet

March 2024 | Canadian Museum for Human Rights

Attendance: 150+ Students, Faculty members, Business leaders, and Corporate Representatives

Hosted by the University of Manitoba Indigenous Commerce Students (UMICS), FIBB brings together Indigenous leaders, students and corporate representatives to spark discussion about Indigenous business in Manitoba. Centered around a dynamic panel discussion with a few of Manitoba's top Indigenous trailblazers, FIBB serves as an opportunity for all to reflect on the successes and challenges of Indigenous peoples in our community. To complement this, a keynote address over dinner will incorporate the ideas presented in the panel discussion and make them actionable for Indigenous persons and allies alike. Further, FIBB's dinner setting enables attendees to interact and share ideas with one another in an inclusive environment. This event is suitable for all professionals wishing to engage with motivated students and accomplished business leaders while exploring Indigenous perspectives in a business context.



## Premier Partner | \$4000

Note: Limit 2

- Exclusive speaking opportunity during the dinner address (7 minutes)
- Featured posts and story posts on all UMICS social media platforms leading up to the event including Instagram, Facebook, LinkedIn
- Opportunity to distribute promotional material at the event
- Eight (8) tickets for the event to network with students, faculty, and business leaders
- Company logo on four (4) designated tables
- Verbal and visual recognition for being FIBB's Premier Partner during the panel discussion and dinner address.

## Executive Partner | \$2250

Note: Limit 4

- Featured posts and story posts on all UMICS social media platforms leading up to the event including Instagram, Facebook, LinkedIn
- Four (4) tickets for the event to network with students, faculty, and business leaders
- Company logo on two (2) designated tables
- Verbal and visual recognition for being FIBB's Executive Partner during the panel discussion and dinner address.

## Table Partner | \$1750

Note: Limit 10

- Company logo displayed on all promotional materials leading up to and at the event
- Two (2) tickets for the event to network with students, faculty, and business leaders
- Company logo on one (1) designated table
- Verbal and visual recognition for being one of FIBB's table sponsors during the dinner address.

## Corporate Ticket | \$120

- One (1) ticket for the event to network with students, faculty, and business leaders.



# 35th Annual Finance Banquet

March 2024 | Location TBA

Attendance: 150+ Students, Corporate Representatives, and Judges

The University of Manitoba Finance Organization (UMFO) is a long-standing Student Organization within both the Asper School of Business and the University of Manitoba. Historically the goal of UMFO was to provide its members with networking opportunities, education regarding the financial industry, and lastly to help build long-lasting friendships amongst its membership base.

In the past UMFO hosted the Stock Market Challenge which was a success amongst students and a great opportunity to connect with companies. This year we plan to introduce the Marquee Group to provide students with proper education modeling and valuation education, alongside the mentoring they will receive from our company partners.

At the end of year, the 35th Annual Finance Banquet will provide both students and business executives with a valuable networking opportunity. The banquet also includes a dinner and the Stock Pitch Competition where students will present themselves to the panel of judges.

# Premier Partner | \$5000

## Note: Limit 2

- One (1) seat at the head tables at the UMFO Banquet
- One of the two head judges at the Stock Pitch Competition
- 4 designated tables at the UMFO Banquet with 3 representatives at each table
- First line contact for the Stock Pitch Competition mentoring
- Logos to be displayed at the UMFO Banquet
- Exclusive speaking opportunity
- Two Information sessions dedicated only to the Premier Sponsor
- Direct contact with students upon request
- Direct job posting emailing to the students
- Logo to be displayed prominently on website with hyperlink and all UMFO presentation
- Logo to be displayed on all marketing materials such as the emails, social media, and any informational product.

# Executive Partner | \$2500

## Note: Limit 3

- One (1) seat at the head tables at the UMFO Banquet
- One of the three judges at the Stock Pitch Competition
- Three (3) designated tables at the UMFO Banquet with 3 representatives at each table
- Direct contact to students
- Logos to be displayed at the UMFO banquet
- One information session dedicated only to the Executive Sponsor
- Direct job posting emailing to students
- Logo to be displayed on website with hyperlink
- Logo to be displayed on marketing materials such as emails, social media, and informational products
- Logo to be displayed on website with hyperlink
- Logo to be displayed on all marketing materials such as the emails, social media, and any informational product.

# Associate Partner | \$1250

## Note: Limit 2

- Two (2) designated tables at the UMFO Banquet with 3 representatives at each table
- Logos to be displayed at the UMFO banquet
- Direct job posting emailing to the students
- Logo to be displayed on website with hyperlink
- Logo to be displayed on all marketing materials such as the emails, social media, and any informational product.

# Patron Partner | \$750

- One (1) designated table at the UMFO Banquet with 3 representatives at each table
- Logos to be displayed at the UMFO banquet
- Direct job posting emailing to the students
- Logo to be displayed on website with hyperlink
- Logo to be displayed on all marketing materials such as the emails, social media, and any informational product.

# Thank you.

Without the support of your company, these events would not be possible

