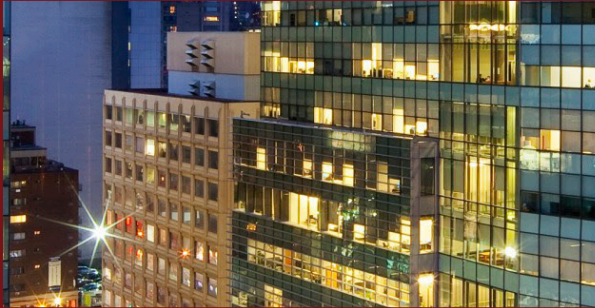


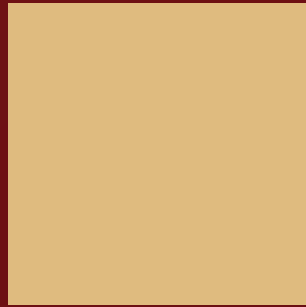


CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA
JOHN & MOLSON
MBA INTERNATIONAL CASE COMPETITION

SPONSORSHIP Package



2023



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On behalf of the Board of Directors from the John Molson School of Business International Case Competition, Welcome back! This year marks the 41st anniversary and we are filled with excitement and anticipation in witnessing tomorrow's business leaders perform at their highest levels as we happily welcome them back in person. I would like to thank each and every Participant, Coach, Volunteer, Industry Leader, Judge, Sponsor, Concordia faculty and Board member for sticking by us while we took the year to work on all those “rainy day” behind the scene improvements we have been wanting to accomplish for some time.

For those Universities and Business Schools returning to the JMSB ICC, we are thrilled to have you back. For those new Universities and Business Schools joining for the first time, welcome, we are excited to have you with us! Your experience will be what you make it, and your opportunities to connect and form valuable relationships will only be limited by the limits you place on yourself. The opportunities are priceless.

Thank you all once again and enjoy this year's event!



Katherine Crewe

ICD.D FCAE P.ENG.

Chairwoman, Board of Directors,
JMSB MBA International Case Competition



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In January of 2023, the John Molson School of Business will proudly host the 41st edition of the John Molson MBA International Case Competition (ICC). The oldest, largest and most prestigious competition of its kind is entirely student-run.

To all our corporate partners, returning and new, I would like to thank you for the support you give to the MBA ICC. If you are considering sponsoring this incredible group of students and their initiatives, I can assure you that your investment has a tremendous impact.

The six-day event attracts thirty-six teams of four students from around the globe who compete for the Concordia Cup by analyzing business cases and presenting recommendations to a panel of judges, consisting of executives and business leaders. This world-class event presents an unparalleled opportunity for over 200 of the world's top business students to put their analytical and consulting skills to the test, to network with their international peers as well as local executives.

The success of this flagship event requires support from all of us. I encourage you to learn more about the program and consider sponsoring the event and these motivated and incredibly talented individuals as they further continue their academic and professional journeys. Your support, made possible by your own professional and personal successes, for a direct impact on the success of our students.

On behalf of the John Molson School of Business, thank you for your support.



Anne-Marie Croteau

PhD, CDir

Dean,
John Molson School of Business

The Event

The Concordia University JMSB MBA International Case Competition is the oldest and largest event of its kind. Since 1982, this prestigious not-for-profit event has provided a unique experience for students, academia, and business executives alike.

Organized by a team of John Molson MBA candidates, the ICC consists of networking, recruitment, and social activities conceived to connect over 200 MBA competitors and coaches worldwide, 300 local business executives, 400 student volunteers as well as yourselves to experience this one-of-a-kind event.

As we move forward from last year's successful event, we are ecstatic to announce that our 41st

edition will be held in person, from January 1st to January 6th, 2023. During these six days of competition, teams, judges, and volunteers will gather at the Hotel Bonaventure, located in the heart of Downtown Montreal, Quebec.

For over forty years, organizers, volunteers, judges, and sponsors such as yourselves, have contributed to creating not only a competition but an opportunity to innovate and connect among a worldwide audience.

We, therefore, thank you for being a valued part of this event and for encouraging us to do better each year, and we look forward to meeting you all during our upcoming edition.

WHO?

Our stakeholders include approximately:

210 MBA competitors and coaches from across the globe

300+ local business executives

400+ student volunteers

WHEN?

We will kick off the competition at the start of 2023. The entire event will run from:

January 1 – January 6, 2023

WHY?

Benefit from a variety of **networking, recruitment, and social events** by taking part in the most prestigious MBA Case Competition worldwide!

WHERE?

Hotel Bonaventure, Montreal, QC

Scope of the Competition

WHAT?

A not-for-profit case competition organized by a team of John Molson MBA candidates.

6 days of events covering seven cases including a live case, as well as numerous networking activities.



Our Mission

The Concordia University JMSB MBA ICC has sustained its legacy as a premier worldwide event on the basis of constant evolution and improvement of its practices in order to offer the best, and most equitable experience for all those involved.

We are proud of the procedures and practices that our event has instilled to date but realize that our strength has always been to grow with the communities we support and those that support us.

SUSTAINABILITY

Since 2010, the ICC has had an executive dedicated to ensuring that the **event follows sustainability best practices** and improves upon these practices year over year. To validate these efforts, the event has been consistently achieving a **level 5 BNQ score** (highest possible) for over five years.

INNOVATION

Each year, our competition solicits **new cases** from around the world that tackle new-age problems companies are facing. Not only have our cases **never been seen**, but they also require modern solutions and recommendations to be solved. It is therefore part of the event's core mission to **spur innovation** in the form of business strategies and solutions while preparing our participants to become innovators, problem solvers, and the business leaders of tomorrow.

DIVERSITY & INCLUSIVITY

We understand that this event and its participants benefit most from the inclusion of individuals from all walks of life and diverse backgrounds. One of our largest missions is indeed to **support diversity and inclusivity** through every facet of the competition. Hosting **countries from around the world**, our event promotes **cross-cultural exchange** and holds the belief that all competitors can take part in the event on equal ground. Over the past 40 years, we are proud to state that event winners have come from all over the world, comprised of all races and genders. Moreover, our event has put into practice protocols to ensure, as much as possible, equal gender representation across all facets of the competition (board of directors, event management, judges etc).

TRANSPARENCY & EQUITY

The ICC prides itself on maintaining its reputation as a fair, honest, and equal competition for all involved stakeholders. We strive to be **honest with our sponsors** about their expectations and our event deliverables, to ensure that our intellectual property is our own, and to promote the message of honesty, fairness, and equality in every instance of the event to participants and executives alike. Our hopes are to always **be a trusted partner** to all those involved in order to maintain our relationships and **foster a legacy of mutual success**.

TEAMWORK

The management of the ICC is achieved through the combined **efforts of a multitude of dedicated members**. The event itself is managed by a group of MBA candidates who are overseen by a board of directors composed of individuals from directional offices within Concordia University as well as business leaders from the Montreal area. Sponsorship funds and event expenses are managed through the university's rigorous public accounting practices. The collaborative effort between all parties has made the JMSB MBA ICC the **consistent success** it has been **over the past 40 years**.

Event Schedule

This year's case competition promises an exciting schedule with many opportunities for sponsors to engage with participants, judges, and volunteers alike, even more so with the

event being in-person once again. Below you will find a first look at what our 41st MBA International Case Competition will have in store for all involved.



COMPETITION SCHEDULE

Montreal	SUN (Jan 1 st)	MON (Jan 2 nd)	TUE (Jan 3 rd)	WED (Jan 4 th)	THUR (Jan 5 th)	FRI (Jan 6 th)
07:30						
08:30						
09:30			CASE 2 7:30-12:30		CASE 5 7:30-12:30	
...						
12:30		CASE 1 9:30-14:30				
13:30				CASE 4 (Live Case) 9:30-16:00		
14:30						FINALS 10:30 - 16:30
15:30			CASE 3 (Short Case) 14:30-17:30			
16:30					SEMI-FINALS 14:30 - 20:30	
17:30						
...						
19:00	Opening Ceremony	Mange et Melange & Coaches' Dinner	Hockey Match	Career Fair & Networking Cocktail	Theme Party	Closing Banquet

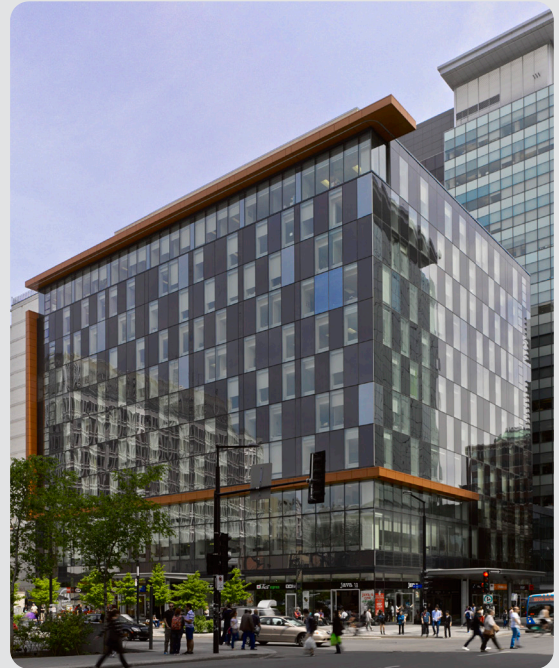
**Times and order of events are subject to change and will be notified in advance.*

Previous Sponsors

The John Molson MBA International Case Competition offers exclusive opportunities to promote organizations and build unparalleled visibility among local and international landscapes.

Below is a list of our previous sponsors that contributed to the 40th edition of our competition, which was held virtually in January 2022.

Don't miss out on an opportunity to connect with executives, inspire tomorrow's leaders, and impact your local community. Should you have any questions, our organizing committee is dedicated to providing you with the utmost support.



DIAMOND



BOMBARDIER



PLATINUM



GOLD



CGI

CSL Behring



SILVER



SupremeX



KI

BRONZE



PEAK

Alithya



Sponsorship Benefits

This event cannot happen without the support of sponsors such as yourselves. It also provides a direct way to sponsor an education-based competition that benefits students worldwide.

RECRUITING

The ICC allows sponsors to identify and recruit top MBA candidates from around the globe as well as local undergraduate volunteers. Students taking part in this event are some of the best in their class, making the targeted candidate pool extremely attractive. As a sponsor, the event offers several opportunities to actively engage with participants and promote current and future employment opportunities.

BRAND VISIBILITY & NETWORKING

Supporting the competition provides an unparalleled opportunity to enhance awareness and exposure of your organization both in the Montreal business community and internationally. With over 1,000 attendees, this event allows you to network with some of Montreal's most influential executives with connections regionally and globally.

TARGETED MARKETING

Enhance and maximize your marketing efforts by connecting to a premium target audience, including senior executives, future business leaders from around the world, and a broad variety of students and faculty members from local business schools.

What's Different?

We are ecstatic to announce that this year's event will be back in person! We, therefore, look forward to providing you with opportunities to benefit from an involved engagement and maintaining the ICC's legacy as the largest competition of its kind.



Last year's winner: **Universität Münster**

Sponsorship Levels



DIAMOND



PLATINUM








GOLD



SILVER



BRONZE

Benefits	 \$17,000	 \$14,000	 \$10,000	 \$7,000	 \$5,000
Company Branded Award	★				
Preferred Speaking Opportunities	★				
Special Mention in Sponsorship Speech	★	★			
Keynote Speaker and Naming of Major Event	★	★			
Speaker at Volunteer Training Session	★	★			
Sponsor Video in Welcome Kit	★	★			
Video Ad and Employment Opportunities on Social Media Channels	★	★			
Promote Recruitment Activities/Openings via Social Media	★	★	★		
Invitation to Final Awards Banquet	★	★	★		
Logo on Communication with Stakeholders (Branded ICC Sign-offs)	★	★	★		
Promote Company Recruitment through Social Media Channels	★	★	★	★	
Access to Student Resume Database	★	★	★	★	
Sponsor Logo in Welcome Kit	★	★	★	★	★
Promote Sponsorship on Social Media	★	★	★	★	★
Info Table at Networking Event*	★	★	★	★	★
Invitation to Networking Event*	★	★	★	★	★
Program Book Advertisement	Double Page	Full Page	1/3 Page	1/4 Page	1/4 Page
Logo Listing on Website	★	★	★	★	★
Mobile App Ad	★	★	★	★	★

Examples of Sponsorship Visibility



COMMEMORATIVE
VIDEO

mbacasecomp.com



WEBSITE &
WELCOME SCREEN



COMMUNICATION WITH STAKEHOLDERS

Mobile Application

ENHANCED

SPONSORSHIP

OPPORTUNITY

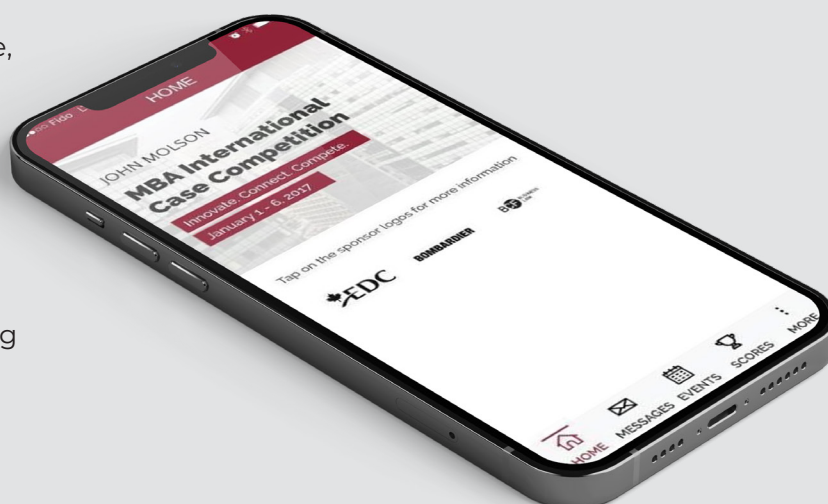
Be seen by all of our stakeholders as they navigate through our app using their mobile devices to learn more about the sponsors, schedules, and events on-the-go.

Add your logo, link to your website, essential product information, contact information, social media information, and much more.

Complement your e-marketing and other communications.

Cost-effective means of advertising to your target audience.

Promote new products and/or services.





Contact

We're active online. Follow us for all the latest news!



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