



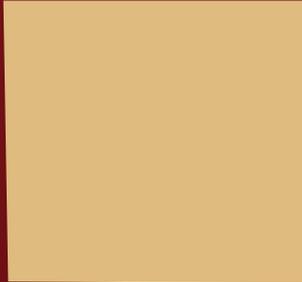
CONCOURS INTERNATIONAL D'ÉTUDE DE CAS MBA  
JOHN MOLSON  
MBA INTERNATIONAL CASE COMPETITION

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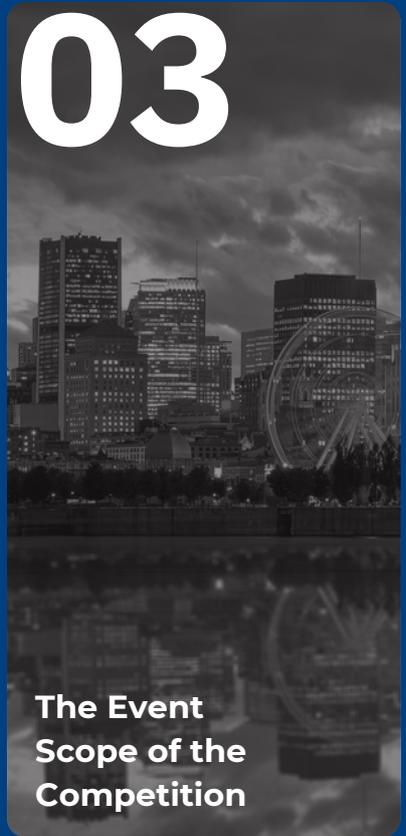
# SPONSORSHIP Package



# 2024



# Contents



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On behalf of the board of directors, it is our distinct honor and privilege to extend a warm welcome to you to the highly anticipated 42nd edition of the John Molson MBA International Case Competition (ICC).

The ICC maintains its reputation of being the oldest, biggest and most prestigious international case competition of its kind. Our mission is to offer a unique, once in a lifetime experiential learning opportunity to MBA students gathering from around the world.

To our potential sponsors, we invite you to join us. By sponsoring this event, you play a crucial role in nurturing the brightest minds and fostering a culture of innovation and excellence. Through your sponsorship, you will have the opportunity to align your brand with the values of education, leadership, and entrepreneurship. Your partnership will be acknowledged and recognized throughout the event, showcasing your commitment to the development of future business leaders. We humbly request your support and invite you to be part of this remarkable journey.

All together, let us contribute to the growth and prosperity of the business community as a whole.



## SERGE HELOU

M. ENG., EMBA.  
Chairman, Board of Directors,  
John Molson MBA International Case Competition





The John Molson School of Business is proud to host the 42nd edition of the John Molson MBA International Case Competition (ICC).

I want to thank our corporate partners for supporting this prestigious, entirely student-run competition. If you are considering sponsorship, let me assure you that your investment has a tremendous impact.

This event embodies our mission to provide an engaging learning and research environment that empowers our students and community to achieve their greatest potential for the betterment of business and society. By bridging the academic and corporate worlds, the ICC offers students an unparalleled learning experience while giving business leaders access to innovation and inspiration.

This world-class competition brings together 36 teams from five continents who must analyze business cases and present recommendations to a panel of esteemed judges in pursuit of the coveted Concordia Cup.

It is truly an invaluable opportunity for the world's top MBA students to put their analytical and consulting skills to the test and network with local and international peers.

The success of this flagship event hinges on our support. I encourage you to learn more about the program and consider sponsoring the event. You'll be nurturing the business leaders of tomorrow while driving innovation.

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.

As we move forward from last year's successful competition, we are ecstatic to announce that our 42nd

edition will be held in person, from January 3rd - January 7th, 2024. During these five 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, thank you for being a valued part of this event and for encouraging us to do better each year. 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 2024. The entire event will run from:

**January 3 – January 7, 2024**

## 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.

**5 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 41 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 41 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.

Below you will find a first look at what our 42nd MBA International Case Competition will have in store for all involved.



## COMPETITION SCHEDULE

Montreal	TUE (Jan 2)	WED (Jan 3)	THUR (Jan 4)	FRI (Jan 5)	SAT (Jan 6)	SUN (Jan 7th)
07:30						
08:30						
09:30	Registration	OPENING CEREMONY	CASE 2 7:30-12:30		CASE 5 8:00-12:00	
12:30						
13:30		CASE 1 12:00-17:00		CASE 4 (Live Case) 9:30-16:00		
14:30						FINALS 10:45 - 16:45
15:30			CASE 3 (Short Case) 14:30-17:30		SEMI-FINALS 15:00 - 21:00	
16:30						
17:30						
19:00		Mange et Melange & Coaches' Dinner	Hockey Match	Career Fair & Networking Cocktail	Theme Party	Closing Banquet

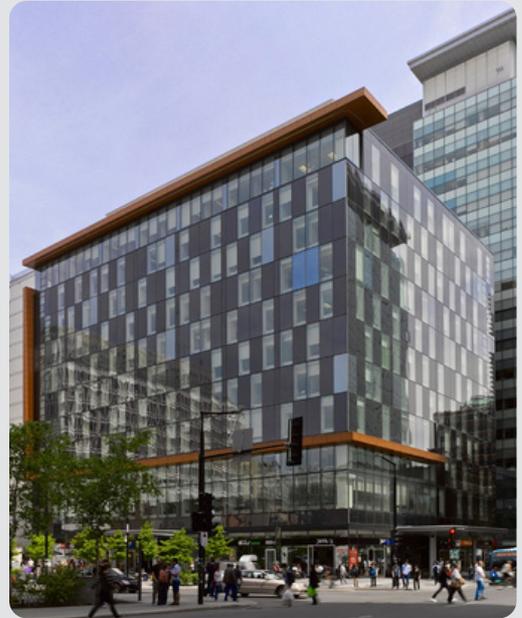
\*Times and order of events are subject to change and will be notified in advance.

# 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 41st edition of our competition, which was held in January 2023.

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.



## Sponsorship Benefits

### RECRUITING

The ICC allows sponsors, such as yourselves, 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.

# Sponsorship Levels



DIAMOND



PLATINUM



GOLD



SILVER

## Benefits



\$17,000



\$14,000



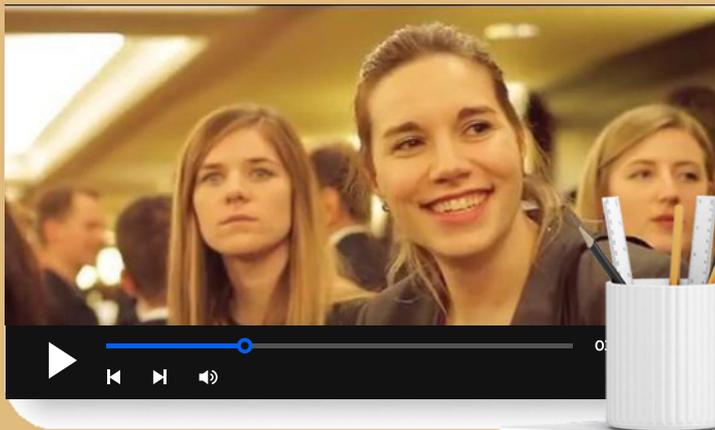
\$10,000



\$7,000

Benefits	\$17,000	\$14,000	\$10,000	\$7,000
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	★	★		
Activities/Openings via Social Media Invitation to Final Awards Banquet	★	★	★	
Promote Recruitment	★	★	★	
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
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

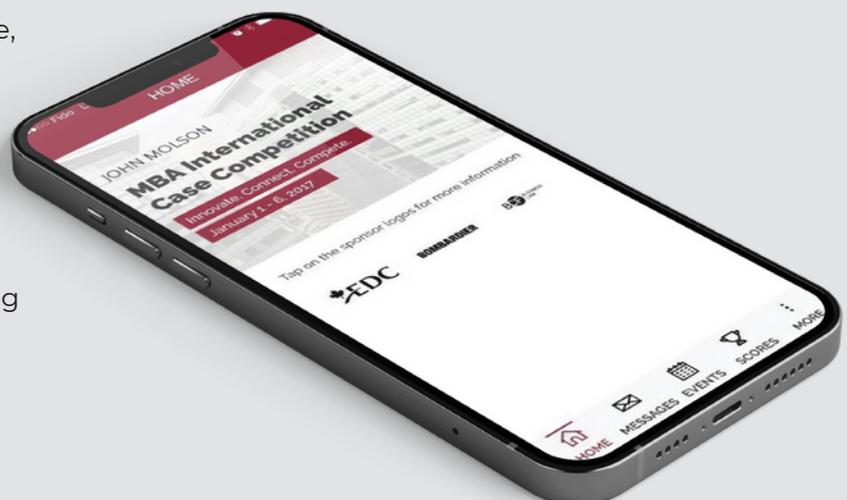
Be seen by all of our stakeholders as they navigate through our app using their mobile devices to learn more about the sponsors, schedules, and events on-the-go.

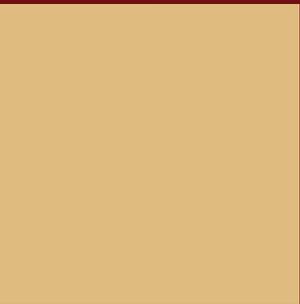
Add your logo, link to your website, essential product information, contact information, social media information, and much more.

Complement your e-marketing and other communications.

Cost-effective means of advertising to your target audience.

Promote new products and/or services.





## Contact Us

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