



Corporate Sponsorship Package
2009/10
www.uwbasa.ca



Message from the Dean

Dear Sir/Madame,



The University of Winnipeg's Faculty of Business and Economics is committed to maintaining the highest standards of excellence in teaching and research. The faculty has developed an innovative program that will graduate independent thinking and innovative and socially conscious business leaders. Our new program attracted over 400 first-year students last year. This year we are expanding our business program to include concentrations in Accounting, Finance, Human Resources, International Business, Marketing and Organizational Behavior.

As part of our faculty's commitment to business education, we are strongly supporting the efforts of the business Administration Students Association (BASA) and encouraging all of our business majors to join BASA. BASA's goal is to strengthen the sense of community amongst students, academics, and industry through their many student focused activities. We believe that by joining BASA, students can further enhance their academic, social and professional networking opportunities and experiences.

BASA has done an exceptional job of raising its profile in both the university and wider local community. Members of BASA have represented business students by liaising with the local business community and The University of Winnipeg administration, and by gaining representation on the University of Winnipeg Students Association Council.

Over the next year BASA has set an ambitious agenda to further enhance student life in our faculty. BASA members are working hard to provide opportunities for students through social networks, professional development and partnerships with corporate sponsors. The Faculty of Business and Economics is encouraged to see the tremendous progress that BASA has made over the past years and know that with the support of the business community BASA will be even more successful in the coming year.

Sincerely yours,

A handwritten signature in cursive script that reads "M. Benarroch".

Michael Benarroch

Dean Faculty of Business and Economics

Introduction

Welcome to BASA's 2009/10 Corporate Sponsorship package!

The purpose of this package is to provide information about the linkages possible between Winnipeg business and the students of the University of Winnipeg's Business Administration Student Association (BASA). This package outlines the many exciting events BASA will put on this year. Join us! Utilize these events as a way to tap into the untapped market of fresh, ambitious business students of the University of Winnipeg. BASA looks forward to partnering with your company to enrich the education and experience of its members this year, and for many years to come.



Students actively engaged in discussion of business

Why the University of Winnipeg?



The University of Winnipeg is one of Canada's leading undergraduate post-secondary institutions. It has been consistently ranked in the Top 10 Canadian schools on an annual basis by both Maclean's Magazine and The Globe & Mail newspaper. The University of Winnipeg is committed to academic excellence and welcomes enquiring minds from a variety of experiences. Some of our students grew up a few blocks away, while others are from the other side of the world. But they all come for the same reasons: professors with academic credentials and executive experience, small class sizes and an innovative case based approach to learning, modeled after the Harvard Business School.

The university recently created the Faculty of Business and Economics to further enhance the existing Business and Administration, and Economics Departments. Growing student enrolments led the Business department to nearly double the size of the faculty in the past two years. Business is now the fastest growing department within the university and attracts more international students than any other program. Thanks to the support of the university administration, led by the President and former Foreign Affairs Minister Dr. Lloyd Axworthy, we are poised to grow exponentially in the coming years.

Within one year, the Department of Business and Administration has become the second largest faculty at the university. Combined with our rapid growth, students have demonstrated quality of their education with back to back victories in the Manitoba International Marketing Competition (MIMC). MIMC is the largest international marketing competition in Western Canada, and has never been won by another school from Manitoba.



University of Winnipeg's 2008/09 MIMC Championship team

Why BASA?

From our humble beginnings as an idea in a 4th year entrepreneurship class, we have become the largest and most well organized student group at the university with membership numbers reaching 500, and we're still increasing. We are a student run, member elected not for profit organization and are proud to announce we have just become incorporated! Our mission is to enhance the educational experience through academic seminars, develop the skills of our members with workshops while creating lasting bonds through our social networking events.

We are dedicated to helping our members achieve business excellence first in education and later in their careers. Our priorities are multiple. They include creating opportunities for our members to showcase their talents and foster a dialogue that builds contacts with the business community. This will help shape our students to be independent thinkers, socially conscious leaders, and innovative business people.



BASA's 2008/09 Executives

Community Involvement

We at BASA believe that it is not only important to improve the university experience students, but also help give back to the surrounding community. To do so, BASA will participate in a number of social programs to improve the well being of Winnipeg's less fortunate. These programs include:

- A food drive with Winnipeg Harvest to provide those in need with a helping hand.
- We will run a program where students donate gently used clothes, which will be given to a local charity.
- BASA will create a new bursary program in which one student will receive money to help pay for their textbooks.

Sponsorship Opportunities Overview

BASA is committed to providing its members a variety of enriching events and services. We facilitate learning, encourage dialogue, create networking opportunities and challenge our members to get involved. It's all part of creating the business leaders of tomorrow and none of this could happen without your support, so read on and find a sponsorship option that works for your organization and contact us if you have any question.



Creating the Business Leaders of Tomorrow

Event Listing

Pub Crawl	Early September
Presentation Seminar #1	Early October
Halloween Social	Saturday, October 31, 2009
Day in the life #1/Global Entrepreneurship Week	Wednesday, November 18, 2009*
Financial Tutoring	TBD
Managerial tutoring	TBD
In the boardroom	Early December
Mock Interviews	Late January/Early February
Resume Building	Late January/Early February
Personal Finance Seminar	Late January
Etiquette Seminar	Late February
Presentation Seminar #2	Late February
Day in the Life #2	Early March
March Madness	Mid March
Exam Cram	TBD
Financial Tutoring	TBD
Managerial Tutoring	TBD
Grad	Friday, April 30, 2009

*Dates are tentative and may be subject to change



Photo taken at 3rd Annual Presentation Seminar

Sponsorship Opportunities

General Sponsorship Benefits

All sponsors will receive general sponsorship benefits, when sponsoring any of the following events. The general benefits are tied to the daily functioning of BASA as an organization and provide sponsors with a direct lifeline for contacting students, placing promotions on campus and recruiting potential employees

These benefits include:

- Sponsor logo (with hyperlink on the BASA website, this will be viewable on every page)
- Sponsor logo will be placed on the BASA bulletin board in the main business hallway, a high traffic area (your logo will be sized and listed according to your chosen sponsorship level – Executive, Premier, Associate or Patron), Only one logo per company
- The right to provide up to four (4) messages per year to all BASA members (students and alumni) through the BASA email network
- The right to post job, scholarship, internship or co-op opportunities for distribution through the BASA communications channels: bulletin board, website corporate sponsors newfeed, BASA email etc., the method of delivery is at the discretion of the BASA executive
- The rights to place giveaway items or promotional materials in the BASA welcome packages for new students (250 packages to be distributed in September)

*Custom events can be done, however, events are subject to approval by the BASA executive and costs will be determined on an individual basis.

Sponsorship Opportunities

Executive Sponsor - \$5000

The Executive Sponsor is the Champion of BASA's Corporate Sponsors. The money provided will fund BASA's key operations, and help provide a series of workshops to BASA's members. This sponsorship option is very exclusive and is only available to one sponsor. It provides the most visual and direct opportunities of any of BASA's sponsorship options. This ensures that the executive sponsor can access students in a variety of manners and settings. The benefits include:

- Large static logo displayed on website with hyperlink
- Prominent logo displayed in BASA's bi-weekly email newsletter, distributed to all BASA members and alumni
- Logo and sponsor message featured in permanent location on BASA's homepage
- Logo displayed on all event posters and
- Right to contribute prizes and promotional material at all events
- Opportunity to post job, scholarship, internship or co-op opportunities for distribution through the BASA communications channels: bulletin board, website corporate sponsors newsfeed, BASA email. (The method of delivery is at the discretion of the BASA executive)
- Right to provide up to ten (10) messages (including advertising) to be placed in the corporate newsfeed section of the BASA website
- \$500 textbook bursary given out in name of sponsor
- Two (2) tickets to attend BASA's Grad Dinner
- Opportunity to hold one promotional event on campus with BASA's support in marketing, once during the academic school year (details pending on approval of the executive)

Honorary Presidency – The sponsor will designate an individual as BASA’s honorary President for the year, this individual will be (if desired) able to:

- Issue a welcome letter to the students that will be placed on the BASA website and included in BASA’s welcome package (250 packages to be distributed in September)

Service Sponsor – BASA will run a series of development workshops during the academic year which are:

1. Resume Building
2. Mock Interviews
3. Financial Accounting and Managerial Accounting Tutoring Seminars

The benefits the executive Sponsor will receive are:

- Sponsor signage will be placed in all rooms where the workshops occur
- Leader of the workshop will mention the sponsor and pass along any desired messages to workshop participants
- Exclusive right to distribute promotional materials
- The right to convey any message to students at the beginning of all workshops
- The opportunity to lead any workshop
- Prizes given out in name of sponsor, with right to contribute extra prizes or giveaways.

“A Day in the Life” Speaker Event #1

Dates: mid Nov

Estimated Attendance: 100

With so many career options available to graduating students, it is hard to know where to start. This confusion is often compounded by a poor understanding of what most careers are actually like. As a result, this year the BASA Executive raises a question: “what exactly is a day in the life of a stockbroker, a commercial lawyer, a marketing researcher, a certified accountant...?” and so on. This event will featuring two speakers who will give half hour presentations about what they do, how they got there and what they would do if they could do it all over again. We asked what a day in the life is like. Come join us for the answer.

Premier Sponsor (1) \$1000

- The right to provide an individual to participate as one of the “Day in the Life” speakers, this individual will be the introductory speaker.
- The right to place signage in the classroom during the speaking event.
- The right to have leaflets or other promotional materials handed during event.
- The sponsor’s logo and website will be placed on all the event posters displayed on campus.
- A prize draw will be held in the sponsor’s name.
- The right to contribute prizes or giveaways
- The right for an unlimited number of sponsor representatives to attend.
- First right of refusal to maintain the premier sponsorship for the following year.
- All the rights of the general sponsorship.

Associate Sponsors (2) \$500

- Consideration given to any requests by sponsors to submit an individual as a speaker. This will be dependent on the amount of other speakers previously confirmed, as well as industry balance.
- The right to have leaflets or other promotional materials handed out to attendees
- The sponsor’s logo (small) and website will be placed on all event posters displayed on campus.
- The right to contribute prizes or giveaways
- The right to send up to four representatives to attend the event
- All the rights of the general sponsorship

“A Day in the Life” Speaker Event #2

Dates: Early March

Estimated Attendance: 100

With so many career options available to graduating students, it is hard to know where to start. This confusion is often compounded by a poor understanding of what most careers are actually like. As a result, this year the BASA Executive raises a question: “what exactly is a day in the life of a stockbroker, a commercial lawyer, a marketing researcher, a certified accountant...?” and so on. This event will featuring two speakers who will give half hour presentations about what they do, how they got there and what they would do if they could do it all over again. We asked what a day in the life is like. Come join us for the answer.

Premier Sponsor (1) \$1000

- The right to provide an individual to participate as one of the “Day in the Life” speakers, this individual will be the introductory speaker.
- The right to place signage in the classroom during the speaking event.
- The right to have leaflets or other promotional materials handed during event.
- The sponsor’s logo and website will be placed on all the event posters displayed on campus.
- A prize draw will be held in the sponsor’s name.
- The right to contribute prizes or giveaways
- The right for an unlimited number of sponsor representatives to attend.
- First right of refusal to maintain the premier sponsorship for the following year.
- All the rights of the general sponsorship.

Associate Sponsors (2) \$500

- Consideration given to any requests by sponsors to submit an individual as a speaker. This will be dependent on the amount of other speakers previously confirmed, as well as industry balance.
- The right to have leaflets or other promotional materials handed out to attendees
- The sponsor’s logo (small) and website will be placed on all event posters displayed on campus.
- The right to contribute prizes or giveaways
- The right to send up to four representatives to attend the event
- All the rights of the general sponsorship

4th Annual Presentation Seminar

Date: Early Oct/Late Feb

Estimated Attendance: 80+

We could all afford to be better public speakers. With the premise, BASA has for the past 3 years brought in an award winning Toastmaster. This seminar teaches students the art of improving your connection to the audience, editing your presentation for content and design considerations and increasing the professionalism of your verbal and non-verbal communications. In past years this event has been a great success, and high attendance has forced BASA to run a second seminar during the winter semester.

Here's your chance to interact with students who are taking time out of their day to improve themselves – exactly the kind of students you would want to meet.

Premier Sponsor (1) \$1000

- The right to name the event after the sponsor (or sponsor's products, founder, CEO etc)
- The right to place signage in the classroom during the seminars
- The right to have leaflets or other promotional materials handed out to all seminar attendees
- The right to run a brief commercial or message at the beginning of the seminar (maximum five minutes)
- A prize draw will be held in the sponsor's name
- The right to contribute other prizes or giveaways
- First right of refusal to maintain the Premier Sponsorship for the following year
- All the rights of general sponsor

In the Boardroom

Dates: December

Estimated Attendance: 90+

Ever wonder what how big business decisions are made? Our newest event is designed to give students a better understanding of real world business. The “Day in the Life of” event showed students *what* business people do. “In the Boardroom” shows students *how* business is done. Through this Q & A session, students will learn the process in which major business decisions are made.

Premier (1) \$1000

- The sponsor’s logo (large), including website will be placed on event posters displayed around the university campus
- The right to place signage in the classroom during the seminar/event
- The right to have leaflets or other promotional materials handed out to attendees
- The right to run a brief commercial or message at the beginning of the seminar (maximum five minutes)
- A prize draw will be held in the sponsor’s name at seminar
- The right to contribute other prizes or giveaways
- First right of refusal to maintain the Premier Sponsorship for the following year
- All the rights of general sponsor

Associate (2) \$500

- The sponsor’s logo (small), including website will be placed on event posters displayed around the university campus
- The right to have leaflets or other promotional materials handed out to attendees
- The sponsor’s logo (small) and website will be placed on all event posters displayed on campus.
- The right to contribute prizes or giveaways
- The right to send up to four representatives to attend the event
- All the rights of the general sponsorship

Personal Finance Seminar & Exam Cram

Date: Jan and April

Estimated Attendance: 90+

We could all use a little help managing our lives. Our Personal Finance Seminar is designed to help students answer questions about managing their money. It will cover a wide range of topics from how to develop a good credit rating and managing debt, to retirement planning/investing.

The Exam Cram will be designed as a stress relief event to help students deal with the burden of exams. Free coffee and snacks will be given to the students, as well as a series of activities to let students relax, such as offering free massages or yoga classes (Actual activities subject to change).

Premier (1) \$1500

- The right to name the events after the sponsor (or sponsor's products, founder, CEO etc)
- The right to place signage in the classroom during the seminar/event
- The right to have leaflets or other promotional materials handed out to attendees
- The right to run a brief commercial or message at the beginning of the seminar (maximum five minutes)
- A prize draw will be held in the sponsor's name at seminar
- The right to contribute other prizes or giveaways
- First right of refusal to maintain the Premier Sponsorship for the following year
- All the rights of general sponsor

Etiquette Seminar

Dates: Late February

Estimated Attendance: 30+

This event is designed to help lay the groundwork so our students can present themselves in a professional manner. The etiquette seminar will consist of some basic etiquette lessons, such as how to shake hands and eating at a dinner table, to proper behavior at a networking event.

Premier (1) \$750

- The right to place signage at the event during the seminar
- The right to have leaflets or other promotional materials handed out to all seminar attendees
- The right to run a brief commercial or message at the beginning of the seminar (maximum five minutes)
- The sponsor's logo and website will be placed on all the event posters displayed on campus.
- The right to contribute prizes or giveaways
- First right of refusal of sponsorship for the following year
- All the rights of the general sponsorship

Grad Dinner

Date: Late April/Early May

Estimated Attendance: 100 plus guests

BASA will again be running the second annual Faculty of Business and Administration Graduation Dinner. This event will be held to acknowledge the hard work and dedication required to finish a degree in Business and Administration. All graduates will be invited along with guests, alumni, and select individuals from the larger university community. All of BASA's sponsors are invited to attend.

The dinner will be a formal event. This is a great opportunity for sponsors interested in having some direct time with this year's group of graduates. The event is designed to facilitate networking amongst students, as well as between students and the business community, in a fun and celebratory environment.

Premier Sponsor (1) \$2000

- Exclusive Opportunity to provide the keynote speaker for the dinner.
- A gift will be donated to all graduating students on behalf of the sponsor.
- Sponsor logo will be displayed prominently on projector with higher frequency and longer duration through entire event
- The right to set up a table with representatives, and to distribute promotional materials
- The master of ceremonies will make mention of the sponsorship and pass along any messages the sponsor wishes to impart on the students
- The sponsor's logo (large), including website will be placed on event posters displayed around the university campus
- The right to include a message regarding the sponsor's career opportunities and a congratulatory message to graduates on the BASA website and BASA email.
- The right to contribute prizes or giveaways
- Four tickets to attend the event (representatives will be seated at Dean's table)
- First right of refusal to maintain the Premier Sponsorship for the following year
- All the rights of general sponsorship

Associate Sponsors (6) \$750

- Opportunity to provide a keynote speaker for the dinner, should the Premier Sponsor decline, on a first come first serve basis
- Sponsor's logo will be shown on projector through entire ceremony
- The right to set up a table with representatives, and to distribute promotional materials
- The master of ceremonies will make mention of the sponsorship and pass along any messages the sponsor wishes to impart on the students
- The sponsor's logo (small), including website will be placed on event posters displayed around the university campus
- The right to include a message regarding the sponsor's career opportunities and a congratulatory message to graduates on the BASA website and BASA email.
- The right to contribute prizes or giveaways
- Two tickets to attend the event (representatives will be seated with students)
- First right of refusal to maintain the Associate Sponsorship for the following year
- All the rights of general sponsorship

Contact Us

There are many opportunities for your company to partner with BASA. Should you have any questions or would like to talk about these opportunities, please feel free to contact us during working hours:

Primary Contact:

Matthew Cheung
Officer of Corporate Relations
Phone (204)232-3492
Email: corporate.relations@uwbasa.ca

Auxiliary Contact:

Kyle Hemenway
President
Phone: (204)509-5953
Email: president@uwbasa.ca

Disclaimer

BASA is a non-profit organization and issues receipts acknowledging all support. All donations are eligible for deductions as promotional and advertising expenses. As such, upon receipt of any confirmation of sponsorship, BASA considers a binding contract to have been entered. We reserve the right to change or cancel any events, dates or other event specifics and return the sponsorship fees without notice. Should any changes occur, we will attempt to accommodate any concerns you may have.

BASA requires that all event sponsorship be confirmed one month prior to the event to ensure that all the listed benefits can be provided as described. After this date we cannot guarantee you will receive all the listed benefits. All event sponsorship fees are due one month prior to the listed dates.

All company promotional material, banner/signs ads, and logos must be provided by the cooperate Sponsor.