



# BUSINESS EXCHANGE ASSOCIATION

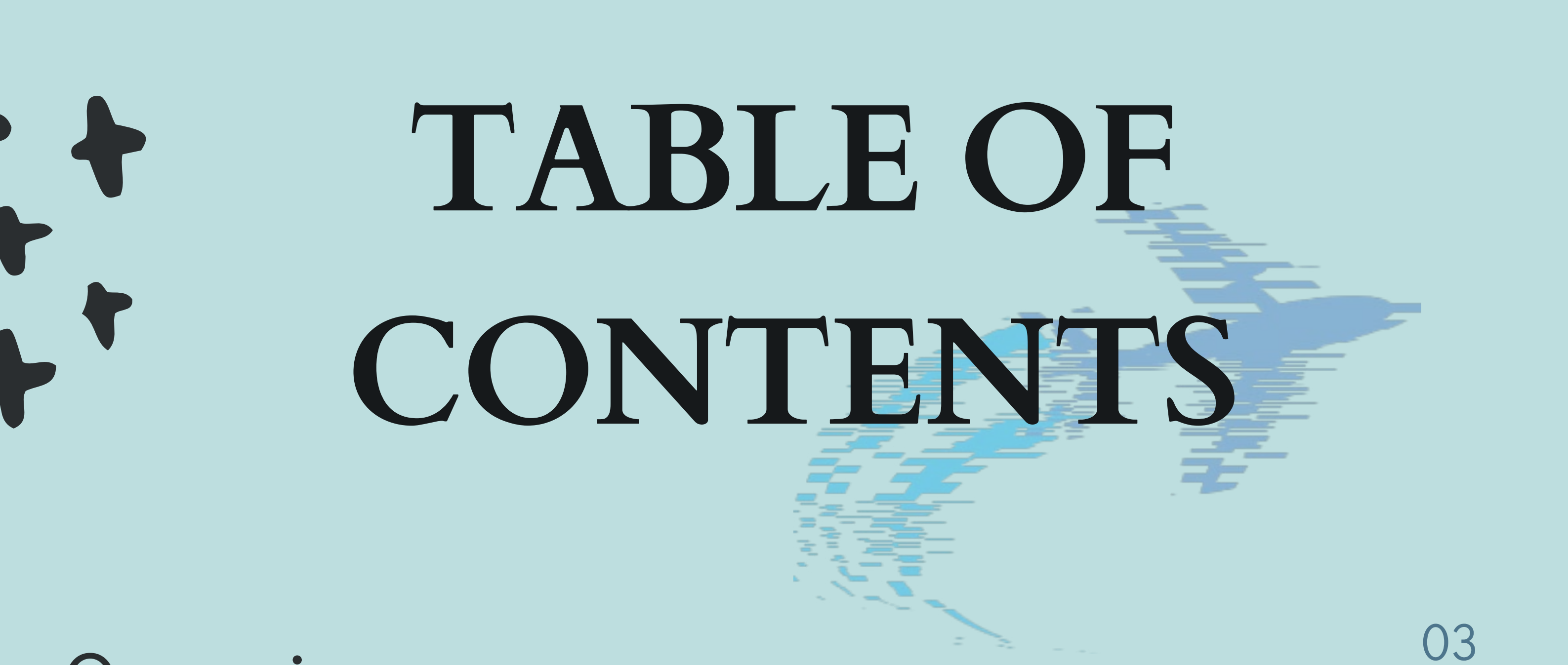
## INTERNATIONAL CASE COMPETITION SPONSORSHIP PACKAGE

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# OVERVIEW

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This document will illustrate outlined proposals for partnering with BEA. This proposal includes acting as a partner for our International Case Competition to create a dynamic and live case experience. A live case allows the students to examine and offer solutions to the company's current issues. We believe having a "live case", wherein the participants address a company's real issues in an attempt to problem solve would be an excellent opportunity to draw more interest. This increased interest extends both to the popularity of the BEA's International Case Competition, but also to the partnering company and its product.

# WHAT IS BEA?

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The Business Exchange Association (BEA) is a student-run organization at the University of Alberta. Founded in 2006, BEA promotes international study and work experiences for students, and organizes events that integrate international and exchange students currently studying at the Alberta School of Business. As one of the largest student-run organizations, we are pleased to welcome over 100 students from around the globe to the Alberta School of Business each academic year. These students have chosen to study in Edmonton and it is our goal to make this experience as memorable as possible. In addition, BEA also promotes international exchanges to Business students while offering a number of exciting events throughout the year such as the camping trip, exchange information session, and International Case Competition.



# CASE COMPETITION EXPLANATION

BEA's International Case Competition (ICC) is a unique platform that brings together the brightest minds of Canadian and international students to address real-world global challenges. Students team up in pairs – Canadian and international, later combining into groups of four, blending diverse perspectives crucial for successful global business strategies. ICC emphasizes the vital skill of collaborating across diverse backgrounds, a fundamental aspect of triumphing in international business, as well as the value of current student perspectives when addressing business problems.

The competition functions with a nominal registration fee per person, constituting the sole revenue source for our club from this event. Through strategic partnerships with industry leaders like yours, the case for ICC is specifically tailored to spotlight authentic challenges faced in today's business landscape. This collaboration invites students to propose innovative solutions in a 'live case' format, providing a rich and immersive problem-solving experience.

As a partner, your esteemed company gains exclusive access to these proposed solutions, providing invaluable insights to enhance and refine business strategies. This partnership with BEA presents an exceptional opportunity for your company's growth trajectory, addressing crucial aspects such as expansion and market awareness.

Additionally, sponsors receive prominent visibility through branding in video and photo coverage, strategically showcased on BEA's social media platforms for impactful post-competition marketing. Your brand's association within challenge-related media guarantees lasting exposure among a vibrant community of past, present, and future competitors, positioning your company as an influential leader in shaping the future of global business dynamics.



# WHY SPONSOR BEA?

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Join us in fostering a global community of innovators and problem-solvers! By sponsoring our exchange club's upcoming case competition, you're not just supporting an event; you're investing in a transformative experience. Our club serves as a bridge between local and international students, providing a platform where diverse perspectives converge to tackle real-world company challenges.

By aligning with our competition, you demonstrate a commitment to education, cross-cultural exchange, and solution-driven collaboration. Moreover, your sponsorship offers invaluable networking opportunities, connecting you with the brightest minds at the university and future leaders. This partnership extends beyond a one-time event; it's an invitation to build a lasting relationship, engaging with our club in future initiatives and events. Your support will be prominently recognized, showcasing your dedication to nurturing global perspectives and fostering impactful change. Together, let's shape the future of education and international collaboration!



# SPONSORSHIP PACKAGES & PERKS

Package & Amount: Perks:	Platinum (\$1500)	Gold (\$1000)	Silver (\$500)
Title Sponsor	✓		
Speaking rights for title sponsor during case competition	✓		
Spots for Sponsor Judges	✓	✓	
Access to student resume bank	✓	✓	
Featured and promoted on BEA social media	✓	✓	✓
Sponsor Logo/Signage Exposure/Media Releases	✓	✓	✓
Recognition at Awards Ceremony	✓	✓	✓



# CONTACT US!

The Business Exchange Association is truly grateful for all forms of sponsorship. With your contribution, we will provide you tremendous exposure to the Alberta School of Business, its undergraduate student body, international exchange students, and other related public parties.

Thank you for your interest. Please do not hesitate to contact any of the External Relations members for any questions. Our mandate is to produce honest and mutually-beneficial partnerships between the Business Exchange Association and sponsors, both old and new alike.



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