

CORPORATE SPONSORSHIP PACKAGE

ROTMAN COMMERCE
ENTREPRENEURSHIP ORGANIZATION



Co-Director of Corporate Relations

Catherine Lu

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Ilvi Kertoci



DEAR PROSPECTIVE SPONSORS,

My name is Annabeth and on behalf of the Rotman Commerce Entrepreneurship Organization (RCEO), I would like to thank you for your interest in partnering with us as a sponsor. We are excited to explore opportunities with your firm -- fostering the entrepreneurial spirit for undergraduate students at the University of Toronto while providing your firm with invaluable recruitment and marketing support.

We are a student-run, non-profit organization that seeks to develop the next generation of leaders by not only inspiring them with entrepreneurial ventures, but also providing them with the tools, support, and mentorship ideation to business launch. With your support, our organization provides high quality pitch competitions for students to challenge the status quo coupled by a series of office tours, fireside chats, networking nights, and entrepreneurial toolkit workshops to foster the future generation of entrepreneurs.

RCEO, supported by the University of Toronto and Rotman Commerce Program Office, has extensive access to students from various backgrounds ranging from commerce, computer science, liberal arts, and engineering. With your generous support, we provide your firm with a direct platform to reach the most innovative and motivated students on campus who strive to excel in their academic and professional activities.

We are confident that our experience hosting a variety of campus events will prove its value to your firm. If you are interested in partnering with us or would like to learn more about our sponsorship package, please do not hesitate to contact our team at (ca.lu@mail.utoronto.ca or ilvi.kertoci@mail.utoronto.ca).

Sincerely,
Annabeth Lin and Lewis Liu
President and Vice President of Rotman Commerce
Entrepreneurship Organization.





WORK WE DO

● ***September 2020***

Emerging Entrepreneurs

● ***October 2020***

Boundless Case Competition: Preliminary

● ***November 2020***

Networking Panel with Women Entrepreneurs
Canadian Etiquette Workshop

● ***January 2021***

Boundless Case Competition: Grand Finale
Networking Night

● ***March 2021***

Innovation Symposium
Launch Your Big Idea

EMERGING ENTREPRENEURS

In-Person

Every September, RCEO invites incoming first year Rotman Commerce students to its annual intern recruitment event. At this information session, students are welcomed to the Rotman Commerce community by a panel of RCEO members, alumni, and local entrepreneurs. The event provides students with the opportunity to network with industry professionals, fellow students, and compete for the chance to win a guaranteed interview spot in RCEO's first-year intern program.

Online

In the event that COVID-19 poses a threat to in-person events, RCEO will hold an event online through Zoom. The schedule remains the same.



BUSINESS ETIQUETTE WORKSHOP & NETWORKING

In-Person

This event is held in collaboration with the University of Toronto Faculty Club and Rotman Commerce Students' Association. In the competitive business industry, etiquette is another tool that provides students with an extra edge during recruitment. In addition to professional coaching for Canadian business etiquette techniques, this event will also include a panel discussion and a networking session.

Online

In the event that COVID-19 poses a threat to in-person meetings, RCEO will host an online business etiquette class instructed by the Faculty Club's general manager over the Zoom platform. An open networking session held over zoom will be held to facilitate conversations.

WOMEN ENTREPRENEUR NETWORKING PANEL

In-Person

This event is held in collaboration with the Rotman Commerce Women In Business association (RCWIB) where we invite 3 women entrepreneurs to share their journey. The events team from RCEO and RCWIB will be paneling and moderating this event by asking career-related questions proposed by the audience. Through this event, we hope to inspire young female students into pursuing a career in entrepreneurship.

Online

If COVID-19 still poses a threat to in-person meetings, this pitch competition will be held over UofT Blackboard Collaborate virtually.

NETWORKING NIGHT

In-Person

RCEO's annual networking night strives to inspire Rotman students with stories that entrepreneurs have. Held in January 2021, the RCEO networking night invites 10 entrepreneurs to meet 60 Rotman students in a more casual setting in downtown Toronto. This is an opportunity for startups to share their personal story and recruit for summer interns.

Online

RCEO is prepared to take the event online if COVID-19 concerns continue. Students will be able to partake in an online networking night with representatives on Zoom.

INNOVATION SYMPOSIUM

In-Person

The Innovation Symposium conference is held in collaboration with three main student associations. The conference-style event seeks to equip and inspire undergraduate students to leverage new technological developments and entrepreneurial strategy to help advance their careers in finance and other commerce-related fields. Themes may include practical applications of artificial intelligence, machine learning models, automation processes in capital markets professions like banking and trading, and the emergence of new tech-oriented businesses which are adapting to rapidly changing financial markets.

Online

There are no contingency plans developed yet for the conference. RCEO will continue monitoring the COVID-19 situation and implement new plans accordingly.

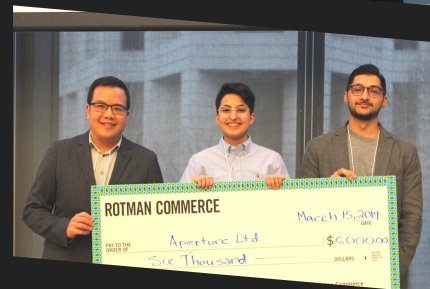
LAUNCH YOUR BIG IDEA

A chance to win seed funding

Launch Your Big Idea (LYBI) is an annual pitch competition, giving away \$10,000 CAD of cash prizes to help entrepreneurs to transform their business ideas into reality. This event, in collaboration with the Rotman Commerce Program Office, and Rotman Commerce Sales Group, is a seven-week intensive training program that provides resources to help students identify a business idea that addresses any market gaps in the business industry. Prior to the pitch date in March, applicants will have access to workshops, coffee chats, and consultation sessions to provide them with guidance.

Online

If COVID-19 still poses a threat to in-person meetings, this pitch competition will be held over UofT Blackboard Collaborate virtually.



BOUNDLESS CASE COMPETITION

This year, RCEO is excited to expand our annual flagship event by increasing the level and quality of competition, the length of our event, and the introduction of workshops to add value for our competitors. This competition is divided into two rounds -- preliminary and final. The preliminary round is held completely online in mid-October, where 50 teams of four solve a real business problem faced by a company. After the preliminary round, we invite the top 10 teams to the final competition day in January 2021. Held in Myhall at the University of Toronto, the top 10 finalists receive the opportunity to present their refined business idea to our case partner and a panel of 10 judges.

DAY 1 October 25th, 2020: Preliminary Competition (**online only**)

DAY 2 January 24th, 2021: Final Round Competition

Online

While the preliminary round is held completely online, the final round competition is scheduled in-person in January 2021. However, RCEO is prepared to take the final competition day online if COVID-19 concerns continue. The final competition day will be facilitated over Zoom if COVID-19 still poses a threat to in-person meetings.



SPONSORSHIP OPTIONS

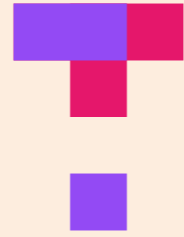
We welcome and appreciate all types of sponsorship. Methods to contribute to our cause:

1. Attend events as a **Representative**
2. **In-kind sponsorships:** please view details below for package details
3. Become a **Corporate Sponsor:** please view details below for package details

PACKAGE DETAILS	Platinum \$3000+	Silver \$1000+	Bronze \$500+	In-Kind Sponsor
Social Media/Marketing				
Logo with hyperlink on Rotman Commerce Entrepreneurship Organization website	Yes			
Sponsor posts (4 per month, 2 per month, 1 per month, respectively by sponsorship tier)	Yes			
Right to distribute any and all marketing/promo material during specific events on & off campus	Yes			
Bi-weekly RCEO Email Newsletter to UofT students (Logo and company description presented)	Yes			
Website Promotions: Logo and Company Description	Yes			
Feature Company on RCEO Promotional Videos	Yes			
Title Sponsor at inaugural conference	Yes			
Events				
Invitation to events as representative/judge	Yes			
Opportunity to send a keynote speaker at the sponsored event	Yes			
Opportunity to give a speech at our main conference and/or competition	Yes			
Opportunity to showcase company products to UofT and Rotman Commerce students	Yes			
<i>Case Competition Partner</i>	Yes			
Recruitment				
Access to all team members resumes and contact information upon request	Yes			
Access to event attendees resumes and contact information	Yes			
Booth and directly recruit at RCEO events	Yes			

THANK YOU

A special thank you to our previous sponsors.
Without your support, RCEO would not be possible.



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CONTACT US

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