



# **SPONSORSHIP PACKAGE**

**GINA CODY SCHOOL**  
 **ENTREPRENEURSHIP  
SOCIETY**

# WHO ARE WE?

We are the Gina Cody School Entrepreneurship Society (GCES), an engineering student association led by 17 dedicated and passionate like-minded individuals. We started online last year and were able to host multiple successful events throughout the academic year. Now, we wish to raise the bar and host in-person networking events, workshops, speaker series, and an inter-university competition at Concordia University.

## Our Mission

GCES operates with one goal in mind: igniting the entrepreneurial spirit of Engineering students at Concordia University. We do so by following these **three principles**:



### EDUCATE

Workshops  
Presentations



### NURTURE

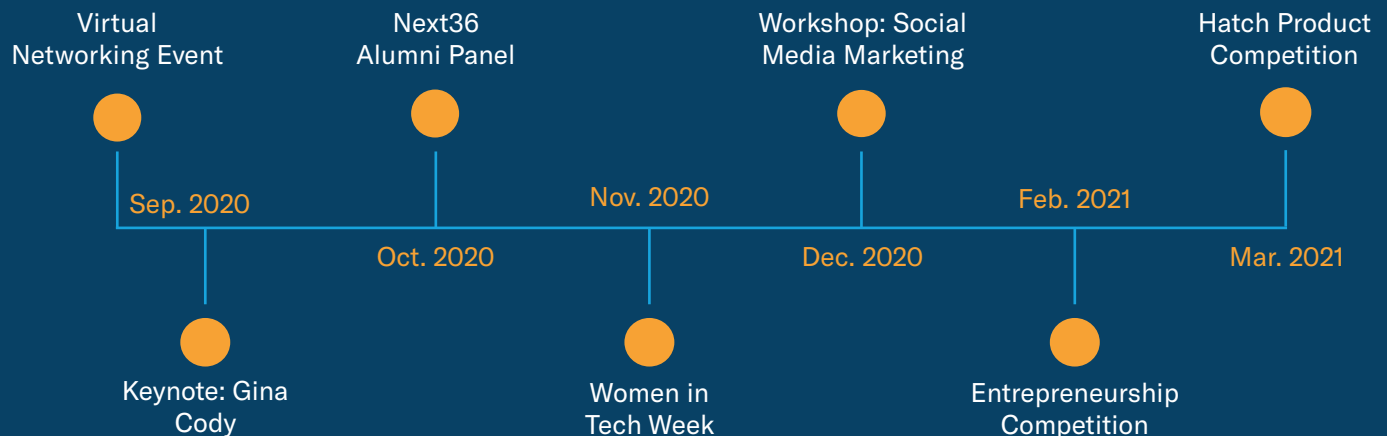
Entrepreneurship Competitions  
Startup Incubator Program



### CONNECT

Networking Events  
Panels

## A Glimpse at our First Year:



# EVENTS

Our team is currently working on hosting our events in person. We are monitoring the COVID-19 situation, as well as the latest Government updates, and we'll be prepared to pivot to virtual events.

## UpStart - Entrepreneurship Competition

GCES is proud to present UpStart, an innovative entrepreneurship competition where students come together to learn new skills and entrepreneurial strategies. The goal is to create an intervarsity event where students from different backgrounds come together and turn an idea into reality. We invite collaborators to share this experience with us to make it truly memorable.

### What is the Competition About?



24-hour  
Competition



Saturday, February 5  
& Sunday, February 6



Concordia  
University



~100  
Participants

### Key Features of this Competition:



Career Fair



Keynote Speakers at the  
Opening Ceremony



Workshops

### Additional events we will be doing this year where you could collaborate!

Intro to  
Entrepreneurship

Instagram  
Spotlight Stories

Panel: Career Path

Workshop: Create  
your Elevator Pitch

Networking Event

Q&A with Alumni

Orientation

Game Night

# WHY WORK WITH US?



## RECRUITMENT

Our society blends business and engineering through innovation and entrepreneurship. As a result, we are building a diversified community of talented students. By sponsoring our events, you will be able to connect, recruit, and mentor selected students!



## INTRODUCE PROBLEM-SPACES

Our competition focuses on the students' problem-solving abilities. By challenging our participants with problems faced by your organization, we can foster a creative space dominated by innovative solutions that can be repurposed for your own operations.



## BRAND RECOGNITION

As a sponsor, you can increase your brand awareness before, during, and after our events. We can provide a new audience through various channels such as our social media, banners, promotional items, and more.

## Current Reach



Facebook Followers



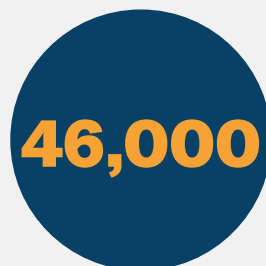
Facebook Page Reach



Slack Community Members



Engineering Students



Students at Concordia

# SPONSORSHIP TIERS

<b>GENERAL</b>	<b>Bronze (\$500)</b>	<b>Silver (\$1,000)</b>	<b>Gold (\$2,500)</b>	<b>Diamond (\$4,000)</b>
<i>Logo Size</i>	Small	Medium	Large	Flagship
Link and Logo on GCES Website	●	●	●	●
Advertisement on our Social Media	●	●	●	●
1 Customized Social Media Post		●	●	●
2 Tickets to the Networking Event			●	●
Partnership Branding at all Events				●

## UPSTART

### *Recruitment*

Send Recruiters and Mentors	●	●	●	●
Sponsor Booth		●	●	●
Access to our Filtered CV Bank		●	●	●
Host a Workshop			●	●
Post-Competition Recruitment Email			●	●
Interview Room (on the day of the competition)				●

### *Branding*

Your Logo on UpStart's Banner, Website, Student Booklet and Other Branding Material	●	●	●	●
Your Banner at UpStart	●	●	●	●
Distribute Promotional Items	●	●	●	●
Promo Items included in Student Gift Bags		●	●	●
Sponsored Challenge			●	●
Presentation at Opening Ceremony (2-3 min)			●	
Keynote Speech at Opening Ceremony (5 min)				●
Announcement of Overall Winners & Closing Remarks				●
UpStart powered by <Your Company Name>				●
Your Company Logo beside UpStart Logo				●

### *Judging*

Add your Service or Product to the Prize Pool	●	●	●	●
Have Company Delegates as Judges		●	●	●

## IN-KIND SPONSORSHIP

Please get in touch if you are interested in offering your service or product for one or more of our events, such as food, venue access, prize items, or anything else.

## CUSTOM PACKAGES AVAILABLE UPON REQUEST

# THANK YOU FOR SUPPORTING GCES

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The 2021-2022 academic year will be another unforgettable experience for GCES, thanks to sponsors and mentors such as yourself. Your contribution will be invested in the education and development of students who are interested in cultivating their entrepreneurial mind and are looking to bring a positive change to the world.

**Niayesh Sanaat**  
VP External

**Theodor Badele**  
Director of Sponsorship

**Camille Normand**  
Director of Sponsorship

## Contact Us

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Please do not hesitate to contact us if you have any questions about partnering with us or about other ways in which you could sponsor us.

Contact us at [dir.sponsorship.gces@ecaconcordia.ca](mailto:dir.sponsorship.gces@ecaconcordia.ca) for further information!



Website  
[www.gces.ecaconcordia.ca](http://www.gces.ecaconcordia.ca)



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AT



Concordia