

# Project Gold

**Marketing Case Competition**

**Sponsorship Package**

[www.projectgold.ca](http://www.projectgold.ca)

## **What is Project Gold?**

Project Gold is a marketing case competition that will be held at Wilfrid Laurier University. The event brings together top marketing and business students from both Wilfrid Laurier University and University of Waterloo, to compete against each other for a national cause.

The host organization for the event is Badminton Canada who is launching their new national program, Pathways. Pathways' mission is to change how the sport is played and perceived across Canada, with the end goal of developing the next Canadian Olympic Champion. Other programs similar to Pathways have proven that the structure it brings is key to the development of a champion.

Project Gold will be held on April 4th, 2015 and will attract students from both of the local universities. We are projecting more than 60 students will compete in the event and many will watch and attend.

## **Why sponsor the event?**

- You will receive direct access to marketing focused students who are at the top of their class and experienced. Wilfrid Laurier University and University of Waterloo have a large untapped pool of qualified students who are actively seeking to make a an impact.
- This event will receive exposure to the general public. There are PR pushes planned through the universities and local media. Your company will also be mentioned through several social media channels. Project Gold also has the support of many local organizations and clubs who will be creating awareness.
- This event revolves around the national cause of wanting to train the next Canadian Olympic Champion. People attending the event will be passionate about wanting to contribute to initiatives on a large scale. Your company will be in the spotlight for wanting to be support this endeavour.
- Use it as an opportunity to further brand recognition by providing us with swag (clothes, merchandise) to hand out at the event and send speakers to share their industry expertise. It's an easy way to create positive spirit.

## Sponsorship Packages

	Bronze	Silver	Gold
	\$500	\$1,000	\$2,500
General			
Contribute Prizes	✓	✓	✓
Branding			
Logo on Website	✓	✓	✓
Logo on Handouts	✓	✓	✓
Thanked at the closing ceremonies	✓	✓	✓
Mentions in e-mails	✓	✓	✓
Social media shoutouts	✓	✓	✓
Company mention in the recap video	✓	✓	✓
Banner allowed at event		✓	✓
Company blurb in the program		✓	✓
Title sponsor			✓
Recruiting			
Access to Resumes and LinkedIn	✓	✓	✓
Offer guaranteed interviews	✓	✓	✓
Send list of open positions		✓	✓
Dedicated recruiting booth		✓	✓
Dinner with the winners			✓

## **Interested in helping us out?**

Please e-mail us at [team@projectgold.ca](mailto:team@projectgold.ca) with your contact information and we will get in touch. Thanks!