



THE MARKETING GROUP PRESENTS

REVIVE



SPONSORSHIP PACKAGE

2023

TABLE OF CONTENTS

1.

WHO ARE WE?

2.

REVIVE

3.

REVIVE TIMELINE

4.

ROAD TO REVIVE

5.

SPONSORSHIP BENEFITS

6.

SPONSORSHIP TIERS

7.

AUDIENCE & ESTIMATIONS

8.

MARKETING SIMULATION



WHO ARE WE?



The Marketing Group (TMG) is the sole hub of all things Marketing at the University of Toronto Scarborough. The vision of this student-led club is to help students regularly find initiatives that challenge them and push them to discover their full potential.

With the pink sheep as our logo, we want students to be eccentric, to stand out, to realize that something is special, and different about them. We want to help future leaders embrace their differences and take advantage of it.

To reach this vision, TMG has set a mission to support students in the process of developing their creativity and discovering what they can do in the marketing field through an innovative, creative, and entrepreneurial approach to campus activities. TMG bridges the gap between students and the marketing industry, demystifies the marketing landscape, and provides opportunities and resources for students to gain competitive advantage.



REVIVE

Revive is an annual competition hosted by TMG at the University of Toronto. This year, we are taking our competition to another level as we are presenting a new and improved competitive marketing simulation. By utilizing the benefits of being online this competition provides students with an opportunity to use marketing strategies in a virtual and interactive setting to advance their understanding of marketing concepts beyond the classroom. Revive will utilize zoom to help connect students from across the globe to access this brand new idea that stands out from other competitions students have already experienced. Revive will allow students to develop their analytical skills, make executive-level decisions and adapt to the results of their actions.

WHAT ARE OUR GOALS?

- Raise** the skillsets of future leaders in marketing
- Enhance** student learning by putting market analysis, brand resource allocation, and decision making into practice
- Vitalize** students passion for marketing through a new approach in business competitions
- Initiate** creative thinking through a competitive atmosphere for all participants.
- Visualize** marketing concepts through a different perspective
- Excite** students through experiencing the impact of marketing strategy to businesses



REVIVE TIMELINE

FEB
10

ROAD TO REVIVE

A workshop where we invite industry experts, professionals, and last years winners to give pointers and tips on how to succeed at Revive

FEB
25

PRACTICE ROUND REVIVE

BrandPro gives all participants a trial round where they can experiment with the platform. Their performance in the trial round will have no effect on the actual competition. Participants will have one week to go through 5 virtual years and receive a result of their performance.

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REVIVE EVENT

This one day event will consist of the simulation and a networking with industry professionals and sponsor representatives.



road to REVIVE

To prepare and introduce students for the simulation, we will be hosting a workshop where previous winners, finalists, and simulation experts will be invited to give tips and advice for Revive participants that will help them succeed and compete at Revive! Sponsors are welcome to promote company opportunities or provide any support to students. Promotion through our social channels will also provide tips and advice for all students.

SPONSORSHIP BENEFITS

As Revive has the potential of engaging with a broader audience, it is the right time to bring in partners that share our deep interest in business, marketing, simulation-based learning, creative thinking and problem-solving.

That's why we believe that a collaboration between TMG and your stakeholders could make this experience even more valuable for students. Through our highly curated competition, we believe that both parties could benefit a lot from having your company on board.

Through getting involved with Revive, this is a great opportunity to connect with an international audience of highly talented students from the best universities in Canada and around the world.

For more details regarding more specific sponsors benefits and offerings, please check the **SPONSORSHIP TIERS** section

SPONSORSHIP PACKAGE

BRONZE (\$500)

1 SOCIAL MEDIA POST
ON INSTAGRAM AND
FACEBOOK

NAME AND LOGO ON
PROMOTIONAL ITEMS
FOR REVIVE

NAME AND LOGO ON
REVIVE WEBSITE

LOGO SHOWN DURING
EVENT
NETWORKING ACCESS

SILVER (\$1000)

NAME AND LOGO
SHOWN ON ALL ROAD TO
REVIVE AND REVIVE
PROMOTIONAL ITEMS

SOCIAL MEDIA POSTS
ON LINKEDIN GROUP

SPONSOR NETWORKING
OPPORTUNITY WITH
STUDENTS

GUEST
SPEAKER/KEYNOTE AT
ROAD TO REVIVE

ALL FEATURES
AVAILABLE IN BRONZE
PACKAGE

GOLD (\$2000+)

EVENT CUSTOMIZATION
OPPORTUNITY WITH
EVENTS TEAM AT TMG

COMPANY HIGHLIGHT
ON ALL PROMOTION

ADVERTISE COMPANY
JOB POSTINGS ON
SOCIAL MEDIA AND
LINKEDIN COMMUNITY

ALL FEATURES
AVAILABLE IN SILVER
PACKAGE

NON MONETARY SPONSORSHIPS

SPEAKERS FOR THE NETWORKING EVENT



SWAG BAG (MERCH)



PRIZES



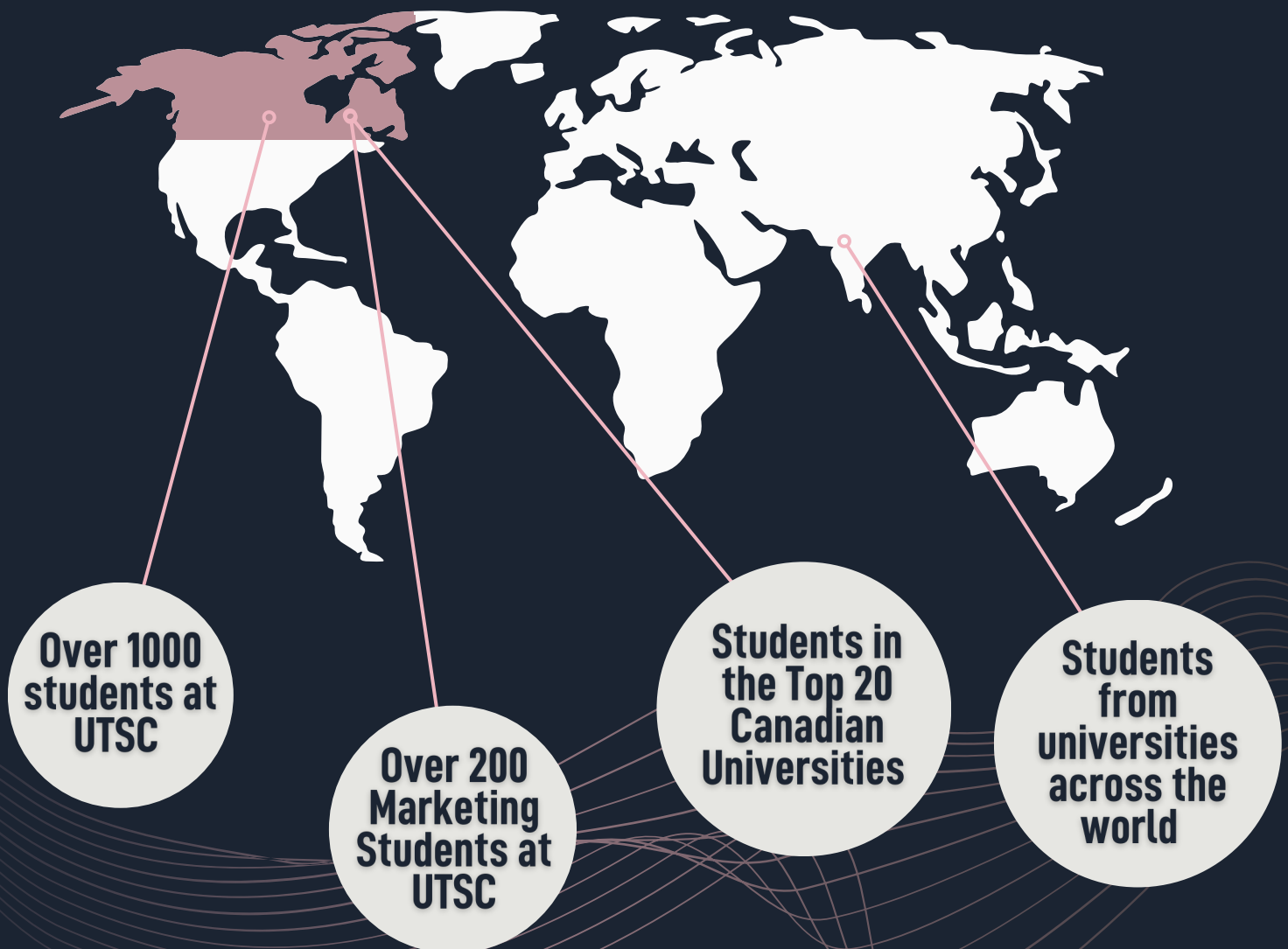
NON-MONETARY SPONSORS WILL ONLY BE GETTING A LOGO POSTED ON SOCIAL MEDIA



AUDIENCE

Revive targets university students both domestically and internationally. The typical student in this competition's target segment is currently working towards a business related degree or has a deep interest in marketing, strategic management, and social sciences. To make Revive as inclusive and accessible as possible, we made sure that little to no business experience is required to participate.

In its first year, Revive launched with approximately 60 participants ranging from first year to fourth year management students. As our club and ambition has grown, we have "revived" our processes. Consequently, we aim to reach even more.





ESTIMATIONS

All the estimations are made by using TMG's audience attendance for campus/virtual events. Then, a weighted average of an attendees-to-registered ratio has been used to determine the number of potential unique attendees that could be identified as U of T students. The same estimation process has been used for Other Domestic Students.

Regarding Worldwide Students, given the difficulty to access foreign information, it has been assumed here that this section would represent about 15% of the total number of domestic students (U of T and Other Domestic Students).

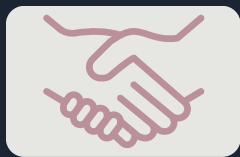
**TABLE 1:
ESTIMATED REVIVE ATTENDEES**

	# OF INDIVIDUALS	GROUPS
U OF T STUDENTS	50	25
OTHER DOMESTIC STUDENTS	25	12-15
WORLDWIDE STUDENTS	25	12-15
TOTAL	100	30



WHAT IS A MARKETING SIMULATION?

Marketing simulations enable students to take the marketing concepts beyond the classroom into "real world" simulated situations. This style of learning allows students to get into the shoes of brand managers and executives in the industry and enhances their understanding of the applications of marketing strategies and decision making.



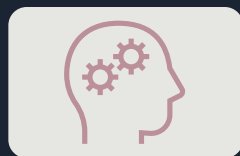
Develop trust amongst teammates while collaborating through challenges



Risk-free environment to practice creative thinking



Prepare future leaders for the marketing industry



Showing a real marketing landscape using a new style of learning

WHAT SIMULATION ARE WE USING?

BrandPRO is marketing mix simulation software provided by StratX. BrandPRO introduces students to brand management, particularly with a focus on targeting and positioning, with the objective to get ahead of virtual but fierce competitors. Using comprehensive information from reports and market studies, participants learn to identify what information is needed in order to understand internal and external triggers for success. Students will work in pairs to manage 2 brands over the course of 5 virtual years.

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