JOIN EUROPE'S BIGGEST MBA SPORTS EVENT

MBAT 2021 Partnership Opportunities

#LetsGetTogetherAgain

THE AGENDA

1. WHAT IS MBAT?

- The Big Numbers
- What Makes MBAT special this year?

2. WHO ARE THE PARTICIPANTS?

- A glimpse of MBA participants
- Events

3. WHY PARTNER WITH US?

- Opportunities
- Packages

1. WHAT IS MBAT?

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1.1 THE BIG NUMBERS

30th
Anniversary of MBAT

1500+
Participants

5000+
Potential Viewers across the world

3
Days of sports, social events and fun

12+
TOP Business Schools

Over the years, we've managed to gain a lot of achievements and experience. Here are few of them that made us believe in our capabilities and reach.

WHAT MAKES THE MBAT SPECIAL THIS YEAR?

VISION

Reunite and celebrate sports and arts, people and teamwork, by evolving to an era where we can contribute, succeed, and inspire

MISSION

Let's bring together and empower MBA community across the globe to compete, succeed, connect and care!

PROPOSITION

An invaluable opportunity to engage with a diverse community of MBA Students from top universities through innovative digital solutions and virtual events

COMPETE

Compete across a variety of disciplines, leveraging online portals or pre-recorded competitions, **to stream the tournament to a wider population**

CONNECT

Socializing is one of the key elements of the MBA tournament, we will organize social events **to engage our MBAT community and sponsors**

CARE

In these challenging times **solidarity is more important than ever.** We will collect funds in various ways, before and throughout the event

1. WHAT IS MBAT?

OUR EVENTS

- VIRTUAL RUNNING & CYCLING CHALLENGES
- FOOTBALL & BASKETBALL CHALLENGES
- PARKOUR & FITNESS CHALLENGES
- E-GAMES: FORMULA 1 ESPORTS, FORTNITE, FIFA21, NBA2K21, LEAGUE OF LEGENDS
- MBAT'S GOT TALENT

2. A GLIMPSE AT THE MBAT PARTICIPANTS

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"MBAT is the **biggest gathering of MBA students** in Europe The three days of sports, events, and celebrations untie nearly **1500+ participants** from around the world, making it an unparalleled **opportunity to network, exchange cultures, and foster lifelong connections**." - **Andrea Massini, associate dean HEC**

MEET THE MBAT ATHLETES

London Business School
HEC PARIS
IESE Business School University of Navarra
IMD
RSM Erasmus

MEET THE PREVIOUS SPONSORS

Bloomberg Business
POETS & QUANTS
NESPRESSO
The Economist
FT FINANCIAL TIMES
ProdigyFinance
Uber

Connect | Compete | Care

3. WHY PARTNER WITH US?

WHY PARTNER WITH US?

AWARENESS & VISIBILITY

- Exclusive visibility of brands logos in various placements:
    - Website, App
    - Brochure + Banner
    - Goodies (E.g. T-shirts, hoodies)
    - Event ticket

ENGAGEMENT & PROMOTION

- Social interactive events engaging brands
- Gamification social media campaigns to boost brand positioning
- Placement of advertisements or discount code in brochure & merchandise

ADVERTISEMENT

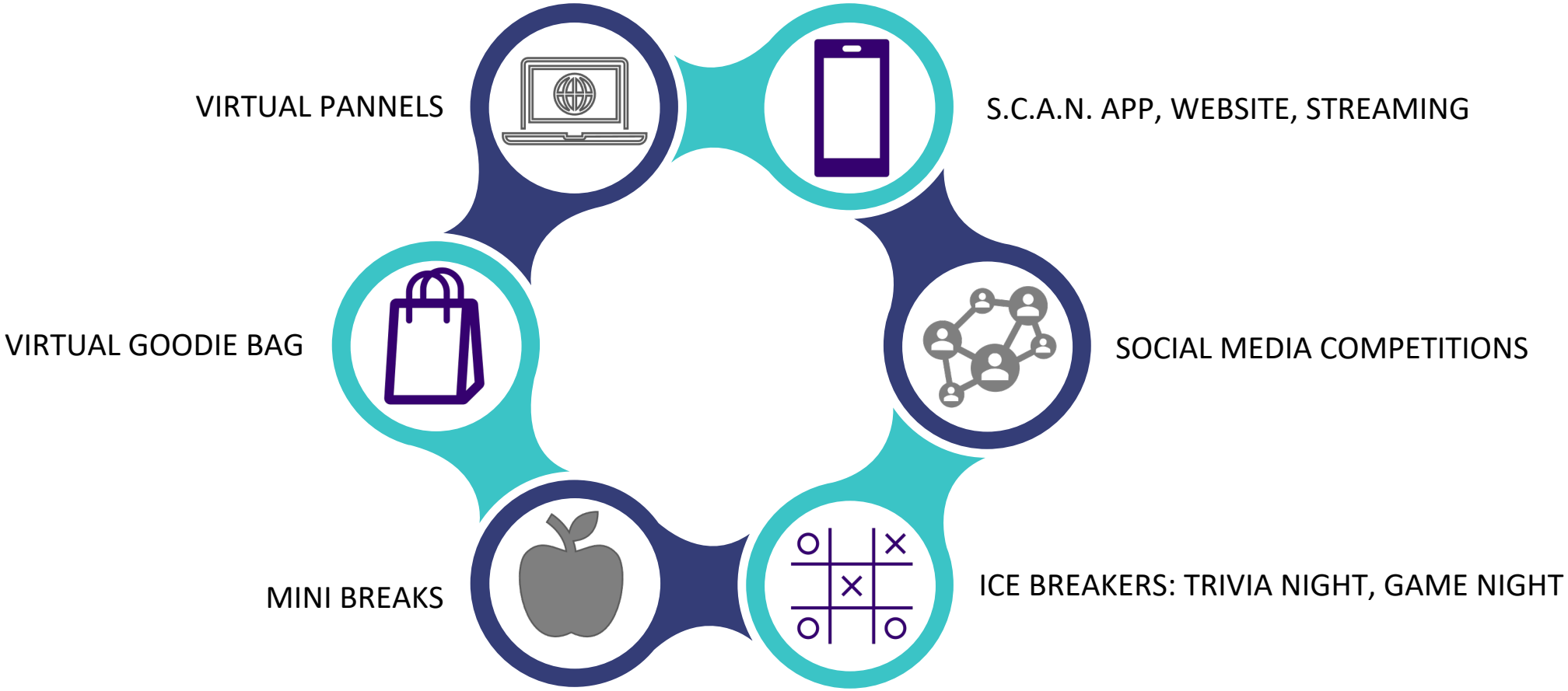
- Tailored display ads + video online marketing campaigns
- Social media presence of brands to 1500+ followers on Instagram, Facebook, Linkedin

TITLE SPONSOR OPPORTUNITIES

- Present award named in gold, premium sponsor's honors in the prize giving ceremony
- Sports events named after the brand

3. WHY PARTNER WITH US?

3.1 SPONSORSHIP OPPORTUNITIES IN OUR NETWORKING EVENTS

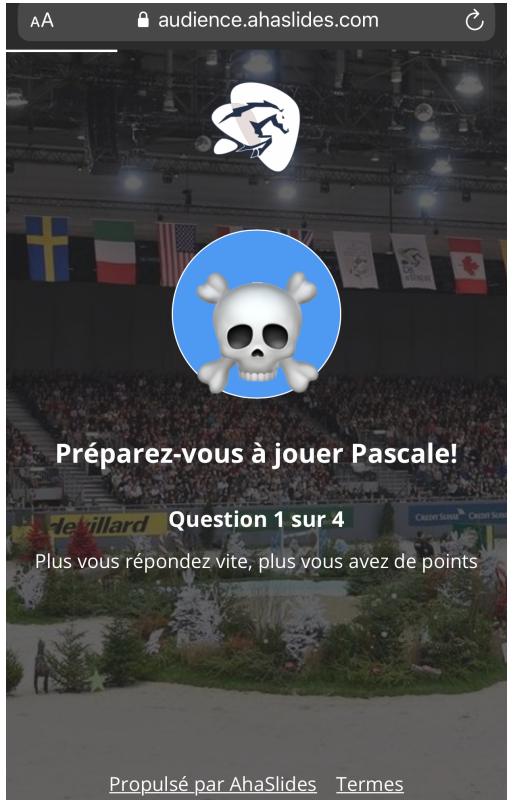


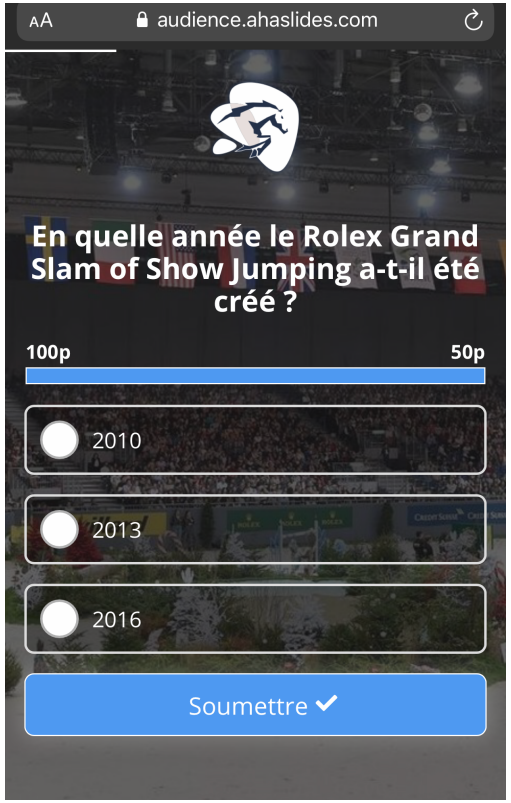
3. WHY PARTNER WITH US?

3.1 SPONSORSHIP OPPORTUNITIES IN OUR NETWORKING EVENTS

EXAMPLE OF SOCIAL MEDIA COMPETITION & BRANDING

EXAMPLE OF ICE BREAKER QUIZ LIVESTREAM





3. WHY PARTNER WITH US?

OPPORTUNITIES IN OUR CSR EVENTS

PARTICIPATION

- Get a List of Participating Colleges
- Ask them to select a charity of their choice

FUND RAISING DRIVES

- Each college raises funds from 24th to 26th of May
- The MBAT Team helps them in creating flyers/ promotions for generating interest

WHITE KNIGHT AWARD

On May 27th, the school with the maximum funds, gets the White Knight Award

DOERS OF SOCIETY

- Volunteers use the fund raised at HEC and set up a food kitchen to help the needy.
- Event to be broadcasted on Media

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Sponsor Packages

BRONZE	SILVER	GOLD	PREMIUM
€1500	€3500	€5000	€7500
1-2 social media competition Pre-MBAT	Pre-MBAT + During + After MBAT	Pre-MBAT + During + After MBAT	Pre-MBAT + During + After MBAT
Logo	Logo + photo + description	Logo + photo + description + Branded Background	Logo + photo + description + Branded Background +Name Partner
1 survey, or sample, or coupon code	1 survey, or sample, or coupon code	1 survey, or sample, or coupon code	1 survey, or sample, or coupon code
Social Events	Social Events	Social Events: Virtual Ice Breakers	Social Events: Social Events: Virtual Ice Breakers + Panels
Display Ads in Website + App	Display Ads in Website + App	Display Ads in Website + App	Display Ads in Website + App
Video Ads featured in channels	Video Ads featured in channels	Video Ads featured in channels	Video Ads featured in channels
Free product demos	Free product demos	Free product demos	Free product demos + Right to sell

Thank You