



# **THE 26<sup>TH</sup> ANNUAL JOHN MOLSON SPORTS BUSINESS CONFERENCE**

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**CORPORATE PACKAGE**

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# ABOUT US

THE JOHN MOLSON SPORTS MARKETING COMMITTEE (JMSM) IS A NONPROFIT STUDENT ORGANIZATION REPRESENTING CONCORDIA UNIVERSITY IN MONTREAL, QC. OUR STUDENT GROUP IS COMMITTED TO PROVIDING STUDENTS WITH KNOWLEDGE, EXPOSURE, AND CONNECTIONS TO THE SPORTS BUSINESS INDUSTRY.

## OUR CONFERENCE

THE JOHN MOLSON SPORTS BUSINESS CONFERENCE IS A THREE-DAY EVENT HOSTED IN THE HEART OF MONTREAL. IT FEATURES TWO DOZEN DISTINGUISHED SPORTS INDUSTRY EXECUTIVES AND WELCOMES OVER 400+ SPORTS BUSINESS IMPASSIONED STUDENTS FROM ACROSS NORTH AMERICA, WHO ASPIRE TO PURSUE CAREERS IN THE INDUSTRY.

WITH 25 GREAT ITERATIONS, AND A 26TH CONFERENCE ON THE HORIZON, THE JOHN MOLSON SPORTS BUSINESS CONFERENCE HAS GIVEN STUDENTS THE CHANCE TO BROADEN THEIR SPORTS BUSINESS KNOWLEDGE, INTERACT WITH SPORTS BUSINESS PROFESSIONALS, AND NETWORK WITH FELLOW DELEGATES & CORPORATE PARTNERS, ALL WHILE TAKING IN EVERYTHING THE CITY OF MONTREAL HAS TO OFFER.

**30**

UNIVERSITIES  
REPRESENTED

**25**

INDUSTRY  
PROFESSIONALS

**400+**

PASSIONATE  
DELEGATES

**15**

PANELS &  
WORKSHOPS

STATISTICS FROM THE 2019 JOHN MOLSON SPORTS BUSINESS CONFERENCE





# SPONSORSHIP OPPORTUNITIES

## TITLE SPONSOR

WE OFFER FLEXIBILITY FOR TITLE SPONSORSHIP; YOU CAN REQUEST CHANGES TO THE FOLLOWING PACKAGE. THE TITLE SPONSOR INCLUDES: TWO PANELS, ONE WORKSHOP, ONE NETWORKING BOOTH, CV'S OF DELEGATES, TWO ACTIVATION BOOTHS, AND ADDITIONAL ADVERTISING OPPORTUNITIES.



## CASE COMPETITION SPONSOR

YOUR COMPANY WILL HAVE ACCESS TO SOME OF THE MOST BRILLIANT AND MOTIVATED STUDENTS, WHO WILL WORK IN TEAMS TO SOLVE ONE OF YOUR COMPANY'S BIGGEST CHALLENGES. BASED ON YOUR CRITERIA AND GUIDELINES, ALL COMPETING DELEGATES WILL PRESENT THEIR IDEAS AND NEW PERSPECTIVES TO A PANEL OF JUDGES, ACCOMPANIED BY THEIR WRITTEN REPORTS.

## PANEL SPONSOR

SPEAKERS PERFORM 1-HOUR LIVE DISCUSSIONS IN FRONT OF A CROWD OF DELEGATES. YOUR COMPANY WILL BE FEATURED ON THE STAGE BANNERS, THE LARGE PROJECTOR SCREENS, AND APPEAR IN OUR LIVE SOCIAL MEDIA ACTIVITY DURING THE PANEL.







# SPONSORSHIP OPPORTUNITIES

## ACTIVATION BOOTHS & RECRUITMENT OPPORTUNITIES

THIS SPONSORSHIP OPPORTUNITY PROVIDES A MORE PERSONAL APPROACH, ALLOWING COMPANY REPRESENTATIVES TO FEATURE THEIR PRODUCTS, SERVICES, OR RECRUITMENT CAMPAIGNS TO THE OVER 400 UNIVERSITY STUDENTS THAT ARE IN ATTENDANCE. THESE ARE ESPECIALLY EFFECTIVE BECAUSE OF THE TARGET AUDIENCES WE ATTRACT AND THE CONCENTRATION OF BRIGHT YOUNG TALENT.



## COCKTAIL SPONSOR

FOLLOWING OUR OPENING CEREMONY AND FIRST PANEL, WE HOST A NETWORKING COCKTAIL. APPROXIMATELY 100 STUDENTS PARTICIPATE IN THE COCKTAIL TO NETWORK AMONGST EACH OTHER AND WITH THE COMPANY REPRESENTATIVES IN ATTENDANCE. JMSM ALSO HOSTS A RECRUITMENT COCKTAIL, LIMITED TO 30 PASSIONATE ATTENDEES, PROVIDING MORE FOCUSED INTERACTIONS.



## IN-KIND

THIS SPONSORSHIP OPPORTUNITY CONSISTS OF GIVING IN-KIND PRODUCTS SUCH AS LANYARDS, GIFT BAGS, PROMOTIONAL PRODUCTS, ETC. THIS OPPORTUNITY IS GOOD FOR GAINING EXPOSURE FROM ALL OUR DELEGATES AND SPEAKERS AT THE CONFERENCE.



# SOCIAL MEDIA OPPORTUNITIES



OUR SOCIAL MEDIA PLATFORMS HAVE BEEN GROWING OVER THE YEARS AND WE'VE BECOME INFLUENCERS IN THE STUDENT POPULATION OF CONCORDIA AND WITH OTHER SPORTS INDUSTRY ENTHUSIASTS INTERNATIONALLY. WORK WITH OUR SOCIAL MEDIA TEAM TO COMMUNICATE YOUR COMPANY'S MESSAGE TO OUR PASSIONATE FOLLOWERS. OUR TEAM CAN ALSO PROVIDE YOU WITH UPDATED DETAILED ANALYTICS FOR POST ENGAGEMENT AND DEMOGRAPHICS.

<b>31,630</b>	<b>45,103</b>	<b>797</b>	<b>1,714</b>	<b>534</b>	<b>21,489</b>
FACEBOOK REACH	FACEBOOK IMPRESSIONS	INSTAGRAM REACH	INSTAGRAM IMPRESSIONS	LINKEDIN REACH	LINKEDIN IMPRESSIONS

FOR THE CONFERENCE CAMPAIGN

## SPEAKER RELEASE

LEADING UP TO OUR CONFERENCE, WE RELEASE ANNOUNCEMENT GRAPHICS FOR ALL SPEAKERS PRESENTING AT OUR CONFERENCE. WITH 25 HIGH-LEVEL SPEAKERS, YOUR COMPANY CAN BE A FEATURED SPONSOR OF THESE RELEASES, PROVIDING GREAT EXPOSURE.



IN 2021, OUR SPEAKER RELEASE FOR THE PRESIDENT OF TEAM BUSINESS OPERATION, DAVID HOPKINSON, HAD A REACH OF 1,701 UNIQUE USERS ON FACEBOOK AND INSTAGRAM.

## PROMOTION THROUGH SOCIAL MEDIA

YOUR COMPANY CAN USE OUR SOCIAL MEDIA PLATFORMS TO PROVIDE PROMOTIONS, RECRUITMENT OPPORTUNITIES, AND MORE. WHETHER FOR OUR CONFERENCE OR DURING THE SCHOOL YEAR, IF YOUR COMPANY WISHES TO PROMOTE THEMSELVES THROUGH OUR PLATFORMS, WE WILL ACCOMMODATE TO YOUR REQUESTS.







# CUSTOMIZE YOUR PACKAGE

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## WHICH SPONSORSHIP OPPORTUNITIES INTERESTS YOU?

- CASE COMPETITION
- PANEL SPONSOR
- ACTIVATION BOOTHS & RECRUITMENT
- COCKTAILS SPONSOR
- TITLE SPONSOR
  - 2 PANELS
  - 1 WORKSHOP
  - 1 NETWORKING BOOTH
  - CV'S OF DELEGATES
  - 2 ACTIVATION BOOTHS
  - ADDITIONAL ADVERTISING

## SOCIAL MEDIA OPPORTUNITIES

- SPEAKER RELEASES
- PROMOTION THROUGH SOCIAL MEDIA







# CONFERENCE TESTIMONIALS

*I TRULY APPRECIATED THE CONSTANT COMMUNICATIONS AND PROFESSIONALISM YOU SHOWED TOWARDS ALLSTATE AND MYSELF. I WILL REMEMBER OUR EXCELLENT EXPERIENCE WITH YOU AT JMSM".*

*DANIEL PERRI - ALLSTATE, HEAD OF MARKETING, QUEBEC*

*THANK YOU FOR TAKING THE TIME TO EXPRESS YOUR GRATITUDE. WE ENJOYED SUPPORTING THE CONFERENCE. YOU ALL DID A GREAT JOB. WE FELT THE EFFORT OF ORGANIZATION FOR THIS EVENT.*

*VINCENT PROULX - CITY OF POINTE-CLAIRE, HEAD OF HUMAN RESOURCES*

IF ANY SPONSORSHIP OPPORTUNITIES INTEREST YOUR COMPANY OR IF YOU'D LIKE TO REQUEST MORE INFORMATION REGARDING OTHER OFFERINGS, PLEASE DO NOT HESITATE TO CONTACT US!

**IAN SCOTT**

VP CORPORATE RELATIONS

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