

SMITH COMMERCE ORIENTATION WEEK

2020 Sponsorship Package

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LETTER TO THE SPONSOR

Dear Potential Sponsor,

We are very excited to offer you the opportunity to take part in sponsoring Smith Commerce Orientation Week 2020. We recognize the uncertain and difficult times we are currently facing and we are committed to offering you our best support in order to help facilitate your company in reaching your goals.

This year will be the 153rd Smith Commerce Orientation Week- a week steeped in tradition and innovation. By becoming a partner with Smith Commerce Orientation Week, you will have access to a large and diverse community of some of the brightest, most well rounded students studying in Canada.

We are proud to announce that we will be running Orientation Week 2020 virtually, the Accelevent Platform. This innovative platform, that we are very excited to share with you, has created numerous and creative ways for you to connect with students. We thank you for consideration and we look forward to working with you.

Best Regards,



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WHY SPONSOR US?

WHAT SETS SMITH BUSINESS SCHOOL APART?

Each student in the program is selected on the basis of outstanding academics and performance on their written application (extra-curricular activities and essays) In the Commerce program, students learn and apply valuable qualitative and quantitative skills that they carry with them beyond university.

Small class sizes, the dedicated Career Advancement Centre, and the large and diverse Commerce Society are all staples that set Smith Commerce apart from any other undergraduate business program.

WHY SPONSOR COMMERCE ORIENTATION WEEK?

Orientation Week provides an extremely unique opportunity to connect with this impressionable market. With a second to none job placement rate in Canada, the Smith School of Business at Queen's shapes these individuals into the business leaders of tomorrow. By partnering with Smith Commerce Orientation Week, you will have a unique opportunity to make an early impact on these individuals, and to cement your company in their minds as a front- runner in the competitive business environment today.

7800

APPLICANTS



8%

ACCEPTANCE
RATE



650

INCOMING
STUDENTS



ADAPTATIONS 2020

With Queen's University being online in the fall and the current circumstances, Orientation Week 2020 will be running remotely. *We are proud to present a week filled with tradition and innovation in order to most effectively introduce the Commerce class of 2024.* Through our partnership with Acelevents, Orientation Week has brought about countless new innovative opportunities for sponsors that we are very excited to share.

Acelevents is an all-in-one events platform that allows for a seamless, interactive Orientation Week.

This tool ensure's students are given the utmost experience possible in order to welcome them to the Smith School of Business.

<https://www.acelevents.com/>

 ACCELEVENTS





THE TRADITION

Here at the Smith School of Business at Queen's University, Orientation Week is more than simply familiarizing oneself with their surroundings. It is about fully immersing the incoming students into the Commerce family. Orientation Week is a staple and tradition in the Commerce program; one that lives and breathes in the hearts and minds of all Commerce students. **Orientation Week gives newcomers a sense of belonging and officially inaugurates them as a part of the Smith Commerce family.**

Incoming students are taken on an exhilarating journey led by their Bosses, giving them a proper introducing to their next four years.

Students not only have the opportunity to familiarize themselves with their new environment but also to form lifelong friendships. It is this camaraderie that makes Orientation Week so special and provides students with a valuable sense of community which they will carry with them throughout their tenure at the Smith School of Business at Queen's University.

**Join the Commerce family. Be
part of the tradition.**



SPONSORSHIP TIERS

As a valued sponsor for Smith Commerce Orientation Week, each partnership level gives you opportunities to get involved with varying levels of exposure:

Category	Diamond	Platinum	Gold	Silver	Bronze
Value	\$10,000	\$5,500	\$2,500	\$750	\$500
Recognition in Primer	X	X	X	X	X
Recognition on social media platforms	X	X	X	X	X
Position in the Expo Booths	X	X	X	X	X
Logo placement during a session	X	X	X	X	
Title sponsor for an event	X	X	X		
Electronic promotional material sent directly to students	X	X	X		
Opportunity to speak on the Main stage	X	X			
Title sponsor of the day	X				
Branded Networking session	X				

We are committed to being adaptive and accommodating for what your companies needs may be. We will work with you to ensure that your companies needs and desires are met.





OPPORTUNITIES DURING ORIENTATION WEEK



Recognition in the Primer

Your valued contribution will be recognized in our primer, which will be directly sent to each incoming Commerce First Year student's emails through a PDF. This primer includes information and resources for orientation week and beyond at Queens University.



Recognition on social media platforms

Your contributions will be recognized electronically over our social media platforms including our Website, Instagram and Facebook accounts.



Position in the Expo Booths

You will be guaranteed a position in the Expo Booths; a place where students are able to chat, connect and learn about what your company does. This will include the opportunity for live representatives to run the booth for select periods. A larger contribution equates to a larger company logo for the booth.



Logo placement during sessions

Your companies logo will be displayed on the page where a session is taking place, visible to every student attending.



Title sponsor for an event

Your contributions will be recognized for being the title sponsor of an event. Your logo will be presented on the top right of the stage screen for the duration of the event.



OPPORTUNITIES DURING ORIENTATION WEEK



Electronic promotional materials sent directly to students

You will have the opportunity to send promotional materials or additional information directly to each incoming first year students over email.



Opportunity to speak on the main stage

You will have the opportunity to address all of the incoming class, giving a brief overview of your company.



Title Sponsor for the day

Your contributions will be recognized for being the title sponsor of the day. Your logo will be presented on the top right of the lobby, the highest traffic area of the platform.



Branded Networking session

Your company will be recognized for sponsoring the networking session, which consists of speed networking. You will be invited to have representatives attend, that being a great opportunity to make connections with the business leaders of tomorrow.





CLOSING REMARKS

We would like to thank you for your interest in the Smith Commerce Orientation Week 2020. We look forward to discussing the implementation of a strategic partnership with you that would maximize value for your organization, as well as the incoming Commerce Class of 2024.

**We look forward to hearing
from you!**

<https://www.queenscommercefroshweek.com/>

