



2022/2023

# Partnership Package

*Management & International Business Association*  
The Premier Management Organization

mibassociation.com  
@miba.utsc





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# Letter from The President

We thank you for considering the Management and International Business Association (MIBA) as a partner and are pleased to see your support towards the student community.

MIBA is the premier Management student organization at the University of Toronto, presenting you with a unique opportunity to promote your programs and initiatives to over 2000+ Management students.

As we lead the MIBA team into our 8th year of operations, MIBA has established itself as the key liaison between the UofT community and external firms. With our expansion in student reach, scope of events, and quality of programs, we're truly amazed by what our team has accomplished in such a short period.

MIBA aims to build upon its mission to Engage, Connect, and Develop through:

1. **A pronounced focus in ED&I**
2. **A support system for our student community**
3. **A prominent expansion of our successful conferences**

As you go through our package, you will see the commitment to the goals through our events, initiatives, and previous impact. With your support, we can work collaboratively to enrich the experience of our student community.

Our vision is to create a long-term partnership that will prove to be a worthwhile investment for all parties as this will play a fundamental role in enhancing the experience of the students within our program and provide your organization with a high-value audience.

MIBA will ensure your organization receives invaluable brand exposure, featured marketing on our social media, exclusive recruiting opportunities, and so much more. We would like to thank you for your kind consideration of this proposal.

We look forward to establishing a prosperous partnership with your organization.

Sincerely,



**Shub Atreya**  
**MIBA Co-President**

# About MIBA

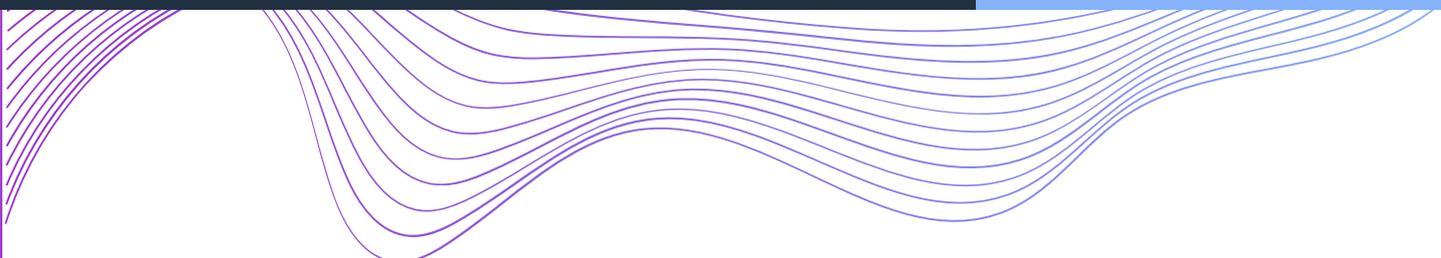
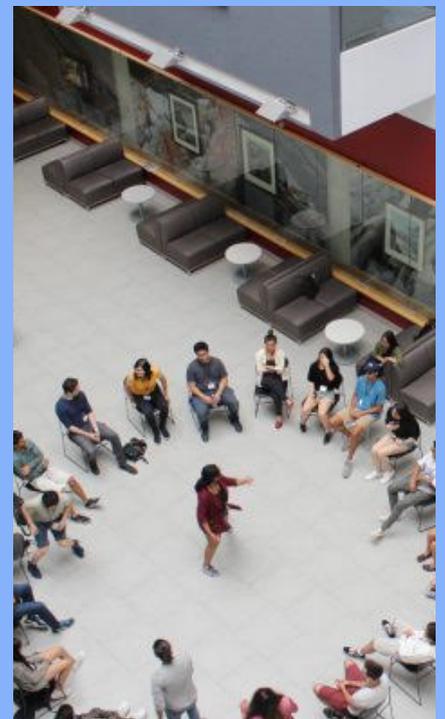
Since 2014, MIBA has served to promote international experience for management students across the University of Toronto campus and globe. We host a variety of events to engage, develop, and connect students to the professional world of international business with the intent of helping them become future global business leaders. Ranging from international case competitions to culture fairs, our events evoke our ideology in regards to the value and advantage that international experience and corporate connections provide to students in today's globalized and interconnected market.

We believe that once a student understands the academic, professional, and personal advantages of studying abroad, working abroad and becoming a cross-culture thinker, opportunity becomes limitless. We want to help students turn the world into their classroom and gain a new perspective on global competence by becoming self-confident and innovative adults who have an appreciation for diversity and exploration.

## Mission: Engage, Connect, Develop

MIBA has always valued the character building and experiences that studying/working abroad can bring to the table. After 2 years in a pandemic, we understand the urge for students to step out of their comfort zone and pursue new relationships and experiences.

Our mission is to bring to light these life changing opportunities in a fun and competitive way allowing students to not only build relevant skills within the vast world of business, but to also allow them to network and create strong, long lasting relationships with other students and industry professionals but most importantly, make students feel like they belong.



# Our Impact

## Partnered Universities

eclipse case competition 2022



# 2000+

ACTIVE MANAGEMENT STUDENTS IMPACTED IN UOFT

# 12,980+

ACTIVE STUDENTS IN UTSC

# 650+

TOTAL EVENT PARTICIPATION IN 2021-2022

as of August 2022



**Instagram**  
1032 followers

89,000+ impressions  
25,000+ people reached



**LinkedIn**  
400 followers

10,000+ impressions  
800+ people reached



**Website - Eclipse**  
6900+ views

# 8

YEARS OF EVENT EXPERIENCE

# 8

PLANNED EVENTS FOR 2022-2023

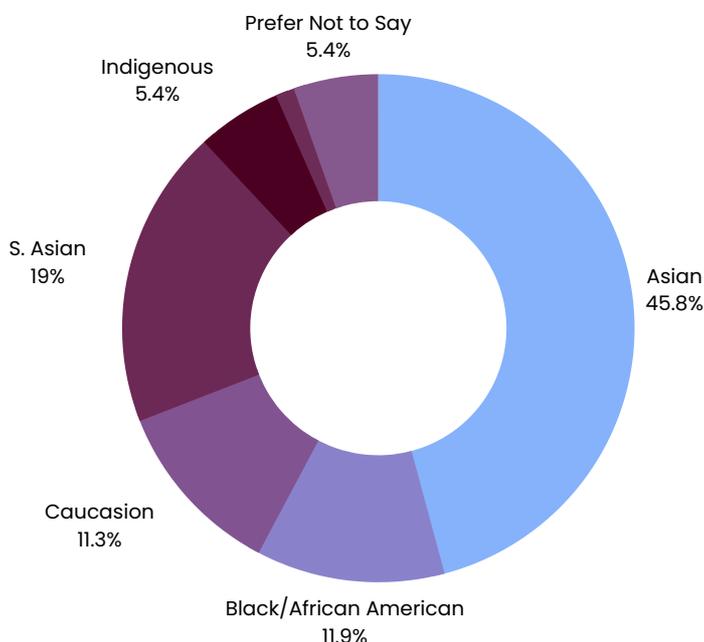
# Diversity, Equity, & Inclusion Impact

As the premier Management club representing students internationally, the Management and International Business (MIB) program is committed to fostering an environment that is inclusive and respectful of all students. Throughout the years, our events have had participants from a variety of backgrounds and cultures.

## partners at cultural fair 2022



## demographics of eclipse 2022



## Our Commitment to DE&I

### MIBA Cultural Fair 2022

An opportunity to learn more about the various cultural backgrounds of UTSC students through collaboration with multiple cultural clubs.

### MIB Orientation

A gathering of first year MIB students to help them navigate the campus, become familiar with the structure of classes and build connections with their peers.

### MIB Community Board

A board of students, faculty, and alumni to help advocate for MIB interests, lead initiatives to improve the program, including MIB Town Halls, and contribute to your student experience!

# Past Flagship Events (2021-2022)

## ECLIPSE

A multidisciplinary case competition open to all undergraduate students in Ontario hosted by University of Toronto Management clubs. The cases within the competition optimize various streams of business including Project Management, Finance, Technology, and E.S.G. Students are enriched with valuable knowledge and skills through speaker series, networking sessions, and an awards gala.

**226**  
Attendees

Largest inaugural event in Management history.

## EMPOWER

MIBA's flagship case competition targeting first year students that allows them to develop their critical thinking and networking skills. Through case rounds, speaker sessions, one on one interviews, networking opportunities, and aptitude tests, students are given the opportunity to acquire transferable skills that will boost their confidence when seeking jobs and connecting recruiters!

**84**  
Attendees

**110% increase** in attendance from Empower 2020

## ALUMNI NIGHT

Alumni night allows current MIB students to connect with MIB alumni to further develop the inclusive MIB community that values mentorship and teamwork. It is one of UTSC's flagship events and features a social networking event, Q&A panel with alumni, career related workshops, fun challenges and interactive activities as well as dinner.

**78**  
Attendees

In collaboration with UofT Department of Management



# Past Partners



MIBA has partnered with a wide range of companies who play a key role in enriching students with knowledge and creating memorable experiences for all participants. MIBA is extremely grateful for them and look forward to many more valuable partnerships.

# Why Partner With Us

## INCREASE BRAND PRESENCE

Sponsorship provides a means of broadening your competitive edge by improving your organization's image, prestige, and credibility to a select target audience.

## CONNECT WITH QUALIFIED STUDENTS

Receive a frontline opportunity to meet with high-caliber individuals ready to share their perspectives of your company image and perception.

## RECRUITMENT OPPORTUNITIES

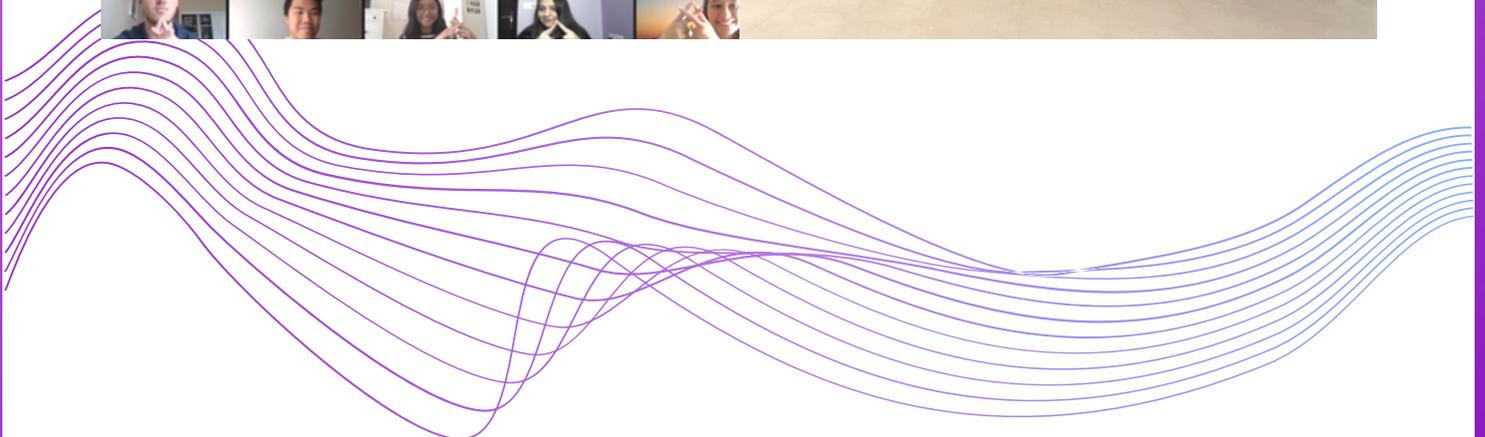
Witness innovative thinking of tomorrow's business leaders and interact one-on-one with eager and youthful candidates.

## COMMUNICATE A MESSAGE

By supporting students studying abroad and sponsoring our events, your organization will be demonstrating your support for global education to your clients.

## GIVE BACK TO YOUR COMMUNITY

Sponsoring our major academic event sends a vital message out to the community and helps raise the profile of our unique and diverse talent pool.



# Sponsorship Tiers

Premium Sponsorships	Bronze	Silver	Gold	Platinum
<b>Prices &amp; Benefits</b> <sup>[1]</sup>	<b>\$500</b>	<b>\$1000</b>	<b>\$1500</b>	<b>\$2000</b>
<b>Recruitment &amp; Networking Opportunities</b>				
Networking Event Invitation: EMPOWER	●	●	●	●
Allocated Judges: EMPOWER <sup>[2]</sup>	1	2	2	3
Networking Representatives: EMPOWER	1	2	3	4
Invitation as a Keynote Speaker: EMPOWER	-	●	●	●
Networking Event Invitation: Alumni Night	-	●	●	●
Networking Representatives: Alumni Night	-	2	3	4
Sponsor Focused Case Study: EMPOWER	-	-	●	●
Access to Participants Resume	-	-	-	●
Eclipse Sponsorship Level	-	-	-	Silver
<b>Marketing Exposure</b>				
Company Logo on Website & Packages	●	●	●	●
Distribution of Promotional Items	●	●	●	●
Customized Coverage on Social Platforms	1 Post	2 Posts	4 Posts	Unlimited*
Logos Showcased in Event Slideshows	-	●	●	●
Dedicated Advertisements on MIBA website	1 month	2 months	4 months	Unlimited*
Logos on Banquet Tables	-	●	●	●
Logos on Name Tags	-	-	●	●
Customized Social Media Challenge	-	-	-	●
Awards Presentation	-	3rd	2nd	1st
Honorable Mention in all Events	-	-	-	●

[1] Tiers are customizable to the sponsor's request

[2] The number of judges, representatives, and coverage are the maximum allocated spaces for the sponsor; who can always choose to send fewer.

(\*) For the tenure of the effective date to May 1st, 2023



Thank you for taking the time to review our partnership proposal, we appreciate your consideration. If you are interested in sponsoring or have any additional questions or concerns, please feel free to contact us and we will be more than happy to respond!

For inquiries, **contact us.**



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