

# SPONSORSHIP PACKAGE

2023 - 2024

# ABOUT GCES

## WHO WE ARE

We are the Gina Cody School Entrepreneurship Society (GCES), an engineering student association led by 15 dedicated and passionate like-minded individuals. We started online in 2020 and were able to host multiple successful events throughout the academic year. Now, we wish to raise the bar and host in-person networking events, workshops, speaker series, and an inter-university competition at Concordia University.

## OUR MISSION

GCES operates with one goal in mind: igniting the entrepreneurial spirit of Engineering students at Concordia University. We do so by following these **three principles**:



EDUCATE



NURTURE



CONNECT



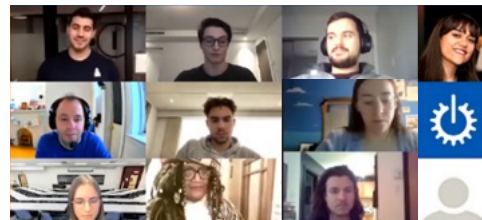
**2020**

**September**

**Keynote Speaker: Gina Cody**

**December**

**Workshop: Building a Brand with Social Media**



**2021**

**March**

**Hatch Product Competition**

**December**

**Intro to Entrepreneurship with Clinia**

**2022**

**February**

**GCES Presents UpStart**

*An innovative entrepreneurship competition*

**April**

**Virtual Networking Event**

**November**

**Entrepreneurship Talks**

*A week-long event including a series of workshops, presentations, and networking opportunities*



**2023**

**February**

**UpStart 2023: The Second Edition**

**March**

**Wine & Cheese Networking Event**



# UPSTART - AN INNOVATIVE ENTREPRENEURSHIP COMPETITION

GCES is proud to present UpStart, an innovative entrepreneurship competition where students come together to learn new skills and entrepreneurial strategies. Our intervarsity event invites students from different backgrounds to come together and turn their ideas into reality. We invite collaborators to share this experience with us to make it truly memorable.



January 20th - 21st \*



2-Day Competition



Concordia University

\* Date subject to change but will be confirmed by August 2023

## STRUCTURE OF THE COMPETITION

1

Find a solution to an existing problem

2

Build a Business Model Canvas

3

Work on a prototype

4

Pitch the product/service to a panel of judges

## HIGHLIGHTS FROM PREVIOUS UPSTARTS



3 Workshops



150+  
Participants



\$3150 Prize Pool



Networking Event  
& Career Fair



10 Universities  
Across Canada



Keynote Speakers



[UpStart 2023 Recap Video Link](#)

## TESTIMONIALS

### Student

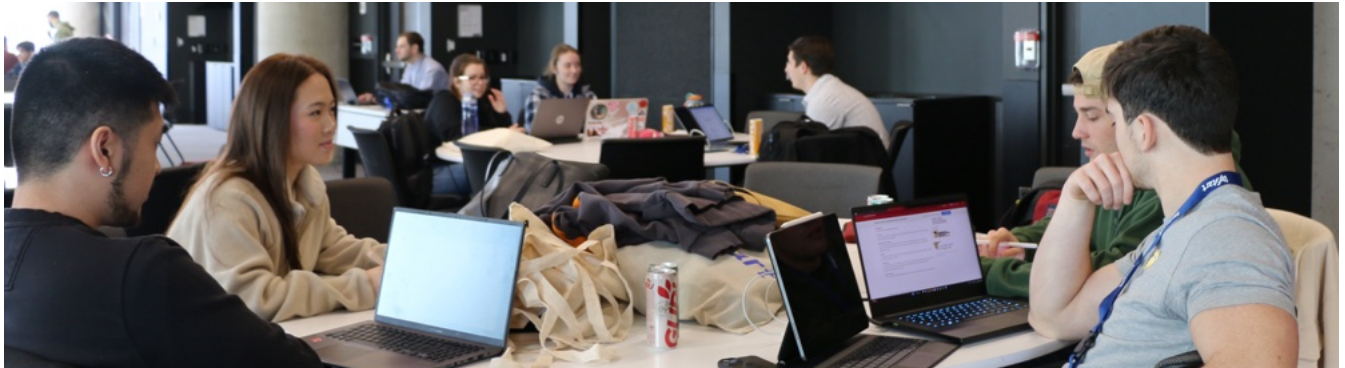
*"I found this event really unique because it joins engineering and business! This is the field I want to be in for the future."*

### Sponsor

*"I wanted to thank the GCES team for the amazing event last weekend. Got great feedback from our team."*

### Judge

*"Just wanted to reach out and congratulate GCES on a wonderful event. Great job! We all had so much fun."*



## UPGRADES FOR UPSTART 2024



Provide a diverse range of events, programs, and initiatives that empower students to develop their entrepreneurial skills, including workshops, networking sessions, and access to funding opportunities.



Develop a robust support system that offers mentorship, resources, and guidance to students with entrepreneurial aspirations, empowering them to transform their ideas into successful ventures and nurturing a culture of innovation within the community.



Organize coffee chats where small groups of students can participate in open discussions, ask questions, and gain insights from experienced professionals and startup founders that can provide a platform for sharing stories, exchanging ideas, and fostering connections within the entrepreneurial community.

### *Including*

Bigger  
Networking  
Events



Interactive  
Career Fair



Influential  
Keynote  
Speakers



Innovative  
Workshops



**We have many more events in store for the year  
where you could collaborate!**

# WHY PARTNER WITH US?



## Talent Acquisition

Our society blends business and engineering through innovation and entrepreneurship. As a result, we are building a diversified community of talented students. By sponsoring our events, you will be able to connect, recruit, and mentor selected students!



## Introduce Problem-Spaces

Our competition focuses on the students' problem-solving abilities. By challenging our participants with problems faced by your organization, we can foster a creative space dominated by innovative solutions that can be repurposed for your own operations.



## Brand Recognition

As a sponsor, you can increase your brand awareness before, during, and after our events. We can provide a new audience through various channels such as our social media, banners, promotional items, and more.

## CURRENT REACH

<b>38 000</b>	<b>+27 300</b>	<b>90 000</b>	<b>10 500</b>	<b>46 000</b>
LinkedIn Impressions	Facebook Page Reach	Instagram Reach	Engineering Students	Concordia Students

# SPONSORSHIP TIERS



GENERAL	BRONZE (\$2,000)	SILVER (\$3,300)	GOLD (\$4,600)	DIAMOND (\$7,000)
<b>Logo Size</b>	<b>Small</b>	<b>Medium</b>	<b>Large</b>	<b>Flagship</b>
Link and Logo on GCES Website	✓	✓	✓	✓
Advertisement on our Social Media	✓	✓	✓	✓
1 Customized Social Media Post		✓	✓	✓
2 Tickets to the Networking Event		✓	✓	✓
Partnership Branding at all Events				✓
<b>UPSTART</b>				
<b>Recruitment</b>				
Send Recruiters and Mentors	✓	✓	✓	✓
Sponsor Booth		✓	✓	✓
Access to our Filtered CV Bank		✓	✓	✓
Host a Workshop			✓	✓
Post-Competition Recruitment Email			✓	✓
First pick on sponsor fair booth allocation				✓
<b>Branding</b>				
Your Logo on UpStart's Banner, Website, Student Booklet and Other Branding Material	✓	✓	✓	✓
Your Banner at UpStart	✓	✓	✓	✓
Distribute Promotional Items	✓	✓	✓	✓
Promo Items included in Student Gift Bags		✓	✓	✓
Presentation at Opening Ceremony (2-3 min)			✓	✓
Sponsored Challenge				✓
Keynote Speech at Opening Ceremony (Up to 10 min)				✓
Announcement of Overall Winners & Closing Remarks				✓
UpStart powered by "Company Name"				✓
<b>Judging</b>				
Add your Service or Product to the Prize Pool	✓	✓	✓	✓
Have Company Delegates as Judges		✓	✓	✓
<b>IN-KIND SPONSORSHIP</b>		<i>Please get in touch if you are interested in offering your service or product for one or more of our events, such as food, venues access, prize items, or anything else.</i>		
<b>CUSTOM PACKAGES AVAILABLE UPON REQUEST</b>				

## NOTE

- Logo Sizes are subject to the tier selected.
- Can accept only 1 Diamond Sponsor



# THANK YOU FOR SUPPORTING GCES

The 2023-2024 academic year will be another unforgettable experience for GCES. Your contribution will be invested in the education and development of students who are interested in cultivating their entrepreneurial mind and are looking to bring a positive change to the world.



**Laeticia Chartouni**

**VP Sponsorship**



**Dylan Ceccato**

**VP External**



**Eyles Ennoui**

**Director of Sponsorship**



**Olivia Barbieri**

**Director of Sponsorship**

## CONTACT US

Please do not hesitate to contact us if you have any questions about partnering with us or about other ways in which you could sponsor us.

Contact us at [sponsorship.gces@ecaconcordia.ca](mailto:sponsorship.gces@ecaconcordia.ca) for further information!

## STAY UP TO DATE WITH GCES



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