

SFU BUSINESS ADMINISTRATION STUDENT SOCIETY

SPONSORSHIP PROPOSAL

2023/2024

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PRESIDENT'S REMARKS

Dear Prospective Partner,

As the President of the Business Administration Student Society (BASS) at Simon Fraser University's Beedie School of Business, I am honoured to invite you to partner with us as a corporate sponsor for the 2023/2024 term.

BASS aims to connect, empower, and inspire our members. Our membership includes over 4,000 undergraduate students, including business majors, minors, joint majors, and any student enrolled in a business course at Simon Fraser University (SFU). According to Maclean's, SFU is Canada's most comprehensive university, and the Beedie School of Business exemplifies this. Our faculty has a tight-knit, yet widespread and inclusive, community of student engagement, with over 300 students serving across 15 affiliate clubs.

BASS's core programming supports and connects business students at every stage of their academic and professional journeys. We offer a range of events and programs, including our first-year orientation event (Welcome Week), student mentorship program (BASS Mentorship Program), and student involvement awards gala (BASS Celebration Gala). Through all of our 10+ events, we connect with over 600 unique student attendees annually.

Since my first year of university, I have held four positions within BASS. Last year, I served on the executive council as Vice-President of Operations, where I led the execution of BASS's pillar events and programs. Through these experiences, I have developed a strong passion for BASS and gained a comprehensive understanding of its operations, values, mission, and culture. As for many students, BASS has been pivotal in my personal and professional development. I even landed my first co-op position through a connection I made at the BASS Mentorship Program's Pitch-Off event. Experiences like these are common, and they are made possible through the generous support of companies like yours.

We are confident that a partnership with BASS and your company would be mutually beneficial. By partnering with BASS, your organization gains access to a talented and engaged pool of students and demonstrates a commitment to developing the next generation of business leaders. Your support plays a crucial role in BASS's ability to empower our community and foster its growth.

Thank you for your consideration, and I look forward to the opportunity to work with you to support our members.

Sincerely,



Julianna Graham



OVERVIEW

BUSINESS ADMINISTRATION STUDENT SOCIETY

10+ EVENTS

30+ PARTNERS

15 AFFILIATED CLUBS

4000+ STUDENTS

SOCIAL MEDIA IMPACTS

2029 INSTAGRAM
FOLLOWERS
+ 3982 ACCOUNTS REACHED
MONTHLY

2590 FACEBOOK
FOLLOWERS
+ 2458 PAGE
LIKES

785 LINKEDIN
FOLLOWERS

9 CONCENTRATIONS

- Accounting
- Innovation and Entrepreneurship
- Finance
- Human Resource Management
- International Business
- Management Information Systems
- Operations Management
- Marketing
- Strategic Analysis

5 CERTIFICATIONS

- Business Analytics and Decision Making
- Business Technology Management
- Corporate Environmental and Social Sustainability
- Innovation and Entrepreneurship
- International Experiential Learning

& 1000+ CO-OP PLACEMENTS

PARTNERSHIP PROGRAM

The purpose of the BASS partnership program is to provide a link between your organization and the students of the Beedie School of Business. This package provides details of the numerous events run by the Business Administration Student Society (BASS) and the specialized student groups within it. These are value-added events that allow your organization to interact in many ways with ambitious business students from various backgrounds. BASS is proud to have such a strong relationship with the local business community and appreciates the continued support from its partners.

The Business Administration Student Society consists of all students enrolled in the Bachelor of Business Administration program. When a student is accepted into the Beedie School of Business, they automatically become a member of BASS and a user of the student services and events hosted by the BASS council.

TERMINOLOGY

COMPANY INFORMATION BOOTH

- Space will be supplied to allow a corporate partner information booth at the event

COMPANY PROMOTIONAL MATERIAL

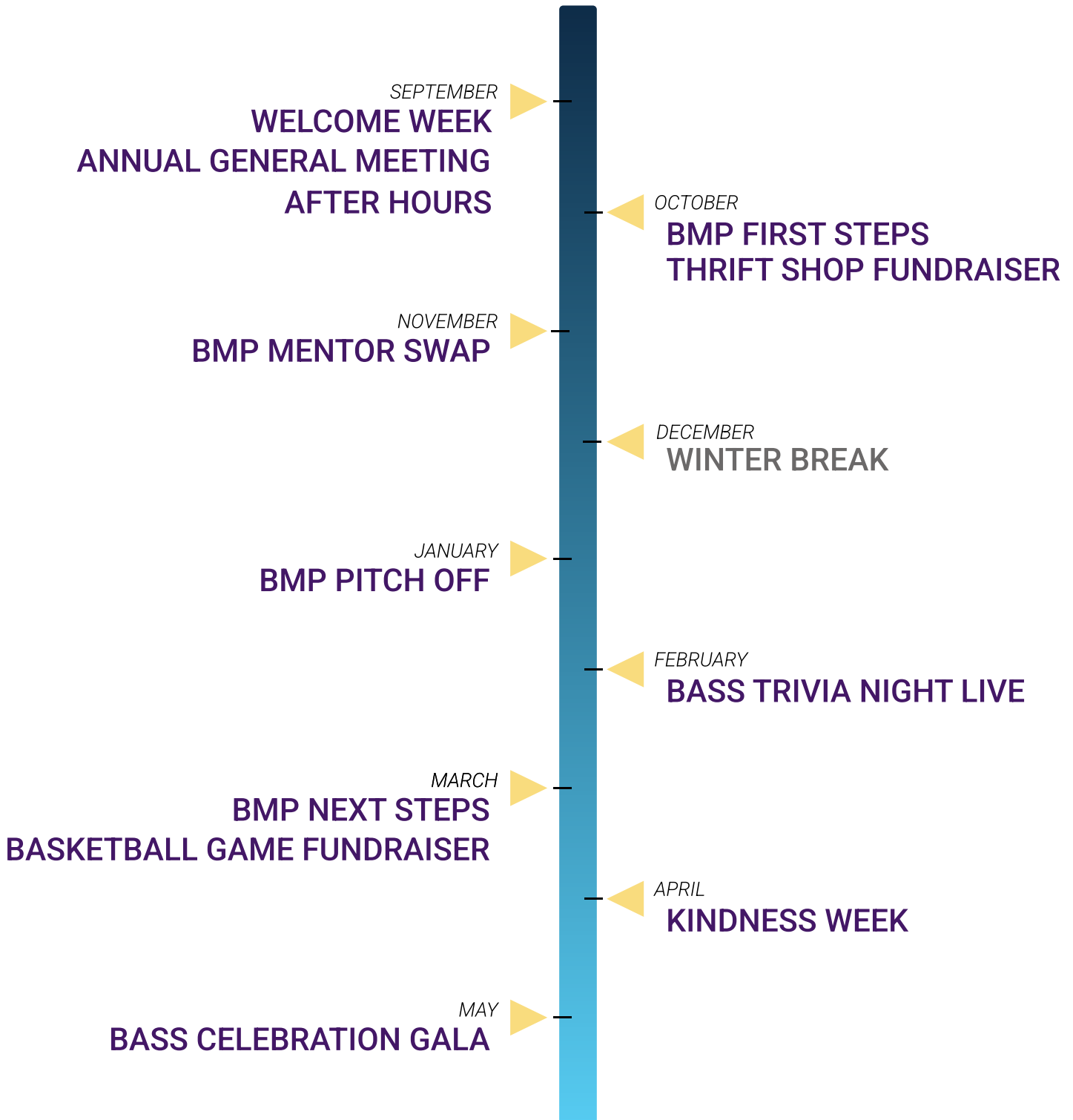
- Opportunity to provide company material to event organizers to be distributed to all event participants

EXCLUSIVE/ KEYNOTE SPEAKING OPPORTUNITY

- Entitles a representative from the Corporate Partners and only that Corporate Partner, to speak regarding the theme or topics relating to the event

**Please Note: All company promotional material, advertisements, and logos must be provided in raw asset form by the Corporate Partner. The BSA will draft all media releases in accordance with BASS marketing guidelines. Final approval will remain with the Corporate Partner. The BSA holds the right to reject promotional material which does not portray the values of BASS.*

EVENT TIMELINE



MENTORSHIP PROGRAM

The BASS Mentorship Program (BMP) is a mentorship program aimed at supporting the growth of first-year students by connecting them with senior students, alumni, and faculty for networking and development opportunities over a five-month period. Fifty-five senior student mentors provide 110 first-year mentees with valuable knowledge and the fundamental traits of a business student to thrive in the Beedie community.

This year marks the 10th anniversary of the BASS Mentorship Program (BMP), a significant milestone that highlights a decade of excellence in fostering the growth and development of Beedie students. As we celebrate this milestone, we reflect on the hundreds of students who have benefited from the program and the numerous alumni who have gone on to achieve success in their careers. BMP continues to provide a platform for mentorship, networking, and skill-building, and we look forward to another decade of supporting Beedie students in their academic and professional pursuits.

FIRST STEPS

- First Steps is the first chance mentees have to meet their mentor and build relationships with other first-year students and senior Beedie students in BMP through fun activities and a cheer-off between the four houses.
Number of attendees: 175

MENTOR SWAP

- Mentor Swap is an annual event where mentees will have a chance to expand their network and meet other senior student mentors in BMP and learn about their experiences in the Beedie community through a rotational system.
Number of attendees: 175

PITCH - OFF

- Pitch-Off is a capstone event where mentees have the opportunity to practice and perfect an elevator pitch for themselves, and is often the first "formal networking" event for most mentees. They will receive helpful feedback from industry professionals in a safe space.
Number of attendees: 220

NEXT STEPS

- Next Steps is a celebratory awards dinner that recognizes the achievements of the mentees throughout their first year in Beedie.
Number of attendees: 175

BMP TIERS

AND DETAILED BENEFITS

PREMIER PARTNER

CPA BC

- Presenting Partner naming rights for the prestigious BMP Pitch-Off event
- Exclusive Keynote Speaker opportunity to share industry expertise and insights for up to 20 minutes
- Exclusive access to the resumes of our esteemed mentors, offering valuable insights into their professional backgrounds and achievements.
- Four distinguished company representatives will be appointed as judges to deliver valuable feedback at Pitch-Off.
- Two Prominent displays of a company banner at events
- All benefits of the Executive Partner package (excluding additional company representatives)

EXECUTIVE PARTNER

\$2,500

- Two distinguished company representatives will be appointed as judges to deliver valuable feedback at Pitch-Off.
- Prominent display of a company banner at events
- All benefits of the Associate Partner package (excluding additional company representatives)

ASSOCIATE PARTNER

\$2,000

- One distinguished company representative will be appointed as a judge to deliver valuable feedback at Pitch-Off
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

CELEBRATION GALA

ABOUT BASS CELEBRATION GALA

The BASS Celebration Gala (BCG) is the signature celebration event of the Beedie School of Business, showcasing the school's finest students to the Vancouver business community while honoring the many achievements of both the school and individuals.



This student involvement awards gala, attended by 250 undergraduate students, distinguished faculty members, alumni, and representatives from top companies in Vancouver, offers an unparalleled opportunity to celebrate the accomplishments of the next generation of student leaders. The event recognizes and awards outstanding student leaders, as determined by the faculty, for their exceptional contributions to the Beedie community.

The BCG represents an occasion to inspire and recognize the best of the best, who have demonstrated outstanding performance and leadership qualities, as endorsed by the school's esteemed faculty.



Number of attendees: 250



BCG TIERS

AND DETAILED BENEFITS

PREMIER PARTNER

\$3,000

- Exclusive Keynote Speaking opportunity to share industry expertise and insights for up to 20 minutes
- Exclusive access to the resumes of student leaders, providing them with valuable insights into their professional backgrounds and achievements
- Opportunity to serve as an award presenters
- Invitation to four company representatives to the Gala
- All benefits of the Executive Partner (excluding additional corporate representative invites).

EXECUTIVE PARTNER

\$2,500

- Dedicated booth to interact with attendees, share company information, and engage potential talent
- Invitation to two company representatives to the Gala
- Prominent displays of a company banner at the Gala
- All benefits of the Associate Partner (excluding additional corporate representative invites).

ASSOCIATE PARTNER

\$2,000

- Invitation to one company representative to the Gala
- Company promotional materials included in giveaway bags during the event
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

BASKETBALL GAME

For the first time ever BASS will be hosting a Fundraising Basketball Game "The Rivalry Series," a student-run sports game initiative that emerged from Queen's University over a decade ago, is a student-led sporting event conducted in partnership with the Canadian Cancer Society.

The primary objectives of this event are to enhance student involvement and generate funds in support of the Canadian Cancer Society. The SFU Business Students will be versing The SFU Science Students in a basketball showdown at the Simon Fraser West Gym. This occasion marks the inaugural collaboration between The SFU Business Administration Student Society (BASS) and the SFU Science Undergraduate Society (SUS) promising to draw a significant crowd of over 250 attendees.. Notably, Simon Fraser University will stand as the first institution on the West Coast to host The Rivalry Series, thereby extending the reach of this event from coast to coast.

Number of attendees: 250+

PREMIER PARTNER

\$2,000

- The company will own the Halftime Show naming rights
- The company will own Award naming rights
- Four representatives from the company will be invited to the game
- Corporate logo will be printed on players' jerseys
- Corporate logo will be printed on volunteer t-shirts.
- The social media geofilter will include the corporate logo
- Company promotional materials included in giveaway bags during the event
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

EXECUTIVE PARTNER

\$1,500

- Two representatives from the company will be invited to the game
- Company logo will be printed on volunteer t-shirts
- The social media geofilter will include the corporate logo
- Company promotional materials included in giveaway bags during the event
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

ASSOCIATE PARTNER

\$1,000

- Company promotional materials included in giveaway bags during the event
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

The BASS Thrift Shop is a transformative charity initiative by BASS, focusing on sustainability, affordability, and community impact. We foster a culture of responsible consumption and decreasing textile waste by embracing the ethos of thrifting. This fosters a sense of inclusivity and empowerment, allowing individuals to express their personal style while maintaining their budget. Through facilitating student donations, we promote reusing, recycling, and substantial reduction of our environmental footprint.

Through a dedicated week of collection, we engage students and promote clothing repurposing. The selling phase features displayed donated items priced from \$2 to \$12. Moreover, the event raises funds for the Burnaby Christmas Bureau, with a substantial donation of nearly \$5,000 last year. In addition to making affordable clothing available to our students, we also partnered with Big Brother Greater Vancouver, ensuring that any unsold items found a home with those in need.

The BASS Thrift Shop is a symbol of our commitment to sustainability, inclusivity, and community engagement, uniting us in creating a conscious and compassionate society.

Number of attendees: 350
Foot Traffic: 1,000+

PREMIER PARTNER

\$1,500

- Company name and logo presented as the Premier Charity Partner for the BASS Thrift Shop
- Company specific clothing rack to feature the best clothes
- Company promotional materials included in giveaway bags during the event
- Company banner placed at the event for 2 weeks
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

EXECUTIVE PARTNER

\$1,000

- Company promotional materials included in giveaway bags during the event
- Company banner placed at the event for 1 week
- Corporate logo and hyperlink displayed on the BASS website
- Featured as the sponsor of the week in the BASS Magazine
- Corporate logo used in all social media posts

| ADD ONS

BASS MAGAZINE

Half Page advertisement in BASS Magazine: **\$250**

Full page advertisement in BASS Magazine: **\$350**

Company Article: **\$400**

BASS CELEBRATION GALA

Table at BCG: **\$400**

Table at BCG & Video Interview: **\$500**

MISC.

Logo in Email Signature: **\$300**

AFFILIATE CLUBS

INFORMATION

STUDENT ORGANIZATION	NAME	TITLE	CONTACT
SFU Student Marketing Association	Karlina Nguyen	Vice-President of Corporate Relations	smacr@sfu.ca
Young Women in Business SFU	Jodie Soo Shinmei Javier	Co Vice-President of Corporate Relations	sfucr@ywib.ca
SFU Human Resource Student Association	Kevin Yao	Vice-President of Corporate Relations	corporaterelations@sfu hrsa.com
SFU Management Information System Association	Allysen Yen	Vice-President of Corporate Relations	allyseny@sfu.ca
AXIS Consulting	Mikaela Iacutone	Managing Director	sfuaxisconsulting@gmai l.com
SFU JDC West	Paige Foulds	Vice-President of External	jdcwest@sfu.ca
Enactus SFU	Brandon Sun Chloe Bui	Co Vice-President of Corporate Relations	info@enactussfu.com
AIESEC in SFU	Jaylynn Wong	Vice-President of Finance	jaylynn.wong@aiesec. net
ACE SFU	Flora Kim	Vice-President of Corporate Relations	778 689 3757
SFU Real Estate	Francesca Ferronato	Vice-President of Corporate Relations	sfure@sfu.ca
SFU Accounting Student Association	Daniel Choi	Director of External Relations	sfuasa.ext@gmail.com
Ascend SFU	Amanda Nahmiash	Co-President	ascend@sfu.ca
CaseIT	Braden Lo	Chair	caseit@sfu.ca
SFU Finsa	Winston Zhou	Vice- President of External Relations	financeclub.sfu@ gmail.com

| CONTACT US

The Business Administration Student Society is dedicated to strengthening the relationship between the Beedie School of Business and the Vancouver business community. Our goal is to provide value to our corporate partners by connecting them with the students at the Beedie School of Business.

Please note that all options in this guide are flexible and open to suggestions. If you have any questions about our events or operations, please feel free to contact us for more information.

We thank you for your time and support.

CONTACT INFORMATION

VP OF CORPORATE RELATIONS
EMAIL:
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