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COMPETE.
EMPOWER.



2015-16 DECA RYERSON

CORPORATE SPONSORSHIP PACKAGE

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AN AWARD WINNING,
RECORD BREAKING CHAPTER.





WHO ARE WE?

DECA Ryerson is an award-winning, record-breaking chapter of success-driven students at the Ted Rogers School of Management consistently striving to reach the pinnacle of academic, social and professional success.

We are representatives of Ryerson University at provincial case competitions, and proud ambassadors for Team Canada at international level. Each year, our team attends a multitude of conferences and pit ourselves against over 30 other universities from across Canada, the United States and the rest of the world.

The last three years have witnessed the rapid ascension of our 500-strong delegation to the top of the DECA U Collegiate ladder, on the back of emphatic successes at case conferences on both provincial and global scale.

Our Mission

We strive to engage, compete and empower Ryerson University students seeking personal, academic and professional development. Our mission is to transform our talented students into champion professionals by providing them with resources to develop essential business skills; create pathways to their chosen careers with networking opportunities; and provide them with a platform to harness their potential and triumph among the many.

MESSAGE FROM THE PRESIDENT

Dear Corporate Representatives,

DECA Ryerson is the largest Ontario chapter of the world-renowned organization DECA. With a chapter of 505 members in the 2014-2015 academic year, DECA Ryerson reached new heights and solidified its reputation as one of Ryerson University's elite student groups. DECA Ryerson delegates show an intense passion to apply the knowledge they gain in the classroom into the intense competitive landscape of DECA. They show commitment to their development of soft skills and desire to expand their knowledge of all business sectors. Most importantly, DECA Ryerson delegates are proud to represent the largest business school in Canada - the Ted Rogers School of Management - in business case competitions across the province and continent.

We take pride in our ability to allure students across the Ryerson campus. Through case training, networking events, and socials; DECA Ryerson continues to engage students, alumni, and corporate partners throughout the Ryerson community. Our delegates continuously show their elite competitor status within DECA competition and prove that they have the skills to succeed at the highest level.

Finally, DECA Ryerson continues to empowers our members by giving them the platform to develop the skills they need to become future leaders within the Ryerson community and eventually within their future careers.

It is through our award-winning partnerships that DECA Ryerson has grown to be one of Ryerson's best student organizations. In this decennial year of our organization, we look forward to strengthening existing partnerships, that have made us who we are today, and establishing new partnerships to help us continue to grow. Through these partnerships DECA Ryerson can continue to engage, compete and empower in order to establish the best leaders of tomorrow.

Thank you for your interest in DECA Ryerson and we look forward to working with you this year.

Best Regards,

Carter Grant

DECA Ryerson, President



OUR ACHIEVEMENTS



2015 Provincials

Largest Chapter

Award

13 Finalists

16 Medals

10 x Gold

4 x Silver

2 x Bronze



2015 Internationals

8 Finalists

25 Medals

3 Plaques

2 x Gold

1 x Silver



2014-2015 Year

**Largest Chapter in
DECA U Ontario with
a delegation of over
500 members**



CAPSTONE EVENTS

TRSM Invitationals

The TRSM Invitational is a regional conference hosted annually at the Ted Rogers School of Management in mid to late-October. Each year our conference is attended by over 150 delegates from universities and colleges across Ontario. Delegates compete against each other by analyzing business cases and presenting creative solutions to a judging panel of industry professionals. Our recent 2014 Invitational panel consisted of professionals from Deloitte, CPP Investment Board, Cisco, Dyson, and SoJo.

Case Day

Attended by close to full capacity of our 200+ delegates, Case Day is DECA Ryerson's very own internal case competition, providing our delegates with the opportunity to compete among their very own and rehearse for the grand stage that follows shortly after - DECA U Provincials.

DECA U Ontario Provincials

Provincials are the flagship event of DECA U Ontario - widely regarded as the Coliseum of Case Competitions. Held annually at the Sheraton Centre Toronto Hotel late-January, the conference attracts an annual attendance of over 2500 students from leading Ontario universities, and professionals from an extensive portfolio of local companies and large multinationals.

For sponsor firms and incubators, DECA U Provincials offers a resourceful environment for top-tier talent acquisition and a large segment to market their businesses towards. The recent 2014 Provincials saw DECA Ryerson reign supreme over their Ontario rivals - scoring the highest medal tally of any university, and winning the award of Largest Chapter of the Year.

International Career Development Conference (ICDC)

DECA goes worldwide. At the grandest stage of them all - ICDC plays host to an enormous contingent of top universities and colleges from across North America, Europe and South East Asia that advanced from their respective regional competitions. Hosted at a new major U.S. city each year, ICDC's impressive venue list boasts large metropolises such as Washington, D.C; Anaheim, California; and Orlando, Florida.

This past year saw a team of DECA Ryerson delegates jet-set to Orlando as ambassadors for our sponsors and representatives of Team Canada. In an outstanding collective effort, DECA Ryerson outshone their rivals; leaving the international arena with a grand tally of 22 medals, 3 plaques, and global recognition for our proud sponsors and Ryerson University.

Philanthropic Initiatives

DECA Ryerson is an active contributor to the community with prominent initiatives such as the Toy Drive for Sick Kids, where we engage the broader Ryerson University student community and collect toys for donation to the Sick Kids Hospital. We also facilitate the annual WorldVision 30 Hour Famine whereby all proceeds are redirected to WorldVision's No Child for Sale initiative which is dedicated to eradicating child slavery in underdeveloped nations.

Alumni Gala

DECA Ryerson's Alumni Gala is an opportunity for delegates, alumni and corporate partners to gather, socialize and reflect on the year over dinner, drinks and entertainment. It offers a great environment for current delegates and executives to converse with their predecessors and corporate partner representatives. The Alumni Gala also provides an excellent opportunity for corporate partners to converse with the DECA Ryerson executive team, and the event itself is considered a celebration for all of our corporate partners.

PARTNER WITH US

Our corporate goal is to establish mutually-beneficial, long-term partnerships with companies that share our ethos and see value in our organization. Having your organization in our corner is imperative for our growth moving forward, and with your support we can continue our upward trajectory in 2015-16.

In exchange for your financial and in-kind resources, we offer a large recruitment pool of Ryerson's finest business students and promotional channels that allow you to reach a large, valuable segment of your market. Below is a list of our different sponsorship opportunities that will be available throughout the year.



350+

Delegates



1500+

**Facebook
Audience**



900+

**Twitter
Followers**



280+

**Instagram
Followers**

"As DECA Ryerson's Staff Advisor and Sponsor, I've had the pleasure to work with DECA Ryerson for over three years, and have seen the student group take pride upon delivering their mission to 'mobilize, equip and inspire'. It is admirable to see that the Executives of DECA Ryerson are passionate to give back to their University, to help develop key skills in students that are needed in today's workforce. The Executive team have definitely met and exceeded my expectations as a Sponsor, by being in constant contact and providing the necessary branding for the Careers & Employer Partnerships centre."

- Sneha Swing

Career Consultant, Careers & Employer Partnerships
Ted Rogers School of Management
Ryerson University

OUR OFFERINGS

The table below displays the various features we offer in exchange for your sponsorship. The tier system we created provides you with the flexibility to select specifically what you desire.

Please note that Title Sponsor status is a separate, standalone feature and is not a package inclusive of the offerings listed below it.

Sponsorship Opportunities	Price (accepted in both currency and in-kind)	Platinum Select upto \$2,000	Gold Select upto \$1,000	Silver \$300
<p>Title Sponsor Status: Product placement at events; large logo on certificates, promotional materials and team apparel; exclusive feature on newsletters and emails sent to students, faculty and alumni; exclusive logo placement on social media banners; access to information sessions. Keynote speech in front of an audience of up to 350+ delegates</p>	\$1,200		Unavailable for this package.	Unavailable for this package.
Create and provide your very own case for a category of choice at DECA Ryerson-hosted competition; corporate logo placement on winners' certificates	\$500			Unavailable
Own booth at DECA Ryerson conferences and events for networking and recruitment opportunities	\$250			Unavailable
Own personalized banner at DECA Ryerson conferences and galas	\$200			Unavailable
Distribution of company-provided promotional material (leaflets, brochures, cards) at conferences and events	\$100			Unavailable
Judging opportunity for a corporate representative(s) at DECA Ryerson case competitions	<p>\$300 Bundle Deal</p>			
Small ad placement on DECA Ryerson promotional flyers and materials at events and competitions				
Corporate logo, blurbs and digital marketing on Facebook, Twitter, Instagram, emails and website				
Invitation to all DECA Ryerson events and conferences for the 2016-2017 year				

THANK YOU LETTER

Dear Corporate Partners:

On behalf of the DECA Ryerson executive team of 2015/2016, we would like to Thank You for your interest in sponsoring the largest student group at the Ted Rogers School of Management and among the largest student groups across Canada.

DECA Ryerson has grown exponentially over the past few years, and it would not be possible without having great corporate partners who are constantly supporting our cause with financing and endorsements. Our corporate partners truly are members of our DECA Ryerson family, and we would like our partners to remain closely associated with DECA Ryerson for years to come. With a delegation of over 500 students this past year, your support means more now than it ever has. Operating such a large delegation base means we constantly seek support externally, which makes your consideration all the more valuable.

If you have any pending questions/comments/concerns, please do not hesitate to contact either of our two representatives from our Corporate Relations Department. We hope to hear from you soon.

Thank you for your interest in DECA Ryerson and we look forward to working with you this year.

Best Regards,

Hasham Javaid & Sohail Sabar

DECA Ryerson, Corporate Relations

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**To sponsor DECA Ryerson,
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