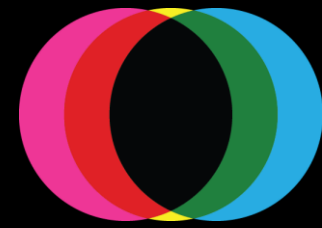




Global Ivey Day

2016 Sponsorship Deck

What is Global Ivey Day?



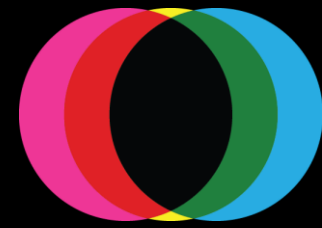
- Global Ivey Day is an annual alumni celebration of all things Ivey
- Global Ivey Day is about re-connecting with Ivey alumni around the world of all ages, graduating years and degrees
 - Galas, award dinners, corporate receptions and networking events
- Global Ivey Day is hosted across 65 events, 40 cities and growing!



Global Ivey Day 2016 – November 17



The Benefits of Global Ivey Day



Benefits include...

- ✓ Networking and learning opportunity
- ✓ Increased engagement within the organization
- ✓ Social interaction
- ✓ Recognition of alumni successes post-Ivey

Toronto Celebration – The Main Event



- Hosted at the SteamWhistle Brewery, the 2015 Toronto Celebration brought together more than **900** alumni professionals across a diverse set of industries – **it is the largest celebration worldwide**. Sponsors were provided with significant brand exposure on-site and through marketing materials



A night full of entertainment, including live music, DJ and interactive photo booth



Canaccord Genuity's branded M&M's were distributed to guests upon leaving the event



More than 900 young professionals attended Global Ivey Day 2015 in Toronto



Over 900 young professionals attended Global Ivey Day 2015 in Toronto



Crazy Beard was the exclusive cider sponsor of GID Toronto and received significant brand exposure throughout the event

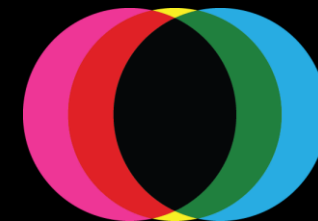
Global Ivey Day 2016 – The ROM



- This year's event will be held at the **Royal Ontario Museum** and expects to attract **850+** young professionals across Toronto
- Benefits to sponsors include:
 - Prestigious venue expected to attract significant attendance
 - Ample signage to thank sponsors located at main entrance and above bar
 - Opportunities for premium product placement



Sponsorship Opportunities



GLOBAL SPONSORSHIPS

Level	Amount
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Gold Sponsor	\$15,000
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Silver Sponsor	\$10,000
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Bronze Sponsor	\$5,000
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Global sponsors will have exposure to **2,500+** Ivey alumni in more than **40+** cities across the world

LOCAL SPONSORSHIPS - TORONTO

Event	Amount	Details
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GID Toronto	\$2,000-\$5,000	<ul style="list-style-type: none">Exposure to 900+ alumni at Toronto Celebration
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Industry Event	Varies	<ul style="list-style-type: none">Exposure to 20-150 senior alumni in the industry
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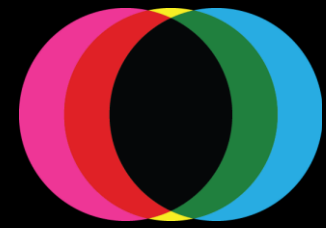
Gift-In-Kind	Varies	<ul style="list-style-type: none">Contribution of product for local sponsorship recognition
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Global Sponsorship Opportunities



	GOLD	SILVER	BRONZE
Global Ivey Day website recognition	✓	✓	✓
Logo inclusion on signage at event	✓	✓	✓
Complimentary tickets to GID Toronto Celebration	8	4	2
Invitation to GID Toronto VIP Reception	4	2	2
Logo inclusion on Toronto Celebration ticket	✓	✓	
Recognition in communication (InTouch, e-mail, social media) to Ivey alumni network worldwide (23,000+ recipients)	✓	✓	
Logo recognition in GID video	✓	✓	
Logo inclusion on all global promo material	✓		
Opportunity to speak at GID Toronto VIP Reception	✓		
Company representative to be included in GID video	✓		
Gold Sponsor recognition in InTouch magazine	✓		
Price	\$15,000	\$10,000	\$5,000

Local Sponsorship Opportunities



GID Toronto Celebration Sponsorship

- Mentions and logo inclusion in Toronto-specific social media, e-mail blasts and online promotional materials
- On-site logo presence through sponsor loop and signage
- Total estimated guest count: 850+

Price: \$2,000 - \$4,999



Industry Event Sponsor

- Opportunity to host and brand an industry-specific event
- Events range in size from 20 to 150+
- Industries include, but are not limited to, finance, entrepreneurship, consulting, health care, and IT
- Attendees expected are very senior in their positions, age 35+

Price: TBD



Local Sponsorship Opportunities (cont'd)



Gift In-Kind Sponsor

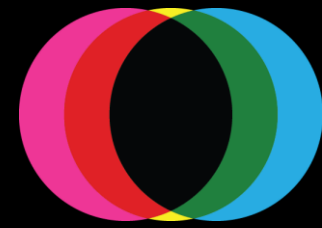
- In exchange for budget offsetting donations
- **Examples:** Food, liquor, beer, non-alcoholic beverages, signage, venue deals, a/v, entertainment
- Pre-event recognition through social media
- On-site logo presence at Toronto Celebration through signage
- Photographs of product used at event to be sent to sponsor post-event
- Total estimated guest count: 850+



Crazy Beard Cider was the exclusive cider sponsor of GID Toronto 2015 and received pre-event and on-site recognition, signage, prime product placement and photographs post-event



Toronto Celebration By The Numbers



GID 2015 *SOLD OUT*: 900+ Attendees

By Graduation Year		By Program	
Pre-2008	14%	HBA	55%
2008	2%	MBA	34%
2009	3%	EMBA	11%
2010	4%	Other	1%
2011	4%		
2012	12%		
2013	18%		
2014	32%		
Post-2014	10%		



A diverse network of young working professionals in the GTA

GID 2015 Corporate & Industry Events



Corporate Events

accenture



IBM

Deloitte.

KPMG

Manulife



ROGERS™



Scotiabank

Industry Events

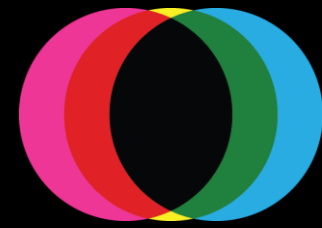
- Entrepreneurship
- Finance
- Health Care
- Mid Career Power Lunch
- Mining and Gas

New Event Added in 2015:

- Technology

Corporate events provide an opportunity for alumni to engage with different companies across a range of industries

Social Media Insights



Facebook Likes
1,518



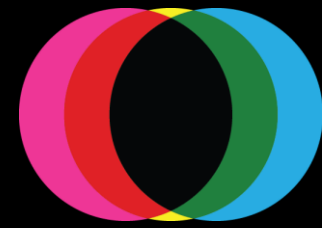
Twitter Followers
@iveybusiness
10,122

@IveyAlumniChair
614



Global Ivey Day has gained fantastic exposure in Social Media around the world, providing additional exposure to corporate and event sponsors

Thank You



We look forward to working with you.

Natalie Bisset

Co-Chair, Global Ivey Day

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