What is Global Ivey Day?

- Global Ivey Day is an annual alumni celebration of all things Ivey. The year 2018 will be the ninth annual Global Ivey Day.

- 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 2018 – May 3
Hosted at the SteamWhistle Brewery, the 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.

Sponsor’s branded M&Ms were distributed to guests upon leaving the event.


Crazy Beard was the exclusive cider sponsor of GID Toronto and received significant brand exposure throughout the event.
Toronto Celebration – 2016

- Hosted at the Royal Ontario Museum, the Toronto Celebration was the largest celebration globally
- Provided significant signage opportunities and product placement for sponsors

More than 1,000 young professionals attended Global Ivey Day 2016 in Toronto

80% of our attendees work and/or live in the downtown Toronto area

Our photo booth is a hit each year, with guests taking away something to remember the event by

Exclusive liquor sponsors of GID Toronto received significant brand exposure throughout the event

A night full of entertainment, including live music and DJ

A night of drinks, canapés and great company
Toronto Celebration – 2017

- Hosted at Spice Route, the Toronto Celebration was held for the first time in the spring
- Provided significant signage opportunities and product placement for sponsors

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

In 2017, Ivey grads from more than 50 classes (spanning 1986-2017) attended the celebration

The celebration drink of 2017, selected via a social media contest, was the Barking Frog

Our photo booth is a hit each year, with guests taking away something to remember the event by

Survey results show that 98.22 per cent of attendees rated the event good to excellent

86.8 per cent of 2017 attendees already planning to register for 2018
This year’s event will be held at The Fermenting Cellar in the historic Distillery District and expects to attract 550+ young professionals from across Toronto.

Benefits to sponsors include:

- Prestigious venue expected to attract significant attendance
- Marketing and social media highlights and/or drives to owned channels
- Opportunities for premium product placement
# Sponsorship Opportunities

## GLOBAL SPONSORSHIPS

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Sponsor</td>
<td>$15,000</td>
</tr>
<tr>
<td>Silver Sponsor</td>
<td>$10,000</td>
</tr>
<tr>
<td>Bronze Sponsor</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Global sponsors will have exposure to 3,100+ Ivey alumni in more than 40+ cities across the world.

## LOCAL SPONSORSHIPS - TORONTO

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>GID Toronto</td>
<td>$2,000-$5,000</td>
<td>• Exposure to 550+ alumni at Toronto Celebration</td>
</tr>
<tr>
<td>Gift-In-Kind</td>
<td>Varies</td>
<td>• Contribution of product for local sponsorship recognition</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Please note, alcohol donations are not being accepted for 2018</td>
</tr>
<tr>
<td>Customized</td>
<td>Varies</td>
<td>• NEW for 2018</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Opportunities to sponsor specific aspects of the event</td>
</tr>
</tbody>
</table>
# Global Sponsorship Opportunities

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

GID Toronto Celebration Sponsorship

- Mentions and logo inclusion in Toronto-specific social media, e-mail advertisements and online promotional materials
- On-site logo presence through sponsor loop
- Sponsor thank you post-event with details on sponsor and link to website

Price: $2,000 - $4,999
Local Sponsorship Opportunities (cont’d)

Gift In-Kind Sponsor

- In exchange for budget offsetting donations
- **Examples:** Non-alcoholic beverages, signage, venue deals, a/v, entertainment. Please note, for 2018 we are not able to accepts alcohol donations
- Pre-event recognition through social media, email and marketing tactics
- On-site logo presence at Toronto Celebration through video loop throughout entire event
- Photographs of product used at event to be sent to sponsor post-event

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

Diageo was the exclusive liquor sponsor of GID Toronto 2016 and received pre-event and on-site recognition for their vodka brand, Ciroc, including bar placement and a ‘Ciroc Entranceway’ into the event
Local Sponsorship Opportunities

Customized Sponsorship Opportunities

Opportunities to sponsor specific aspects of the event are now available. These include, but are not limited to:

- **Transportation**: For 2018 we have organized bus transportation between key downtown pick-up areas and the host facility. This new add to the celebration is expected to draw much attention and would be branded as “Sponsored by [Your Company Here]”.

- **Lanyards**: Upon arrival, attendees are provided with a lanyard for their name badges. Branding the lanyard would be a great opportunity to feature your company logo.

- **Registration desk/greeters**: Want to make a first impression on all of our guests? Here’s your opportunity to brand the welcome area via signage.

- **Signature drink**: Handed out upon arrival, have this drink named after your company, with the option to select the beverage.

- **Photo booth**: Have your logo prominently displayed on the photo print outs.

- **Snapchat filter**: Guests capturing this event on the social platform will be able to use the GID filter and your logo could be shown.
Social Media Insights

**Facebook Likes**
1.6K (12 per cent increase since 2015)

**Twitter Followers**
11.7K @iveybusiness
#GlobalIveyDay (tweet impressions have increased by 119 per cent since 2015)

**Email Campaigns**
10K+ (in the Greater Toronto area)

Global Ivey Day has gained fantastic exposure in social media around the world, providing additional exposure to corporate and event sponsors.
Thank You

Please feel free to reach out to me with any questions or comments

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Ivey Business School
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I look forward to working with you