

SAUDER JDC WEST

SPONSORSHIP PACKAGE



LETTER FROM OUR CAPTAINS

Dear Partner,

Since its inaugural year dating back to 2006, JDC West has developed into the most prestigious case competition event across Western Canada. Bringing together the most ambitious and driven future problem-solvers, changemakers, and business leaders from 12 of Western Canada's premier business schools. JDC West is a lot of things to a lot of different people — a case competition, a social experience, a networking opportunity and so much more. Regardless of the underlying meaning to each participant, it is undeniable that the program pushes individuals far outside of their comfort zones and empowers them to become the best versions of themselves.

As previous competitors ourselves in the Academic and Debate teams, we know first hand the significance of this competition on students' lives. **It's changed ours in so many ways, pushing us to become the best version of ourselves, and providing a supportive community to rely on.** It has instilled confidence in the both of us, allowing us to take on the feat of steering this 57-competitor team.

Connections have always been at the core of the JDC West competition. The importance of relationship building has increased exponentially as communities across Canada and the world have been exploring new ways to stay close, despite being physically apart. As a completely student- and alumni-driven program, we have consistently relied on the support of partners to maintain the resources needed to develop our 57-competitor team. Our partners allow us to achieve our goal of providing an invaluable personal development experience to all participants and producing the best possible results for our team, our school, and our community.

We are so excited for what the next eight months have to offer and are thrilled to have you be a part of that journey. We would love to personally connect at ubcsauder.jdcwest@gmail.com and set up a call, if you have any questions or would simply like to chat further.

Thank you kindly for your consideration and time!

Warmest regards,



Angela Chen and Ethaniel Tan



WHAT IS JDC WEST?

JDC West is the largest and most prestigious business competition in Western Canada. It is a three-day event in January that showcases academics, athletics, debate, and an out-of-the-box challenger competition. The 650 undergraduate delegates represent twelve of the premier post-secondary institutions across British Columbia, Alberta, Saskatchewan, and Manitoba.



SAUDER JDC WEST

Sauder JDC West is Western Canada's premier program for developing top business talent. Coached by top-notch industry professionals in Vancouver, our competitors dedicate over 20 hours each week from May to January solving over 30 MBA-level cases about competitive and corporate strategy. Additionally, our competitors volunteer and raise money for charities extensively throughout the year.

Through this combination of hard work, commitment, and teamwork at Sauder JDC West, our well-rounded competitors become the best version of themselves and proudly represent the UBC Sauder School of Business - the #1 best business program in Canada from the 2023 rankings in Maclean's Magazine.

OUR PLACEMENTS

2022-2023

1st Place | International Business, Debate

3rd Place | Marketing, Charity Dollars

2021-2022

1st Place School of the Year

1st Place Academic School of the Year

1st Place | Accounting, Business Technology Management, International Business, Operations, Participation

2nd Place | Not-For-Profit Strategy, Entrepreneurship, Charity Dollars, Challenge

3rd Place | Intro Video, Athletics

2020-2021

2nd Place School of the Year

2nd Place Academic School of the Year

1st Place | Human Resources, Marketing, International Business, Not-For-Profit Strategy

2nd Place | Challenge

3rd Place | Accounting

2019-2020

3rd Place School of the Year

2nd Place Academic School of the Year

1st Place | Accounting, Not-For-Profit Strategy

2nd Place | Entrepreneurship, Athletics

3rd Place | International Business

2018-2019

2nd Place School of the Year

2nd Place Academic School of the Year

1st Place | Not-For-Profit Strategy, Business Technology Management, Operations

2nd Place | Accounting, Business Strategy

3rd Place | Athletics, Marketing

ACADEMICS – *The Brains*

Comprised of 10 three-person teams classified by business discipline. Within a 3 hour timespan, teams must develop a case analysis and deliver a 20 minute presentation to a panel of judges. Our average academic competitor belongs to the top 5th percentile of undergraduate class for outstanding academic achievement and notable work experience.

**DEBATE** – *The Defenders*

Comprised of four members. Teams prepare their arguments for any given business topic within a 30-minute time span. Using the Canadian Parliamentary debate style, teams assume the role of either Government or Opposition as they battle it out in 42-minute rounds.

**ATHLETICS** – *The Brawns*

Comprised of an 8 person co-ed team. Teams train to compete in this year's featured volleyball and dodgeball. Athletes are tested in mental resilience, teamwork, and physical ability.

**CHALLENGERS** – *The Butterflies*

Comprised of two females and two males, the social competition of JDC West is entirely unique. They must complete 10 challenges happening at any given time, day or night. The social team is tested on their physical and mental endurance. They exemplify JDC West's spirit of adventure, creativity, and passion.



OUR TEAMS

WHY SPONSOR US?

WHY WE NEED YOU

JDC West is more than just a program — it is an opportunity to give back to the community. Universities competing are challenged to raise money and volunteer to earn the title of School of the Year.

Last year, the Sauder JDC West team raised just over \$43,000 on behalf of the BC Cancer Foundation and volunteered a combined total of 467 hours for the Greater Vancouver Food Bank, Salvation Army Boundless Vancouver, BC Children's Hospital Foundation, Great Canadian Shoreline Cleanup, and A Loving Spoonful.



WHY SPONSOR US

Sauder JDC West Team is composed of the most capable and determined students at UBC. By sponsoring our team, your business is choosing to support students as they enter a transformative period of their life.

In return, you will be getting the opportunity to increase your brand exposure by promoting your business to over 1300 students and professionals from across Western Canada at various events like JDC's Appreciation Night, Chillin' for Charity event, Case Competitions, Networking Nights, and more! Additional opportunities to connect with students include our weekly mock case competition practices, lunch and learns, social media highlights to our nearly 1,300 Instagram followers, access to resumes of some of the brightest students at UBC Sauder and a chance to connect and meet the bright minds behind Sauder JDC West.



SPONSORSHIP LOGISTICS

NOTE: While we have created these tiers, we are flexible and open to your suggestions about how about yourself/your firm and Sauder JDC West can mutually benefit.

PLATINUM

\$5,000 MINIMUM

- 5 tailored social media mentions throughout the year
- Permanent logo placement on social media posts
- Primary logo placement on team jacket (3'x3')
- Banner at events (Chillin' for Charity, Mock Case Competitions (MCC), Simulations)
- Naming rights to the event (if sponsoring an event)
- Opportunity to judge mock case competition practices
- Opportunity to address Sauder JDC West team in pre-competition dinner
- Opportunity to address Sauder JDC West team in networking events
- Opportunity to host multiple info sessions/booths post-practice for delegate
- Unlimited access to post on monthly email newsletter sent to competitors and subscribers
- Access to 50+ student resumes who are in the top 5 percentile of their undergraduate class

GOLD

\$3,000 MINIMUM

- 3 tailored social media mentions throughout the year
- Secondary placement on team jacket (2'x2')
- Opportunity to send networking/recruit delegates to Sauder JDC West pre-competition dinner
- Opportunity to send networking/recruit delegates to JDC West networking event
- Opportunity to host single info session/booth post-practice for delegate
- 3 posts on monthly email newsletter sent to competitors and subscribers
- Banner at events (Chillin' for Charity, MCC, Simulations)
- Opportunity to judge MCC/Simulations

SPONSORSHIP LOGISTICS

NOTE: While we have created these tiers, we are flexible and open to your suggestions about how about yourself/your firm and Sauder JDC West can mutually benefit.

SILVER

\$1,500 MINIMUM

- 2 social media mentions throughout the year
- Tertiary placement on team jacket (1.5'x1.5')
- Opportunity to host send delegate to a single JDC networking event or post-practice booting
- 2 posts on monthly email newsletter sent to competitors and subscribers
- Opportunity to judge MCC/Simulations

BRONZE

\$500 MINIMUM

- 1 Social media mention throughout the year
- 1 post on monthly email newsletter sent to competitors and subscribers
- Opportunity to judge MCC/Simulations

IN-KIND DONATIONS

We understand that monetary donations are not always readily available. As such, we are open and would greatly appreciate any sort of in-kind donation or sponsorship as well! We are open to discussions on what the team needs and how we can reciprocate the generosity! Items in the past have included:

Snacks | Lunch Sponsorships | Energy drinks | Custom Stickers | Merchandise & more!



CONTACT US

ubcsauder.jdcwest@gmail.com

Once again, we express our sincerest gratitude for your consideration, time, and unwavering support. With your partnership, we are confident that we can achieve incredible results and make a lasting impact on our team, our school, and our community.



Angela Chen
Co-Captain
Sauder JDC West



Ethaniel Tan
Co-Captain
Sauder JDC West



Andrew Jang
VP Finance
Sauder JDC West

