

SAUDER JDC WEST

# SPONSORSHIP PACKAGE



# LETTER FROM THE CAPTAIN

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 a previous competitor on the Academic team, I 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.**

Connections have always been at the core of the JDC West competition. **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](mailto: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,



Daniel Dian







# 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 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.



### **ACADEMICS** – *The Brains*

Within a 3-hour timespan, teams must develop a case analysis and deliver a 20-minute presentation to a panel of judges. Teams are comprised of 3 individuals, with disciplines including Accounting, Business Strategy, Business Technology Management, Entrepreneurship, Finance, Human Resources, Marketing, International Business, Not-For-Profit, and Operations Management.



### **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 sports. 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 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 receiving:

**BRAND EXPOSURE** – by promoting your business to over 1,300 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!

**ACCESS TO THE BEST TALENT AT SAUDER** – our teams are made up of the top 5% percentile of UBC Sauder students, who continuously work hard to perfect their craft. If it's consulting, finance, accounting, or marketing, our teams continue to excel in their academic and professional life.

**ADDITIONAL OPPORTUNITIES TO CONNECT WITH STUDENTS** – including our weekly mock case competition practices, lunch and learns, social media highlights to our nearly 1,600 Instagram followers, access to resumes of some of the brightest students at UBC Sauder and a chance to

## WHY WE NEED YOU

JDC West is more than just a program — it is an opportunity to give back. Universities competing are challenged to raise money and contribute their time to serving our local communities.

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.



# OUR PLACEMENTS

## 2023-2024

3rd Place School of the Year  
1st Place | Marketing, Challenge  
2nd Place | Athletics  
3rd Place | Not-For-Profit Strategy, Accounting, International Business

## 2022-2023

1st Place | International Business  
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



# ALUMNI JOB PLACEMENTS



# SPONSORSHIP LOGISTICS

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

## GOLD

### \$2,000 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

## SILVER

### \$1,000 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 yourself/your firm and Sauder JDC West can mutually benefit.

## BRONZE

### **\$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 bothing
- 2 posts 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](mailto: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.



**Daniel Dian**  
Captain  
Sauder JDC West



**Benjamin Siem**  
VP Finance & External  
Sauder JDC West

