CORPORATE SPONSORSHIP OPPORTUNITIES
At the University of Alberta School of Business, each member of our community—students, alumni, faculty, staff and supporters—contributes to the research, engagement and impact that defines the School and has a meaningful influence on the world around us.

As part of our ongoing commitment to increase relevance and impact of our business research and teaching, we will take business education beyond our walls, expand our leadership and create a learning environment that nurtures the entrepreneurial spirit, trains leaders, and pushes the boundaries of innovation—both within the University as well as in the broader community.

With the support of alumni, corporations, foundations and partners, we will continue to build positive momentum in these areas and face the future with the same energy, the same passion and the same commitment that has helped shape and define us. We invite you to join the community of donors who have invested in us and helped the School become what it is today: one of the best business schools in the world.

Joseph Doucet
Stanley A. Milner Professor and Dean
Alberta School of Business
The Alberta School of Business presents opportunities for leading organizations to showcase, empower and support our business community. Our customized corporate sponsorship levels allow your organization to determine what aligns with your goals. Each corporate sponsorship level includes a predetermined number of credits that can be applied towards sponsorship levels at each of our main events.

### SPONSOR BENEFIT

<table>
<thead>
<tr>
<th></th>
<th>Chair $50,000</th>
<th>CEO $30,000</th>
<th>VP $20,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsorship Credits Earned</td>
<td>10 credits</td>
<td>6 credits</td>
<td>4 credits</td>
</tr>
<tr>
<td>Two-Year Commitment Opportunity (can use credits at any time within agreement)</td>
<td>4 additional credits</td>
<td>3 additional credits</td>
<td>2 additional credits</td>
</tr>
<tr>
<td>Total Credits for Two-Year Commitment</td>
<td>24</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

### OUR VISION: Leaders from Alberta for the World

**1968 - 2015**  
First and longest continually accredited business school in Canada

**RANKED IN THE TOP 100 BUSINESS SCHOOLS GLOBALLY**  
(Financial Times)

**TOTAL: 2,621 Current Students / 862 Graduates in 2015/16**

**27,000+ alumni**  
living in 80 countries around the world

**BCom:** 22,896  **MBA:** 3,952  **PhD:** 171

4 PRIORITY AREAS:
- Entrepreneurship
- Energy and the Environment
- International Business
- Leadership
EVENT SPONSORSHIP OPPORTUNITIES

Event sponsorship opportunities are exclusive to our Corporate Sponsors and are offered on a first-come, first-served basis.

CANADIAN BUSINESS LEADER AWARD (CBLA)

Each year since 1982, the Alberta School of Business and its Business Advisory Council (BAC) have presented the Canadian Business Leader Award. CBLA recipients are individuals who have demonstrated leadership, business acumen and success, an entrepreneurial spirit, integrity and a commitment to the community. The selection committee is comprised of members of the BAC, as well as students, faculty and alumni. This event is attended by over 800 members of the Alberta business community; with the generous support from sponsoring individuals and companies, over 100 students are also able to attend the CBLA event.

On March 23, 2016, more than 800 people gathered at Edmonton’s Shaw Centre to celebrate the achievements of Monique Leroux, Chair of the Board, and President and CEO of Desjardins Group.

Past CBLA recipients include Jim Pattison, Ross Grieve, Darren Entwistle, Clive Beddoe, Dave Lede, Ron Southern, JR Shaw, George Cohon and Max Ward.

SPONSOR BENEFITS

<table>
<thead>
<tr>
<th>Presenting Sponsor (5 Credits)</th>
<th>Leading Sponsor (3 Credits)</th>
<th>Partner Sponsor (2 Credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting rights to the CBLA (&quot;The Canadian Business Leader Award presented by &lt;company name&gt;&quot;) used when referring to the event (deadline Nov 1st)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Verbal recognition from the Dean</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Logo recognition in program material including invitation, event program and website (deadline Nov 1st)</td>
<td>✓ ✓ ✓</td>
<td></td>
</tr>
<tr>
<td>Award program: Business profile + full page advertisement on back cover (print ready ad must be provided)</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide branded gift to guests (optional)</td>
<td>✓ ✓</td>
<td></td>
</tr>
<tr>
<td>One complimentary table to event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Company profile on CBLA webpage</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>2 complimentary invitations to the CBLA VIP Reception</td>
<td>✓ ✓</td>
<td></td>
</tr>
<tr>
<td>Opportunity to present CBLA Undergraduate Student Scholarship and MBA Student Scholarship to business students on stage</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Signage opportunity at event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary 4 tickets to event</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Complimentary 2 tickets to event</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

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CONNECT: REPORT TO THE COMMUNITY EVENT

The CONNECT event includes insights on the future of the University of Alberta and the School of Business and how the greater business community can engage with and benefit from the programs, research, ideas and students emerging from campus.

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>Presenting Sponsor 1 ONLY (4 Credits)</th>
<th>Leading Sponsor 1 ONLY (3 Credits)</th>
<th>Partner Sponsor 3 ONLY (1 Credits)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting rights to CONNECT [&quot;The Connect event presented by &lt;company name&gt;&quot;] used when referring to the event (deadline Aug/Sept)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Verbal recognition from the Dean</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo recognition in program material including invitation, event table card, and website (deadline Aug/Sept)</td>
<td>✓ ✓ ✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to provide branded gift to guests (optional)</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>One complimentary table to event (student seat included)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Signage opportunity at event</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 4 tickets to event</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Complimentary 2 tickets to event</td>
<td></td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>
ERIC GEDDES LECTURES (4-5 events)

The Geddes Lecture Series features leaders from both the private and public sectors in addition to bringing some of Alberta’s world-class researchers and their findings to the community with the goal of promoting awareness and discussion on timely, impactful and relevant business topics. The Eric Geddes Lectures are an excellent networking opportunity; the Q&A session following the presentation is an opportunity for learning and discussion.

PRESENTING SPONSOR BENEFITS 1 PER LECTURE (3 Credits)

- Speaking opportunity (greetings at breakfast or lunch) verbal recognition from Dean
- Logo recognition in material including invitation, event table card, and website (deadline 2 months before lecture)
- One complimentary table to event

BSA WEEK OF WELCOME

The Business Students’ Association (BSA) seeks to create an inclusive and engaging environment for undergraduate business students, advocates for student resources and opportunities, and prepares its members for the utmost success upon graduation from the University of Alberta.

Week of Welcome events are held during the first week of September to welcome both returning and new students to our campus and have some fun in the process.

PRESENTING SPONSOR BENEFITS 1 ONLY (2 Credits)

- Logo recognition on webpage and banner
- Draw box prize for students (2 x $500 gift cards to U of A bookstore)
- Opportunity for on-site activation (booth or table); can include student volunteers
- Opportunity to provide branded gift to students (optional)
- Exclusive industry sponsor at event

ALBERTA SCHOOL OF BUSINESS
CALGARY STAMPEDE BREAKFAST

For over a decade, the Alberta School of Business has been a proud part of one of the province’s biggest annual events at our Calgary Stampede Breakfast. Stetsons and stockbrokers come together in the heart of Alberta’s business operations to meet and mingle. Catch up with old friends and make new connections over a hearty breakfast, featuring our famous School of Business barbecue sauce.

PRESENTING SPONSOR BENEFITS 1 ONLY (2 Credit)

- Presenting rights to the Stampede Breakfast (“The Alberta School of Business Calgary Stampede Breakfast presented by <company name>”) used when referring to the event
- Logo recognition in online invitation
- Opportunity for on-site activation (booth or table)
- Opportunity to provide branded gift to alumni (optional)
- Opportunity to brand sponsor BBQ sauce labels (optional)
The following opportunities are also available for selected Alberta School of Business events:

- Wine Sponsor
- Emcee Sponsor
- AV Sponsor

FOR MORE INFORMATION PLEASE CONTACT:

FRANCA BRODETT
Assistant Director, Development
PHONE: 780.492.0147
EMAIL: franca.brodett@ualberta.ca

ualberta.ca/business