

DIVERSITY COLLABORATION CREATIVITY COMMUNITY LEARNING
SUSTAINABILITY GROWTH AGILITY INTEGRITY INCLUSIVE
LEADERSHIP DEVELOPMENT CULTURE CONSULTING COMPETITIVE
KNOWLEDGE RESPONSIBLE SUPPORT TEAM INVOLVEMENT
CHARITY SHAPING TOMORROW INNOVATIVE DISRUPTIVE
TRANSFORMATIVE FRIENDSHIP LEARNING EMPOWERMENT
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JDC WEST

ASPER SCHOOL OF BUSINESS
CORPORATE PARTNERS PROGRAM

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JDC West is the largest business competition in Western Canada.

Since 2005, the competition has brought together over 600 of the most bright, creative, and motivated students from twelve prestigious post-secondary business institutions across Manitoba, Saskatchewan, Alberta, and British Columbia each year.

In 2019, JDC West will take place January 11th - 13th at the Beedie School of Business at Simon Fraser University in Burnaby, British Columbia. JDC West is a showcase of student talent in academics, debate, athletics, and school spirit.



WHO ARE WE? WE ARE TEAM TOBA



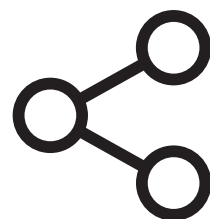
Team Toba 2018 prior to the awards gala at JDC West 2018 in Calgary, Alberta

Team Toba is proud to represent the University of Manitoba's I.H. Asper School of Business at JDC West. Established in 2005, Team Toba has participated in JDC West since its inaugural year. At Team Toba, our vision is to build an inclusive and supportive atmosphere focused on personal and team growth with the goal of bringing home the title of school of the year. We also value learning and growth, fostering lasting friendships, inclusion, teamwork, support, community involvement, and communication.

AWARDS AT JDC WEST 2018



1ST PLACE FINANCE



2ND PLACE MARKETING



3RD PLACE ATHLETICS

WHAT IS THE COMPETITION? JDC WEST 2019 IN BURNABY, BC

Planning for the future is a key aspect for any business. It helps to ensure the longevity, livelihood, and success of not just a company but for its employees, customers and community. Proactive decision making helps minimize risk and maximize opportunities for stakeholders; it is the essence of this year's theme of **Shaping Tomorrow**.

Shaping Tomorrow focuses on market leaders, first movers, and disruptive innovators who are continually analyzing the business environment for areas of improvement and opportunities to gain a competitive advantage. The JDC West 2019 Organizing Committee's goal is to help students, businesses, and community members gain more control of their landscape, direction and future. They want to empower each individual to innovate with agility and adapt to changing business needs.

Three pillars embody this theme and help create the foundation of a better tomorrow.

Innovation, Agility, and Transformation turn any business plan into a roadmap into reaching success; a roadmap with multiple avenues to help navigate around potential roadblocks. With strong planning and extensive forethought, crossing each junction on that roadmap can create positive externalities to help everyone reach tomorrow's goals sooner.

THE PATH TO SUCCESS IS TO TAKE MASSIVE, DETERMINED ACTIONS



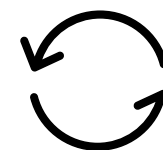
INNOVATION

Creating innovative solutions to help organizations shape a better tomorrow.



AGILITY

Developing an agile mindset that can adapt quickly to changing business needs.



TRANSFORMATION

Striving to create leaders that can transform the environment of our evolving world.

A MESSAGE FROM THE DEAN OF THE I.H. ASPER SCHOOL OF BUSINESS

Each year, Jeux Du Commerce (JDC) West challenges business students across Western Canada to a competition of epic proportions. Over the course of three days, school teams battle for first place in academic case presentations, debate, athletics, teamwork, and overall school spirit.

Thanks to the support of our corporate sponsors, the I. H. Asper School of Business sent a team of 50 students to last year's JDC West competition at the Haskayne School of Business in the city of Calgary. They competed against more than 600 students from 12 of Western Canada's top-notch universities. Decked out in retro-inspired yellow suits, the Asper team rocked the house and brought home a 1st place trophy in Finance, 2nd place in Marketing as well as a 3rd place finish by the Athletics Team.

This year, our goal is again nothing less than the prestigious title of 'School of the Year'. With your help, that's a goal we can easily achieve. However, it's not just the podium placements that determine the value in the Asper JDC West program. Our students spend eight months preparing for the competition weekend. The workshops and events that shape this experience are facilitated, again, by your support. The competition provides an outstanding opportunity for our students to enhance their education with experience as they prepare for careers in business.

By giving your support, leadership, and mentorship to the Asper School team, you are not only making an investment in our students, you are making an investment in the future leaders of the Manitoba business community.

Thank you, and welcome to Team Toba!

Dr. Gady Jacoby

Dean, I.H. Asper School of Business
CPA Manitoba Chair in Business Leadership



GREETINGS FROM OUR FACULTY ADVISORS

As faculty advisors for the JDC West competition's Asper School team, we know firsthand the many benefits our students receive from participating in JDC West. Over the last twelve years, we have watched our teams achieve victory and suffer defeat, and still cheer, not only for each other, but also for our opponents. JDC West fosters the development of community, respect, and character. Development of the entire person as an individual and as part of something greater is the essence of JDC West. JDC West fosters, promotes, and helps develop the complete business person: a person proficient in a business discipline, but also well rounded - charitable, community-oriented, team-oriented, and generous in spirit - a person who can present well to the public and add to the greater good. The final major benefit for students is learning what a large team can accomplish. They work hard to help each other, ensuring that each competitor is at their best for the competition.

Coaching from the business community, well established and more recent JDC West alumni, as well as academics, is rewarded in the academic growth of students and in the growth of community and leadership skills as well as growth in awareness of the interdependence of all of us in society. Our team is put together through a competitive and formative internal process. Asper School students apply to participate in JDC West. They go through an interview process as well as presenting mini-cases to members of the JDC West executive, faculty advisors, and coaches. Our team represents our community as well as the Asper School. Leading organizations can leverage supporting the community by supporting our team, its charitable efforts and the development of future leaders. By being involved with JDC West, your organization will have ample opportunity to interact with those outstanding students chosen for the team. Any support your organization could give to JDC West "Team Toba" would be gratefully appreciated. We can assure you that supporting our team will be mutually valuable for both the students and your organization. Thank you for taking the time to read this proposal and consider our students' - and our - request.



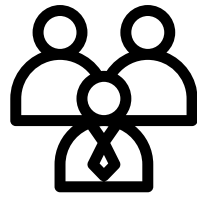
Dr. Lukas Neville
I.H. Asper School of Business



Mr. Howard Harmatz
I.H. Asper School of Business

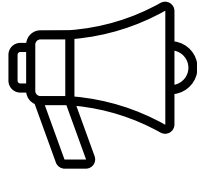
WHY SPONSOR TEAM TOBA?

The theme of JDC West 2019 is **Shaping Tomorrow**, and you can have a part in that by supporting Team Toba!



RECRUITMENT

- Pre-vetted access to 50+ members of some of the top business students in Asper across all majors/disciplines
- Opportunity to build relationships with the students throughout the year as coaches and various networking events
- Assessment of students' practical business skills through coaching



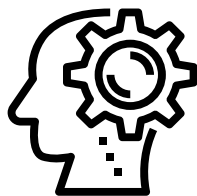
EXPOSURE

- Largely visible within the Asper School and Winnipeg
- National exposure at the prestigious JDC West competition
- 6 months of exposure with Team Toba, rather than just a one night event



CORPORATE SOCIAL RESPONSIBILITY

- Volunteer opportunities with photo-op possibilities
- Taxable receipts for charity contributions
- Participation in one of the largest charity events in Western Canada



DEVELOPMENT

- Help develop students' understanding of industry practices
- Giving students the practical tools to thrive in your business
- Refreshment of skills for coaches to keep current practices fresh in their minds

Supporting Team Toba gives your organization access to some of the top students at the Asper School of Business.

HOW CAN YOU GAIN ACCESS?

There are many opportunities for you to gain access to Asper's top students. More information about these opportunities is available on the following pages. Please note that all dates are tentative and subject to change.

Team Partner	Page 10
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Year-Round	
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TEAM PARTNER

ACADEMIC TEAM SPONSOR

TEAM PARTNER – \$10,000

- **Title Partner of Team Toba**
- Full access to any Team Toba hosted team events, workshops or practices
- Full access to 50+ Team Toba members
- Opportunity to provide a maximum of five (5) coaches to academic case teams, each with occasion to host team practices
- Opportunity to write situational business cases to be used as practice for academic disciplines
- Opportunity to provide a maximum of five (5) judges for individual case team presentations on Trial Days
- Delivery of address to Team Toba members, executives and co-captains at both Trial Days
- Prominent logo recognition at all events and on the Team Toba website with a hyperlink
- Prominent logo placement on team uniforms
- Recognition at premier Chillin' for Charity event as the "Title Sponsor of Team Toba"
- Eight (8) tickets to the Corporate Partners Wine and Cheese
- Invitation to attend and address the Academic Retreat reception
- Invitation to attend Coach and Sponsor Appreciation event following JDC West
- Access to Team Toba resume bank of 50+ team members
- One (1) advertisement on the Commerce Students Association televisions in the Centre visible to all students within the Asper School
- A minimum of three (3) social media posts with the sponsor as the subject on all Team Toba accounts throughout the year
- Opportunity to provide promotional material to Team Toba members as seen fit
- Opportunity to volunteer with Team Toba and take photos at the event with the team a maximum of 5 times

ACADEMIC TEAM SPONSOR (10) – \$500

- **Sponsor of one (1) Team Toba academic team**
- Opportunity to host sponsored discipline at the organization's office
- Opportunity to frequently connect with sponsored discipline through coaching and attending practices
- Opportunity to send one judge in the sponsored discipline at both Trial days
- Logo recognition on Team Toba Website
- Two (2) tickets to the Corporate Partners Wine and Cheese
- Invitation to attend the Academic Retreat reception
- Invitation to attend Coach and Sponsor Appreciation event following JDC West
- Access to Team Toba Resume bank of 50+ team members
- Full access to any of the sponsored discipline's workshops or practices
- Full access to the sponsored discipline's team members

Academic teams specialize in the following disciplines: Accounting, Business Strategy, Business Technology Management, Entrepreneurship, Finance, Human Resources, International Business, Marketing, Not-for-profit Strategy, Operations Management, and Debate



CORPORATE PARTNERS WINE AND CHEESE

When: **September 13, 2018** | Where: **James W. Burns Executive Education Centre**

CORPORATE WINE AND CHEESE PARTNER – \$2,500

- **Title Partner of Corporate Partner Wine and Cheese**
- Keynote address at the event
- Logo displayed on team uniform
- Opportunity to provide one (1) judge for individual case team presentations at Trial Days
- Logo recognition and hyperlink on Team Toba website
- Five (5) tickets to the Corporate Partners Wine and Cheese
- Invitation to attend Coach and Sponsor Appreciation event following JDC West
- Access to Team Toba resume bank of 50+ team members
- 1 Social media post with the sponsor as the subject on all Team Toba accounts

INDIVIDUAL EVENT TICKETS – \$50

- Individual admittance to the Corporate Partners Wine and Cheese, including wine and refreshments and networking with Team Toba members

IN-KIND SUPPORT

- Logo recognition and hyperlink on the Team Toba website
- Invitation to attend the Coach and Sponsor Appreciation event following JDC West



ACADEMIC RETREAT

When: **October 12, 2018** | Where: **James W. Burns Executive Education Centre**

ACADEMIC RETREAT PARTNER – \$2,500

- **Title Partner of Team Toba Academic Retreat**
- Keynote address at post event reception
- Logo displayed on team uniform
- Opportunity to provide one (1) judge for individual case team presentations on Trial Days
- Logo recognition and hyperlink on Team Toba Website
- Three (3) tickets to the Corporate Partners Wine and Cheese
- Invitation to attend Coach and Sponsor Appreciation event following JDC West
- Access to Team Toba Resume bank of 50+ team members



Thank You
for your support!

TEAM TOBA CHARITY PARTNER

When: **October 18, 2018** | Where: **University of Manitoba Duckworth Quadrangle**

PREMIER CHARITY PARTNER – \$5,000

- **Title Partner of Chillin' for Charity**
- Keynote address during cheque presentation
- Opportunity to provide promotional material (toques, scarves, etc.) to Team Toba to be worn during their 'jump'
- Opportunity to provide additional promotional material
- Opportunity to network with Team Toba at the Chillin' for Charity luncheon following the event
- Logo placement on all event materials
- Logo recognition and hyperlink on Team Toba Website
- Four (4) tickets to the Corporate Partner Wine and Cheese
- Invitation to attend the Academic Retreat reception
- Invitation to attend Coach and Sponsor appreciation event following JDC West
- Charitable tax receipt of \$4,500-funds to be donated directly to a Team Toba Charity of choice through the United Way of Winnipeg
- In-kind partnership in the amount of \$500 to cover Chillin' for Charity event costs
- Opportunity to volunteer with Team Toba and take photos at the event with the team a maximum of 5 times



EXECUTIVE CHARITY PARTNER – \$2,500

- **Executive Partner of Chillin' for Charity**
- Opportunity to provide promotional material to Team Toba
- Opportunity to network with Team Toba at the Chillin' for Charity luncheon following the event
- Logo placement on all event materials
- Logo recognition and hyperlink on Team Toba Website
- Three (3) tickets to the Corporate Partner Wine and Cheese
- Invitation to attend the Academic Retreat reception
- Invitation to attend Coach and Sponsor appreciation event following JDC West
- Charitable tax receipt of \$2,250-funds to be donated directly to a Team Toba Charity of choice through the United Way of Winnipeg
- In-kind partnership in the amount of \$250 to cover Chillin' for Charity event costs
- Opportunity to volunteer with Team Toba and take photos at the event with the team a maximum of 3 times



TRIAL DAY PARTNER

THANK YOU

When: **November 3, 2018 and January 5, 2019** | Where: **University of Manitoba ArtLAB**

TRIAL DAY PARTNER – \$2,500

- **Title Partner of one (1) of Team Toba's two Trial Days**
- Opportunity to address Team Toba members, executives and co-captains at the Trial Day
- Prominent placement of logo throughout Trial Day
- Logo displayed on team uniform (approx. 2" x 8")
- Opportunity to provide three (3) judges for individual case team practices at Trial Days
- Logo recognition and hyperlink on the Team Toba website
- Three (3) tickets to the Corporate Partner Wine and Cheese
- Invitation to attend the Academic Retreat reception
- Invitation to attend Coach and Sponsor Appreciation event following JDC West
- Access to Team Toba resume bank of 50+ team members
- 1 Social media post with the sponsor as the subject on all Team Toba accounts



On behalf of Team Toba, we would like to extend our most sincere appreciation to you and your organization. Your sponsorship allows Team Toba to build upon the foundation of a program that provides students with opportunities for both personal and professional growth. Although the competition itself is only one weekend, the true value in this experience lies in the eight months that are spent leading up to it. All of our team workshops and events are facilitated by your contributions. We look forward to having your support as we prepare for our journey to Burnaby.



Adrienne Cenerini
Co-Captain



Paige Small
Co-Captain



Munroe Shume
Vice President External

IMPORTANT DATES

- June - December: Community volunteering with 5 partner charities
- September 13, 2018: Corporate Partners Wine & Cheese
- October 12, 2018: Academic Retreat
- October 18, 2018: Chillin' for Charity Plunge
- November 3, 2018: Trial Day #1
- January 5, 2019: Trial Day #2
- January 11-13, 2019: JDC West Competition Weekend
- January 23, 2019: Coaches and Sponsor Appreciation Night

All dates are tentative and subject to change.

Contact Us

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