

JDC WEST 2023

CORPORATE PARTNERS PACKAGE



“JDC West is Western Canada's largest business competition”



1300+

ANNUAL ATTENDEES



17

YEARS RUNNING



650+

COMPETING DELEGATES

Since 2005, the competition has brought together over **650** of the most **bright, creative, and motivated** university students from twelve prestigious post-secondary business institutions across Manitoba, Saskatchewan, Alberta, and British Columbia annually .



JDC West is a showcase of student experience and talent in academics, debate, athletics, and school spirit. In 2023, the competition will take place at the Edwards School of Business at the University of Saskatchewan in Saskatoon!

WHO ARE WE?

WE ARE TEAM TOBA

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 individual and team growth with the goal of bringing home the title of School of the Year and podium placement in our respective fields. We also value learning and growth, fostering a lasting experience, teamwork, community involvement, and communication. With a combination of 30 years of experience, we are excited for the challenges that come with business competitions and are well equipped to succeed.



AWARDS WON AT JDC WEST IN 2022

1ST PLACE
FINANCE

1ST PLACE
BUSINESS STRATEGY

3RD PLACE
CHARITY HOURS

WHAT IS “JDC WEST”?

JDC West is a platform for students throughout western Canada to develop and apply the skills required in the 21st century. For the past 16 years, competitors have experienced their own unique, personal growth and development through JDC West and have gone on to make monumental and meaningful contributions to business communities across North America. JDC West 2023 will be the first in-person competition since 2019 and commemorate the competition's ability to pivot for the past two years with the theme of **Triumph Through Perseverance**.

This year's theme perfectly captures the world's current business landscape. COVID-19 has affected all facets of life and left a permanent impact on the way that business will be conducted in a post-pandemic era. To truly understand triumph through perseverance, we must look at the victories achieved by those who never backed down to any obstacles and continued to push further - even in the face of defeat. As we move into 2023, resilience has become one of the fundamental building blocks of success and achievement.

With these values in mind, we would like to introduce our pillars that focus on pushing through adversity.



RESILIENCE

Using our strength as a team to overcome any challenge.



DETERMINATION

Being motivated to find the most equitable and sustainable solutions.



OPPORTUNITY

Seizing opportunities for collective growth and success.

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 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 partners, the I.H. Asper School of Business TEAM TOBA, comprised of 50 students, participated in the 2022 JDC West competition, which was hosted virtually, thanks to the ingenuity of our Asper School of Business students who were able to pivot to the remote competition in the final hours leading up to the event.

More than 600 business students from 12 of Western Canada's top universities competed in the event. Decked out in yellow and black suits, the Asper team rocked the house and brought home first place finishes in Business Strategy and Finance and a third-place finish for overall Charity Hours.

This year, Team Toba aspires to win the prestigious title of 'School of the Year.' With your help, this goal can become a reality.

However, participating in the Asper JDC West program is more than about a podium placement. The competition provides an outstanding opportunity for our students to enhance their education as they prepare for their careers in business.

Competing in JDC West also involves a high level of commitment and discipline. Asper students spend eight months preparing for the competition through hours of practice, workshops and events, all facilitated by your valuable support.

By providing your support, leadership, and mentorship to the Asper School team, you are investing not only in our students but also in the future leaders of the Manitoba business community.

Dr. Bruno Silvestre
Acting Dean, I.H. Asper School of Business
Acting CPA Manitoba Chair in Business Leadership
CN Professor in Supply Chain Management

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 for each other and 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 significant 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, and academics are rewarded in the academic growth of students and the growth of the community. 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 and present 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 future leaders' development. 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 assure you that supporting our team will be mutually valuable for 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



Ms. Judy Jayasuriya
I.H. Asper School of Business

WHY PARTNER WITH 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



COMMUNITY

- 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 top students at the Asper School of Business.

PREMIER PARTNER

PREMIER PARTNER- \$2,500-NEGOTIABLE

- Title Partner of Team Toba
- Team Toba's support towards your organization's affiliated events and charities
- Opportunity to provide coaches to academic case teams, each with the opportunity to attend team practices
- Opportunity to write situational business cases to be used as practice for academic disciplines
- Opportunity to provide judges for individual case team presentations on Trial Days
- Opportunity to address Team Toba on Trial Days 1 and 2 and Corporate Wine and Cheese*
- Prominent logo recognition at all events and on the Team Toba website with a hyperlink
- Recognition at a premier Charity event as the "Title Partner of Team Toba"*
- Invite to the Corporate Partners Wine and Cheese *
- Invitation to attend Coach and Partner Appreciation event following the JDC West competition*
- Access to Team Toba resume bank of 50+ team members
- Full access and/or keynote address to any Team Toba hosted team events, workshops or practices
- Personalized social media posts of Team Toba and sponsor
- Opportunity to provide promotional material to Team Toba



EXECUTIVE PARTNER

EXECUTIVE PARTNER- \$1,500

- Title Partner of one event: Trial Day 1, Trial Day 2 or Corporate Partners Wine and Cheese (Details Below)
- Keynote address at the event
- Opportunity to provide judges for individual case team practices or Trial Days
- Prominent placement of logo at event chosen*
- Logo recognition and hyperlink on the Team Toba website
- Invitation to the Corporate Partners Wine and Cheese*
- Invitation to attend Coach and Partner Appreciation event following the JDC West competition*
- Access to Team Toba resume bank of 50+ team members
- Personalized social media posts of Team Toba and partner
- Company advertisement through Team Toba Events
- Opportunity to write company-orientated business cases to be used by Team Toba's development team

EVENT DETAILS - Patron Partners will have the opportunity to be the title sponsor of one of three options below. (First come, first served)

Option #1: Trial Day 1 *

- A Team Toba Trial Day 1 is a mock competition where all teams go through their three-hour resolution and perform a 20-minute presentation in front of judges.
- Sponsor name announced at the beginning and end of Trial Day 1
- Opportunity to host a workshop or address Team Toba during Trial Day 1

Option #2: Trial Day 2 *

- A Team Toba Trial Day 2 is a mock competition where all teams go through their three-hour resolution and perform a 20-minute presentation in front of judges. The second trial day is right before the actual competition.
- Sponsor name announced at the beginning and end of Trial Day 2
- Opportunity to host a workshop or address Team Toba during Trial Day 2

Option #3: Corporate Partners Wine and Cheese *

- Networking event for Partners and Team Toba members
- Opportunity to address Team Toba during the event

PATRON PARTNER

PATRON PARTNER - \$600

- Partner with one (1) of Team Toba's Academic, Athletics or Socials teams
- Opportunity to host partnered discipline at the organization's office
- Opportunity to frequently connect with partnered discipline through coaching and attending practices
- Opportunity to send judges from the partnered discipline at both Trial days
- Logo recognition on Team Toba Website
- Invitation to the Corporate Partners Wine and Cheese*
- Sponsor name announced before individual team presentation at Trial Days 1 and 2
- Invitation to attend Coach and Partner Appreciation event following the JDC West competition*
- Access to the resumes of the team members in partnered discipline (3 students on Academic, 4 students on Debate, 8 students on Athletics and 4 students on Socials)
- Full access to any of the partnered discipline's workshops or practices

ACADEMIC TEAM DISCIPLINES

- Accounting
- Business Strategy
- Business Technology
- Management
- Entrepreneurship
- Finance
- Human Resources
- International Business
- Marketing
- Not-for-profit Strategy
- Operations Management
- Debate

If you would like to support Team Toba with a non-monetary contribution, please contact us about coaching. Note: coaching is not limited to sponsors

"The experience exceeded every possible expectation I had. As a coach, you have the opportunity to connect and work with motivated, intelligent individuals that will challenge conventional thought and bring a different perspective or insight to a problem.

You will be challenged to think differently each week as you review the case studies, finding new and different ways to challenge your team. As a business, you will never find a pool of qualified candidates as strong as this.

Looking forward to another rewarding year."

Princess Auto,
2019 Operations Management
Team Sponsor

PREMIER CHARITY PARTNER

PREMIER CHARITY PARTNER - NEGOTIABLE

- Title Partner of Chillin' for Charity
- Virtual recognition as Title Partner of Chillin for Charity Event
- Keynote address during the virtual cheque presentation
- Opportunity to provide promotional material (toques, scarves, etc.) to Team Toba to be worn during the signature charity event
- Opportunity to provide additional promotional material
- Logo placement on all event materials
- Logo recognition and hyperlink on Team Toba Website
- Invitation to the Corporate Partner Wine and Cheese*
- Invitation to attend Coach and Partner appreciation event following JDC West*
- Charitable tax receipt to be donated directly to a Team Toba Charity of choice through the United Way of Winnipeg
- In-kind partnership to cover Chillin' for Charity event costs
- Opportunity to volunteer with Team Toba and take photos at the event with the team



THANK YOU

On behalf of Team Toba, we would like to extend our sincerest gratitude to you and your organization. By partnering with Team Toba, you are supporting a program that provides students with opportunities for pivotal personal and professional growth.

Although the competition itself is only one weekend, the camaraderie and dedication exhibited by all of Team Toba's members during the eight months of competition are invaluable. Your sponsorship goes a long way in helping us shape Manitoba's leaders of tomorrow.

We look forward to having your support as we prepare for our journey to achieving the coveted School of the Year Award at this year's JDC West competition.



Anna Kowalchuk
Team Toba Co-Captain



Tanner Chwartacki
Team Toba Co-Captain



Eric Bao
VP Corporate Relations

CONTACT INFORMATION

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