



SPONSORSHIP PACKAGE

FAIRMONT JASPER PARK LODGE

FEB 19-23, 2024

ABOUT RMBS

The Rocky Mountain Business Seminar (RMBS) has been an integral part of the undergraduate journey for countless business students since its establishment in 1964. This renowned event invites students, faculty, and members of the business community to the awe-inspiring Fairmont Jasper Park Lodge for a week filled with learning, networking, and professional growth.

At RMBS, over a hundred student delegates hailing from leading universities across Canada gather to connect with their peers and engage with influential figures in the business world. Through captivating keynote speeches, interactive breakout sessions, and a case competition, delegates enhance their business acumen and prepare themselves for the next phase of their lives. The diverse array of activities and social events organized during the seminar make it an unforgettable week for all attendees.

Throughout our illustrious history spanning 58 conferences, corporate professionals have played a pivotal role in the success of RMBS. They have utilized this platform to share their business stories, recruit exceptional delegates, and foster relationships among themselves. Our esteemed partners have consistently recognized RMBS as the ideal environment to impart their enthusiasm and expertise to students. They actively contribute to the growth of future business and community leaders by investing their time and knowledge throughout the week. At RMBS, students have the opportunity to showcase their stories, talents, and skills, proving why our delegates stand among Canada's finest and brightest.

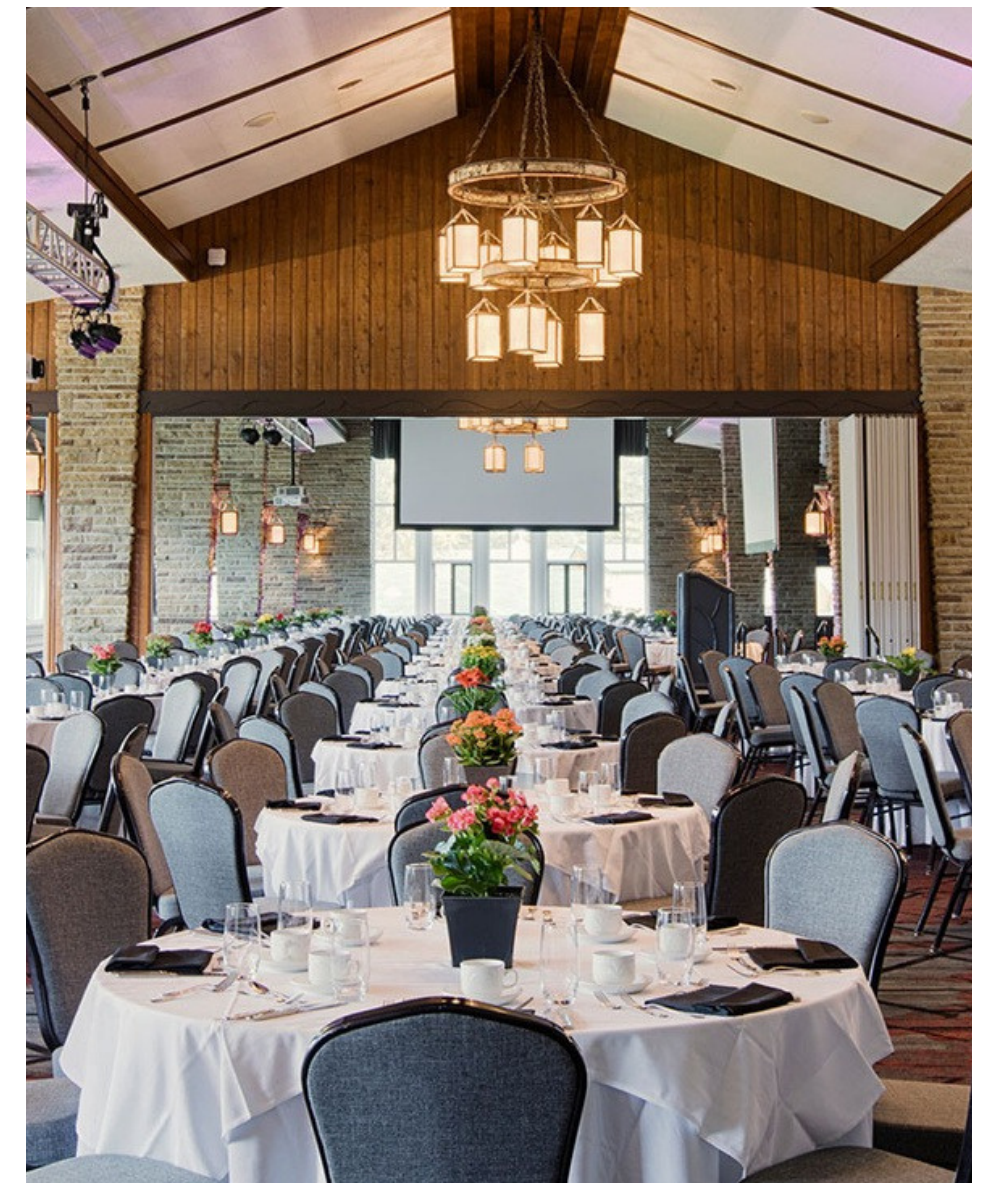


THE VENUE

Nestled amidst the majestic Rocky Mountains, overlooking the serene Lake Beauvert, the Fairmont Jasper Park Lodge serves as an idyllic alpine haven and the ideal venue for our remarkable conference. We extend a warm invitation to our sponsors, offering them exclusive access to our special corporate rate during RMBS. Immerse yourself in the resort's exquisite cuisine, top-notch amenities, and an array of exciting outdoor activities. At the JPL, we guarantee an extraordinary experience during your time at the Rocky Mountain Business Seminar.



Fairmont
JASPER PARK LODGE



BENEFITS OF SPONSORSHIP



Enhanced Brand Visibility

By sponsoring RMBS, your organization gains valuable promotional opportunities to showcase your unique story and vision to the next generation of business leaders. This exclusive platform allows your message to inspire and deeply resonate with students, creating a lasting impression.



Expanded Networking & Recruitment

Seize the chance to network with a diverse range of business representatives from various industries through dynamic events and shared meals. The RMBS experience offers unparalleled opportunities to connect with and recruit the most promising talents from leading business programs across Canada, ensuring a pipeline of future industry leaders.



Professional Development & Learning

In addition to the existing benefits, sponsoring RMBS provides a unique opportunity for your organization to contribute to the professional development and learning of delegates. Engage in specialized workshops, share industry insights, and provide mentorship to students, helping shape their skills and knowledge while fostering a culture of growth and excellence.



Active Community Engagement

Participating as a sponsor in RMBS allows your organization to become an integral part of the community. Interact with some of the brightest and most passionate students in the nation, leaving a lasting impact on the future leaders of our business community. Your involvement demonstrates your commitment to nurturing talent and supporting the growth of the next generation of business and community leaders.

2024 CONFERENCE THEME

Innovation: Inspiring, Empowering, and Driving Change

Each year, the executive team reflects on interesting and open-ended topics relevant to current business climates and then chooses the yearly theme based on what we feel would be beneficial to both delegates and corporate attendees. For this year's conference, we have decided on a theme surrounding innovation and what it is made up of. We believe that innovation refers to the process of realizing something could be improved upon and then taking the steps to create positive change or bring greater value, a theme that would be highly beneficial to emerging business student leaders and corporate representatives alike. With this central theme of innovation, we are taking a look into the key factors behind it - inspiration, empowerment, and a drive for change. As an industry leader, we believe your company's values align with this topic and having representatives present at RMBS would be extremely valuable for our delegates to learn and grow from.



RECENT PARTICIPANTS

University of Alberta

Macewan University

University of Regina

**University of
Saskatchewan**

**University of British
Columbia**

University of Calgary



University of Manitoba

Carleton University

McMaster University

**University of New
Brunswick**

University of Toronto

**Toronto Metropolitan
University**

SPONSORSHIP OPPORTUNITIES

Our sponsorship model lets you capture delegates' attention and interest in a way that fits your desires best—and we recognize that the tiers (next page) might not encompass your exact preferences. We invite you to discuss your specific needs with us, so that we can develop a tailor-made option for you and your organization.

ROLES

Speaking opportunities:

Share your professional experiences and knowledge with both students and industry professionals through a keynote presentation, breakout session, or an interactive workshop. You and your company can be sure that you'll leave a lasting impression.

Cultivator:

If you want to share your experience and industry knowledge, but would prefer to make more casual connections with students, you might be interested in our Cultivator role: a position that allows business professionals like yourself to network with students and act as mentors throughout the five-day conference. We would be delighted to explain this role to you in greater depth.



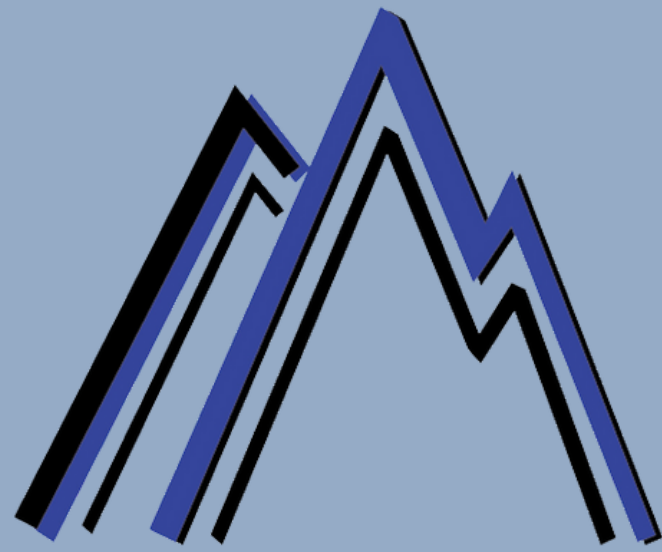
Sponsorship Level	Peak	Summit	Glacier	Crest	Ridge
Evening Keynote	●				
Afternoon Keynote		●			
Dedicated Meal	Dinner	Lunch			
Promotional Posts	●	●			
Breakout / Workshop Session	●	●	●		
T-Shirt Logo Size	XL	L	M	S	S
Complimentary Meals For All Reps. ¹	●				
Complimentary Meals For Speakers ²		●			
Resume Bank Access	●	●	●	●	
Website Inclusion	Clickthrough Logo & Bio	Clickthrough Logo & Bio	Clickthrough Logo & Bio	Clickthrough Logo & Bio	Logo Only
Delegate Manual Presence	Double Page Spread	Full Page	Half Page	Half Page	Logo Only
Promotional Material Distribution	●	●	●	●	●
JPL Corporate Rate	●	●	●	●	●
Amount	\$16,000+	\$12,000+	\$8,000+	\$4,000+	\$2,000+

Sponsored beverages can be added to any existing dedicated meal for an additional \$1,500
Our External Team is dedicated to creating and tailoring a package that perfectly fits your business' needs

1. Upper Limit Applies. 2. Maximum of 2 Speakers for 2 Full Days.



***The longest running student-
organized business conference in
Canada***



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DEAR SPONSORSHIP CANDIDATE,

On behalf of the 2024 RMBS Executive Team, we extend our warmest greetings. We are fully committed to ensuring the success of our upcoming conference and are excited to partner with esteemed businesses like yours to elevate the stature of our nationally renowned event. Your generous support is vital in making this extraordinary gathering a reality, and we invite you to join forces with RMBS to showcase your outstanding company to delegates from across the country.

Fostering strong and lasting relationships with our partners is of utmost importance to our executive team. We take pride in providing meaningful opportunities for present business leaders to connect with the future generation of leaders, while offering unparalleled business education to our delegates. It is with great anticipation that we look forward to the possibility of partnering with your esteemed organization for the 58th Rocky Mountain Business Seminar.

Regarding the sponsorship tiers, our dedicated External Team is committed to tailoring a package that perfectly aligns with your business's desires. We encourage you to reach out to us to discuss potential upgrades and the addition of specific items to your preferred package. This could include opportunities such as securing a Dinner keynote speaking spot or sponsoring a meal or beverages.

Thank you for your time and interest in the Rocky Mountain Business Seminar, and we welcome you to contact our External team with any questions or concerns you might have. On behalf of the 2024 Executive Team, we wish you the best.

Yours sincerely,

Matthew Malo & Alexis Dodd
External Portfolio, RMBS 2024