



**DECAU**  
 **ONTARIO**

**PARTNERSHIP  
PACKAGE**



## **OUR VISION**

**TO CREATE THE LEADING UNDERGRADUATE BUSINESS EXPERIENCE BY CHALLENGING, ELEVATING, AND ENRICHING OUR CURRENT AND FUTURE MEMBERS.**

## **OUR PARTNERSHIP INTENT**

**TO BE CORPORATE CANADA'S PARTNER OF CHOICE BY COMBINING UNMATCHED EXPOSURE WITH SINCERE CONNECTIONS TO CREATE SUSTAINABLE RELATIONSHIPS.**

# A FORWARD FROM THE CHAIRPERSON

It is with great pleasure that I welcome your consideration to build a valuable partnership with DECA U during this pivotal, and exciting year in our organization. DECA U is Canada's largest undergraduate business association of highly motivated and talented student leaders who are committed to refining their personal and professional skills through the opportunities that our organization provides on an ongoing basis.

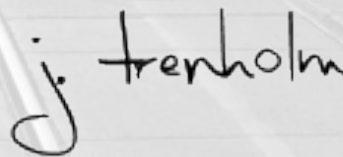
A partnership with DECA U represents tremendous value for the members of corporate Canada: a genuine chance to connect with the best and brightest students from across 16+ universities. Our strong and growing membership base of 1,800 leaders represents the finest calibre business students that Central and Eastern Canada has to offer. As a valued potential Partner, your organization has the opportunity to showcase yourself as a leader within the industry, while utilizing the sincere connections you will create with our Members to recruit the best of the best for your company.

The 2011-2012 year will symbolize an important year for our rapidly growing organization. As a Board of Directors, we are extremely focused on further elevating our level of competition by inspiring our

Members with innovative, unique, and challenging new competitive events while increasing the quantity and quality of opportunities available to our Members to network and develop professionally. Through these lenses, we aim to build strong, sustainable, and mutually beneficial partnerships with the leaders of corporate Canada. We are committed to ensuring that each of our Partners realizes unmatched value through a collaborative experience with our team and we are confident that DECA U is best suited to spreading your organization's value proposition.

On behalf of the DECA U Board of Directors, Corporate Advisory Board, Provincial Advisory Board, and our Executive Council, I'd like to thank you for considering a valuable partnership with DECA U and our rapidly growing membership.

Sincerely,



**JACOB TRENHOLM**  
PRESIDENT & CHAIR  
DECA U BOARD OF DIRECTORS

# WHAT IS DECA U?

Established in 2005, DECA U is a rapidly expanding, co-curricular, undergraduate business association with 2,000 engaged business minds spanning 16+ Ontario & Québec universities. Our members are involved leaders who crave a challenge, and are committed to personal and professional excellence.

As an organization, we constantly strive to create an experience unlike any other: one that our leaders, members, and partners would agree is *the leading undergraduate business experience*.

## THE LEADING UNDERGRADUATE BUSINESS EXPERIENCE

CHALLENGING  
COMPETITIVE  
CURRICULUM

GENUINE &  
QUALITY  
NETWORKING

ENRICHING  
PROFESSIONAL  
DEVELOPMENT

### COMPETITION

The first pillar of DECA U provides our members with an innovative portfolio of competitive events that stretch, challenge, and showcase their analytical, creative, and presentation abilities. Through 12 industry-, and function-specific categories, as well as 2 new competitive events, the DECA U experience puts our members' minds to the test!

### NETWORKING

With sincere networking opportunities integrated into every element of our organization, the DECA U experience provides our members - future business leaders - with unparalleled opportunities to build their professional network while gaining powerful insights from the current leaders of corporate Canada.

### PROFESSIONAL DEVELOPMENT

An integral part of our organization, the DECA U experience is built upon professional development opportunities. Through valuable partnerships, captivating speakers, and development-focused events & workshops, our members gain a powerful understanding of the business world, its industries, and its boundless possibilities.

# COMPETITIVE EVENTS

As a core platform of the DECA U experience, we aim to provide the most innovative portfolio of competitive events that stretch, challenge, and showcase our Members' talents. For the 2011-12 year, we have streamlined our existing competitive categories into *individual* and *team* events, revived the much-adored DECA Quiz Bowl, while adding two brand new, unique offerings for our Members to choose from.

## INDIVIDUAL EVENTS

Competitors in the individual events streams will be challenged to write a comprehensive multiple choice exam before solving and presenting two live case studies.

Business Law & Ethics	Human Resource Management
Business-to-Business Marketing	Restaurant & Food Services
Corporate Finance	Retail Management
Fashion Merchandising & Marketing	Senior Accounting

## TEAM EVENTS

Competitors in the team events streams will be challenged to write a comprehensive multiple choice exam before solving and presenting a thorough case study live with a partner.

Junior Accounting	International Marketing
Sports & Entertainment Marketing	Hospitality, Travel & Tourism

## QUIZ BOWL

In what has become an annual DECA U tradition, the Quiz Bowl competition is a rapid-fire test of business knowledge and speed. Each university submits a team of 4 to compete in a pressurized, Jeopardy-style competition where the fastest team to respond correctly gains the points and the glory. This year, competitors will be able to represent their school as a Quiz Bowl team member, *in addition to competing* in any other competitive stream. DECA U's 3rd annual Quiz Bowl challenge promises to be the most exciting yet - chalk-full of university pride, ruthless rivalries, and enthusiastic audiences!

# NEW COMPETITIVE EVENTS

Rounding out DECA U's competitive curriculum for the 2011-12 year are two new competitive events that will elevate our members' DECA U experience by providing unique, thought-provoking, and innovative challenges.

## **ADVERTISING CAMPAIGN**

**THE ULTIMATE CREATIVE STRATEGY CHALLENGE**

Competitors at DECA U's 2012 Annual Provincial Conference & Competition will have a brand new opportunity to stretch their creativity through our first ever Advertising Campaign event. Teams of 1-3 members will strategically construct a campaign for one of our Sponsoring Partner's clients through a real-life simulation of the advertising industry.

The creative brief designed by our Sponsoring Partner will be distributed to the competing teams approximately one month prior to the competition. Teams will spend the following weeks ideating within the brief's parameters while building a full written campaign proposal for the client. During our Conference, competitors will pitch their campaign to a panel of judges who will decide which campaign, if implemented, would be most successful for their client's brand.

The Advertising Campaign event will provide our Sponsoring Partner with an opportunity to see, hear, and meet the brand strategists of tomorrow; communicate your firm's value proposition as an employer and as an agency; as well as further your clients' objectives through meaningful interactions with the next generation of leaders.

## **CASE BOSS CHALLENGE**

**A SHOWDOWN OF DECA U'S BEST & BRIGHTEST**

In an unprecedented showcase of our Members' astonishing talent, the top 3 competitors from each of DECA U's university chapters will form a team to represent their school in the most comprehensive, grueling, and formidable competitive event that DECA U has ever offered.

The Case Boss Challenge will provide competitors with an elevated case experience through a contextual challenge that combines three unique case studies: Finance & Accounting, Marketing & Sales, and Human Resource Management. This sweeping challenge will test its competitors' abilities to drill-down on function-specific issues, while integrating solutions across an entire organization.

The Case Boss Challenge's Sponsoring Partner will have direct access to the most talented students across our 16+ chapters, while positioning their organization as a true market leader in the minds of 1,300 future business leaders.

# FURTHER OPPORTUNITIES

As a part of our goal to be corporate Canada's partner of choice, we strive to present several additional partnership opportunities that add value to the DECA U experience, and to that of our partner. Should your organization see other opportunities that you would like to support, we would be thrilled to collaborate!

## FINAL AWARDS BANQUET TITLE PARTNERSHIP

As the title sponsor of our final awards dinner, your organization and its brand will be present in front a captive audience of our entire delegation.

- exclusive welcome to the final awards dinner
- keynote speaking engagement
- opportunity to build genuine connections with our members over dinner
- brand presence on all print, electronic, and social communication platforms

## EXCLUSIVE CONTENT PARTNERSHIP

An opportunity to generate maximum brand exposure and awareness, an exclusive content partnership would enable your organization to create significant visibility through branding and/or distributing official DECA U content such as lanyards, t-shirts, and padfolios.

- act as walking advertisements throughout our Provincial Conference & Competition and the financial district of downtown Toronto
- serve as useful reminders and keepsakes long after the final awards banquet

## PROFESSIONAL DEVELOPMENT PARTNERSHIP

Brand your organization as an integrated element of the DECA U experience by contributing to the professional development of our members. By leading and facilitating special events and workshops throughout our Provincial Conference & Competition, be seen as a leader in your industry, and highlight what makes your organization unique.

- create significant brand awareness through a featured & highly noticeable centre-stage platform
- lead a professional development-oriented workshop that contributes to the DECA U experience and the visibility of your brand
- generate genuine connections with our members by interacting through intimate, customized learning experiences

## EXHIBIT DISPLAY PARTNERSHIP

Build awareness amongst our 1,300 high-quality Provincial Conference & Competition delegates.

- real estate in a high-traffic area of Exhibit Hall
- network with delegates in between their competitive events
- in-kind sponsorship welcome!

# CONTACT US

To learn more about our organization, the partnership opportunities included in this package, or other ways to become involved with DECA U, please contact our Corporate Sponsorship team who would be more than happy to answer any of your questions.

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DECA U would like to thank you and your organization for your interest in supporting student activities at the post-secondary level. It is only through the continued support of our Corporate Partners that DECA U is able to provide quality events and services for our students.

