



STUDENT ORGANIZATION SPONSORSHIP OPPORTUNITIES





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The Lang School is known for developing well-rounded students who excel in team environments, work collaboratively and think ethically. By sponsoring an accredited Lang student organization, you will gain direct access to a talent pool of motivated business students who want to contribute their experience and enthusiasm to your organization. There are also opportunities for brand awareness and student engagement opportunities at our student events and through their social media platforms.

The Lang School offers 9 specialized and industry focused majors as well as minors in key disciplines, allowing students to create their own unique academic path.

Majors include:

- Accounting
- Food & Agricultural Business
- Hospitality & Tourism Management
- Management
- Management Economics & Finance
- Marketing Management
- Public Management
- Real Estate & Housing
- Sport & Event Management



Students can customize their academics by adding a certificate or minor to their major, including **data analytics, sport and event management, sustainability, international business, HR, marketing, project management** and more.

The Lang School is one of 38 global business schools to be recognized as a Champion of the United Nation's responsible business education initiative, PRME.



WHY SPONSOR?

Sponsoring student events provides a great opportunity to engage with Lang business students. As a sponsor, your support is invaluable to running these events which provide students with networking opportunities, professional development and real world experience that compliments classroom learning.

Sporship opportunities include case competitions, panel discussions, networking events, conferences and workshops.

Benefits of sponsoring include:

- Brand awareness and recognition for your organization
- Networking opportunities with business students
- Engaging with future business leaders and access to top talent
- Social media outreach
- Gain insight and perspective through case studies
- Guest speaking opportunities
- Employee engagement opportunities



TOGETHER WE'RE STRONGER. TOGETHER WE WIN!

DECA U and JDC Central are two of Canada's largest undergraduate business case competitions. Each year, our students reach the podium by working together and supporting each other.

DECA U at Lang

DECA U Guelph is a chapter within an international student organization that prepares future leaders and entrepreneurs for careers in marketing, finance, hospitality, human resources, and other professional areas through case competitions and networking events. We help university students develop professional abilities by training and developing core soft skills, while providing them opportunities to differentiate themselves as young professionals.

Quick facts about DECA U Guelph

- Consistently ranks in the top 3 in Ontario at the annual provincial competition.
- Membership of 150 Lang students from all majors.
- Hosts an invitational case competition with attendance from business schools from across the province to tackle challenges within our corporate sponsor's organization.
- Captured 16 awards including 1st place in HR and Restaurant and Foodservice Management



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JDC Central at Lang

JDC Central is an annual business case competition featuring top university students from across Central and Eastern Canada. It is one of the largest and most prestigious undergraduate conferences in the country. The three-day event showcases academic prowess and is highlighted by debates, athletics, and school-spirit events. It attracts and develops well-rounded and forward-thinking business students that are considered top-tier from their respective universities. The competition focuses on academics, where delegates compete in parliamentary style debates and business case analyses that include marketing, finance, international business, digital strategy, business strategy, accounting, entrepreneurship, and human resources.

Over the years, our delegation has provided our sponsors with access to exceptional talent and significant brand exposure to over 3,500 students on campus.

Our charitable initiatives have raised over \$85,000 and contributed over 3,700 volunteer hours to local organizations such as Big Brothers Big Sisters and the United Way Guelph. Our team holds an average social media reach of 3,000 impressions, with a 200% increase in followers in the last two years (not including the strong personal outreach and influence of each individual delegate).

2020 will be the Guelph delegation's 9th year competing at JDC Central. We are proud to say that our team has reached podium status every year. In 2019, we came home with 4 awards, including:

- Our first ever podium finish in debate
- Back to back champions in competition engagement
- 2nd place finish in entrepreneurship



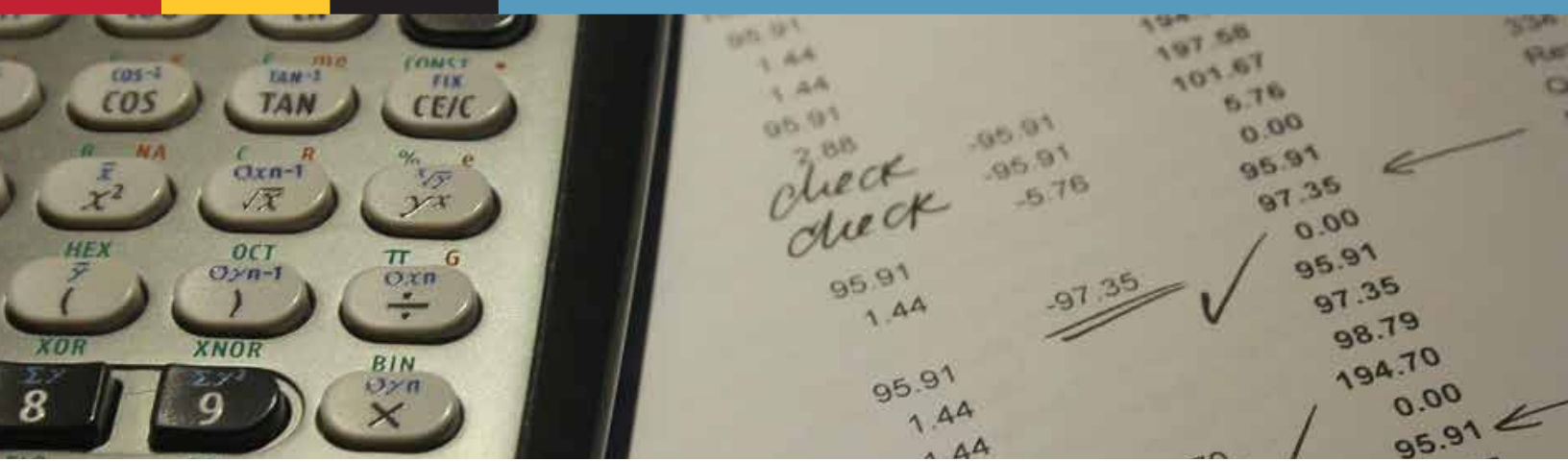
LANG SUSTAINABILITY CONFERENCE

At the Gordon S. Lang School of Business and Economics, we believe business should create economic value and improve life, society and the environment. Adoption of this sustainable mindset in business is essential to ensuring positive and long-term change in the world. We've embedded sustainability in our business education as we strive to be recognized locally and globally for our commitment to developing future leaders for a more sustainable world. The Lang Sustainability Conference (LSC) is key part of delivering that vision.

The Lang Sustainability Conference is an intensive 3-day conference hosted by the Lang Students' Association at the University of Guelph. It aims to connect 150 of North America's brightest students, challenging them to discover and explore solutions to the current social, environmental and economic threats facing our world. The conference facilitates conversations between students, sponsors, industry experts and researchers by engaging them in workshops, discussion and competition around the development of sustainable business models. Together, we will create an ethos of community engagement and ethical and responsible leadership in a complex and ever-changing world.

The Lang Students' Association (Lang-SA) is the central student group, representing the interests and enriching the lives of all Lang students at the University of Guelph. We oversee the activities of all 17 student organizations within the Gordon S. Lang School of Business and Economics and promote sustainable business development, charities, and student opportunity on campus. Our mission is to realize the personal, professional and academic development of all Lang students.





ACCOUNTING

Connect with students enrolled in Lang's accounting major

The Accounting Society of Guelph (ASG) is an accredited student organization that represents over 740 accounting students at the University of Guelph. Accounting students can combine the analytical and logical skills of traditional accountants with the critical thinking and communication skills necessary to articulate informed decisions in a fast-paced, corporate environment. We are working today to develop the accountants of tomorrow by fostering growth in knowledge, careers and relationships.



Quick Facts:

- The Lang Accounting program is accredited by the CPA of Ontario
- 2019 will mark ASG's 8th year hosting their Crack the Case Competition
- ASG hosted 8 events in the 2018/19 school year





MARKETING

Connect with students enrolled in Lang's marketing major

The University of Guelph Marketing Society holds multiple events throughout the year to help connect student leaders to industry professionals. Through experiential learning and workshops, students can further their learning outside of the classroom to grasp real-world business techniques.

We offer experiential learning to help the students create, connect and inspire others to get the most out of their education. The University of Guelph Marketing Society (UGMS) provides networking, social and academic events with the goal of connecting students and providing relevant experiences that keep our students engaged.



Quick Facts:

- Tailor to one of the largest majors at Lang
- We run one of the largest internal events at the school with over 80 motivated students participating
- We invite alumni to events to engage with students and provide valuable industry insight





ECONOMICS AND FINANCE

Connect with students enrolled in Lang's economics and finance major

The University of Guelph Economics and Finance Association (EFA) is a collection of motivated individuals who are passionate about the role finance plays in business. By partnering with us, you will have the opportunity to access and communicate with students who are among the brightest that the University of Guelph has to offer.

Quick Facts:

- The EFA represents 741 Management Economics and Finance (MEF) students
- The EFA was founded in 2010 with the objective of helping to educate students at the University of Guelph about the financial industry
- Directly affiliated with two other student organizations; Guelph Student Investment Council and the Young Economists Society





REAL ESTATE AND HOUSING

Connect with students enrolled in Lang's real estate and housing major

The Real Estate & Housing Students' Association is a student group with one mission: to perpetually contribute to the betterment of the real estate industry. This is accomplished by providing world-class education to our students, training future leaders, and providing valuable information and industry-related events. REHSA represents a progressive and innovative group of students with a passion for real estate and the diligence to exceed the high standards we set for ourselves.



Quick Facts:

- Graduates of this major can also be exempt from many of the courses needed to complete the Accredited Appraiser Canadian Institute (AACI) designation, the Certified Property Manager (CPM) designation, as well as some other Ontario real estate licensing courses.
- U of G real estate and housing students places 2nd in the International Cornell Case Competition in NYC in 2018 and 1st place in 2017.
- We are one of the only Real Estate and Housing post-secondary programs in Canada





HOSPITALITY, FOOD & TOURISM

Connect with students enrolled in Lang's hospitality and tourism major

The HFTMSA is an organization that hosts networking and social events for the HFTM student body. We are here to welcome our students into the world of Hospitality, Food and Tourism Management and into the HFTM family at the University of Guelph! We run multiple events throughout the year including student orientations, Think Pink, Smart Serve Certification sessions, a New York City Trip, Talk Tourism, Alumni Networking Night, the HFTM Job Expo and many more!

By sponsoring our student association, you are investing in the education of the industry's future leaders. As a sponsor, you are providing our students with opportunities to develop skills necessary for success beyond post-secondary education. Becoming a sponsor will also give you the opportunity to engage and develop relationships with HFTM students at the University of Guelph. You will gain exposure to our students over our social media platforms and your participation in our events. Finally, you will gain opportunities to recruit from one of the only Hospitality, Food and Tourism Management programs in Canada.

Quick Facts:

- HFTM students won HotelNEXT Canada 2018, a national competition held by the Canadian Hotel Investment Conference
- HFTM students were selected to move on to the finals at the internationally renowned Young Hoteliers Summit 2018 case competition
- We are hosting the annual Hospitality and Tourism Case Competition in 2019.
- Our graduates have placed on the Ontario Hospitality Institute Top 30 Under 30 since 2006





SPORT & EVENT MANAGEMENT

Connect with students interested in sport and event management.

The Guelph's Sports Management Association GSMA's goal is to inspire creativity and drive innovation in the sports industry. We provide students with the opportunity to build relationships in the industry and develop their personal and professional skills through networking events. Our students look beyond the play-by-play of sport and are focused on the evaluation the development of profitable business models in the industry. We strive to deliver effective business solutions through our engagement in sports related case competitions.

Representing and showcasing all areas of the sports management industry, the GSMA attracts and interacts with top students from all majors at the University of Guelph. Partnering with the GSMA provides the opportunity to recruit top talent while also promoting your brand through keynote speaker spots, panelist positions, and networking career night booths. Additionally, GSMA can promote partners on all forms of social media, including Instagram, Facebook, and Twitter.

Quick Facts:

- The GSMA hosted their first annual Guelph Sports Case Competition in November of 2018 allowing students to experience and work through a current sports management issue.
- The University of Guelph launched the International Institute for Sport Business and Leadership in 2018, chaired by former VP of the IOC, Richard Pound.
- The University of Guelph will be introducing a Sports Management minor in 2019, the first to be under a Bachelor of Commerce degree in Canada.





WOMEN IN LEADERSHIP

Connect with students who are connected to U of G's Women in Leadership group

Guelph Women in Leadership (GWIL) empowers students across campus to think beyond convention and redefine their construct of purpose. Made up of 15-20 eager and hard-working women, we host workshops, speaker series and networking opportunities for students that want to build confidence, empower other women, and gain personal & professional skills.

GWIL offers corporate sponsors the opportunity to support young women and encourage them to lead their peers and execute initiatives they are passionate about, as well as networking and recruitment opportunities with the next generation of young female leaders. By sponsoring GWIL, you will exposure your brand and name amongst university students across our social media platforms.



Quick Facts:

- GWIL was the 2018 recipient of the "Business Student Organization of the Year" award
- Our International Women's Day speaker series has sold out three years in a row and attendance is expected to be at 150 guests this year
- GWIL collaborates with both local female entrepreneurs from Guelph and established companies across the GTA/Toronto area



ENTREPRENEURSHIP

Connect with students who are active in entrepreneurship student activities.

The Guelph Entrepreneurship Society (GES) is a non-profit, student run organization at the University of Guelph. Our driving objective is to motivate students to pursue new ventures, drive innovation, and encourage creativity in business.

Through hosting events on campus events and providing services to students we bring together individuals who share a passion for business and entrepreneurship. In turn, we learn from and inspire one another to pursue our goals and ventures. This year, we are giving our team members hands-on experience by simulating a start-up work environment, taking an idea from concept to prototype.



Quick Facts:

- GES collaborates with Guelph Innovation Society (College of Engineering and Physical Science) to host a case competition that provides students with the unique opportunity to meet other like-minded individuals and combine both Engineering and Commerce disciplines to solve a real-world problem.
- GES hosts a variety of charity events such as trivia nights which raised funds to support The Citizens Foundation Canada and funding education in Pakistan



PUBLIC SECTOR

Connect with students enrolled in Lang's Public Management major

The Public Management Association (PMA) is the student association representing all U of G Public Management students. Our program develops technical and transferable skills related to our core competencies of law, economics, politics, and business.

Partnering with the PMA will allow you to connect with students who have an innate passion for law, economics, and politics. It will also provide you with a platform to promote your brand and reach out directly to a niche audience. Our past partners, ranging from the Ministry of Education to Red Bull, have only provided positive feedback towards their experiences and have opted to return for future events. As a result of these partnerships, our sponsors have recruited several of our Public Management students for co-op and post-graduate positions.



Quick Facts:

- PMA holds various speaker panels to discuss government issues such as "Our Human Trafficking Problem" held in 2017 with the Anti-Human Trafficking Office of Ontario, "The Future of Education" held in 2018 with the Minister of Education, and a discussion on the Famous Five with the Senate of Canada.
- In 2017, the student group was presented with the Charity Award recognizing sustainable initiatives, community engagement and the greatest contribution to the community.



HR & MANAGEMENT

Connect with students enrolled
in Lang's Management major

MSA (previously LOMSA) supports both existing students in the LOM major and students in the new Management major. MSA provides these students with access to professional associations like the HRP, networking opportunities with industry professionals, leadership conferences, guest speakers and social events to help students build relationships with other students, faculty and the business community.

MSA graduates have the unique flexibility to work in any kind of industry that appeals to them (Technology, Manufacturing, Services, Energy, Agriculture, etc.) because all companies could benefit from hiring a business generalist.

MSA connects you with students leveraging the benefits of having a versatile and flexible major that have a solid base of transferable business skills, as well as the ability to take elective courses that allow you to customize your learning based on your unique interests (i.e. adding a minor in HR or data analytics).





If you would like to discuss these events in more detail, or if you have an idea for another student-lead event, please contact:



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**BUSINESS CAN CREATE POSITIVE
CHANGE AND MAKE EVERYONE BETTER.
THAT MEANS INVESTORS ARE MAKING
MONEY AND OUR COMMUNITY IS
IMPROVING. THAT'S WHAT THE LANG
SCHOOL STANDS FOR.**

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