STUDENT ORGANIZATION SPONSORSHIP OPPORTUNITIES

2021/2022
The Lang School is known for developing well-rounded students who excel in team environments, work collaboratively, and think ethically. By sponsoring a 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 at our student-run events and through our student organizations’ social media platforms.

**Lang BComm Majors:**
- Accounting
- Food & Agricultural Business
- Government, Economics & Management
- Hospitality & Tourism Management
- Management
- Management, Economics & Finance
- Marketing Management
- Real Estate
- Sport & Event Management

**Lang BComm Minors:**
- Accounting
- Business Data Analytics
- Economics
- Entrepreneurship
- Human Resources
- International Business
- Project Management
- Sport & Event Management
- Sustainable Business

#2 BComm in Canada by Corporate Knights

#1 MBA in Canada by Corporate Knights

3500+ students across BComm, graduate and executive

40% faculty gender diversity

#2 in Canada for sustainability-focused publications

15,000+ alumni making an impact across the world
WHY SPONSOR?

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

Sponsorship 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
The Lang Students’ Association (LSA) is the primary student organization within the Lang School of Business. Acting as the “umbrella”, the LSA represents all students in the Bachelor of Commerce program regardless of year or major. We act as a support for all other business student associations and liaise between student groups and campus resources such as the Dean’s Office, the Central Student Association, and the Guelph Student Experience team. The LSA consists of 14 executives, 40+ managers and 10-12 brand ambassadors ranging from first to fifth year of all business majors.

Key Facts

The LSA hosts a handful of staple events each semester that cater to the entire BComm community, most notably our We Mean Business orientation week event, our annual Commerce Formal and our year-end Gala to celebrate all student leaders across our 18 Lang student organizations. Each of these events attract 100+ students from all majors.

As a team, we structure our organization on three core values of community, ambition, and responsible leadership. Our mission is to provide Lang students with opportunities that empower them to achieve personal and professional growth beyond the classroom.

With an Instagram following of over 2000, the LSA also engages students through contests, social media initiatives and other digital content on a daily basis. Acting as a support system for all other business student organizations, we also actively market all of the opportunities that are available to business students campus wide.
The Lang Sustainability Conference is the largest student-run conference at the University of Guelph. This year’s conference will focus on “Individuals for Impact” – a theme that follows the consumer, intrapreneur, and entrepreneur's path through the use of “business as a force for good”.

Delegates will be given the opportunity to engage with industry professionals, participate in workshops, and compete in a comprehensive case competition. This year’s hybrid format will ensure that delegates from across Canada can participate in a safe and engaging way.

Key Facts

The Lang Sustainability Conference hosts over 100 students from over 14 Canadian Universities who possess the unquestionable belief that they have the ability to positively impact society – socially and economically. Our delegates are equipped with the tools necessary to redefine sustainable business as the leaders of tomorrow.

Delegates are given the opportunity to network with industry professionals, participate in innovative workshops, and compete in a comprehensive case competition. Event highlights include featured speakers, engaging panels, and insightful keynotes from a variety of industry backgrounds.

The Lang Sustainability Conference team is comprised of 20 of Lang's most passionate and driven business students and future leaders in sustainability. Our team believes that business can be a powerful tool to improve life in our communities and are committed to educate, inspire, and lead others through using business as a force for good.
JDC Central is an annual business case competition featuring top University students from 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 accounting, business strategy, digital strategy, entrepreneurship, finance, human resources, international business, marketing. 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.

Key Facts

JDCC’s charitable initiatives have raised nearly $100,000 and contributed about 9,000 volunteer hours to local organizations such as Big Brothers Big Sisters Guelph and the Guelph Food Bank.

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).

2021 will be the JDCC Lang’s 10th year competing at JDC Central. We are proud to say that our team has reached podium status every year. In 2020, we came home with 5 awards, including:
• 1st place finish in the first ever Charity Consulting Project
• 2nd place finish in International Business
• 3rd place finish in Debate
• 2nd and 3rd place E-Sports finishes in 4v4 and 3v3, respectively
DECA U Lang is a chapter within an international 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.

DECA U Lang is proudly in its 11th year of running. Since our chapter’s inception, we’ve grown to over 100 eager business students of a variety of majors. We help university students develop professional abilities by training and developing core soft skills, while providing them opportunities to differentiate themselves as young professionals.

DECA U Lang is proud to be the respective chapter for the Lang School of Business under DECA U Canada, where DECA U Canada accounted for 20% of all finalists at the international level!

Key Facts

The DECA U Lang team consistently ranks in the top 3 across different case categories at the annual DECA U Nationals conference.

The DECA U Lang team consists of 100+ members from all different years and majors.

DECA U Lang hosts an annual invitational case competition with attendance from business schools across. This competition tasks delegates with solving real-world problems occurring within our corporate sponsors’ organizations.
The Marketing Management Program at the University of Guelph is the largest division of the Gordon S. Lang School of Business and Economics. There are over 900+ students in the Marketing Management program with this number growing every year. Comprised of 34 students, the MMSA aims to bring a higher level of engagement and interaction within Marketing Management students through events, networking and educating. The MMSA provides networking, social, and academic events with the goal to connect students with each other, as well as introducing them to industry professionals. We aim to Inspire everyone in the Marketing Management program by providing them with the resources and tools to create a successful future.

Key Facts

The MMSA’s initiatives are tailored toward one of the largest majors within the Lang School of Business and Economics.

The MMSA is committed to connecting students with career resources through workshops including “Speaker Spotlight Trilogy – The Branding Broadcast” and “UofG’s Manulife Skills Case Competition”.

The MMSA provides networking, social, and academic events with the goal to Connect students with each other, as well as introducing them to industry professionals.
The Accounting Students' Association is a collection of students all sharing an interest in the field of accounting who strive to educate themselves about its prospects as a profession, benefit from its services to support accounting education, and provide a link between University administration, faculty and students.

**Key Facts**

The Accounting program at Lang is fully accredited by CPA Ontario and the ASA works closely with CPA to host events and initiatives.

The ASA represents the second largest major within the BComm program at Lang.

The ASA has hosted an annual Crack the Case competition for 10 years and welcomed over 100 student competitors virtually in 2021.
The University of Guelph Management Economics and Finance Student Association (MEFSA) strives to enhance the professional development of Management Economics and Finance (MEF) students at the Gordon S. Lang School of Business and Economics. By meaningfully engaging with students of all years, our events and workshops are sure to both develop their work ethic and soft skills, as well as enhance their undergraduate scholarly experience.

Key Facts
Since our inception, MEFSA has been dedicated to providing the U of G student body with an environment of autonomy, mastery and purpose for all MEFSA members, students, and faculty by helping them develop skills in research, strategy, and execution.

In the previous year, MEFSA has undergone a number or progressive changes to our internal operations which produces a greater impact for students and the university, offering stable relationships, strong full-team effort, and a collective willingness to succeed.

Through our growing social media platforms such as Instagram, Facebook, and LinkedIn, MEFSA works to enhance the experience of our following through multiple giveaways and contests throughout the year to provide a sense of excitement and competition.
MANAGEMENT

As an accredited student organization, MSA hosts unique events, takes part in activities planned by the Lang Business School, and is the voice for Management (formerly Leadership and Organizational Management) students. We focus on having fun and gaining business professional skills simultaneously. As a team, we concentrate on assisting the students in our major throughout their university career. Our goal is to help students meet other like-minded students and build their own communities. We want to show them potential career paths for their future whether that’s learning more about HR through our HRPA Panel or sustainability in our Me for the Future event. We aim to provide them with knowledge from industry professionals that they wouldn’t acquire in their day-to-day university interactions.

Key Facts

We are the voice for students within the Management (formerly) Leadership and Organizational Management) program. We aim to provide students with the knowledge from industry professionals that they won’t acquire in their day-to-day university interactions.

Our team focuses on assisting the students in the management major and other business majors throughout their university career. We do this by hosting events such as the Prof Industry Cafe, MSA Major Plus, etc,. These events give students the exposure to the different types of career paths they could enter and to hear from managers who are in these positions to learn about their journey.

With a combined following of 1050+ people across the MSA social media accounts, businesses are given great exposure to a larger audience. Sponsoring the MSA team provides businesses with an opportunity to be guest speakers and to interact with students. This is great exposure for the business as well as provides an opportunity for students to make connections for a post-grad career opportunity.
To stimulate the next generation of sports business leaders and promote career opportunities for students who are passionate about the field, the GSMA aims to connect students with industry professionals and organizations. The GSMA intends to do this by providing an unparalleled educational experience for the sport business leaders of tomorrow through case competitions, social events, speaker series, workshops and team building sessions. We do this by connecting current and future sport business professionals and organizations and creating thought-provoking educational platforms and effective relationship-building activities. We pride ourselves on being a unique liaison between like-minded students and industry professionals. Lace up, and let’s conquer!

Key Facts

The GSMA hosted their first annual Case Competition in November of 2018, allowing students to experience and work through a current sports management issue.

The University of Guelph introduced a Sports and Event Management major in 2020, the first to be under a Bachelor of Commerce degree in Canada.

Our team kicked off 2021 with GSMA’s virtual Networking Night. The successful event brought together 13 industry panelists and over 40 commerce students.
GOVERNMENT, ECONOMICS & MANAGEMENT

The Government Economics and Management Association, also known as the GEM of the Gordon S. Lang School of Business and Economics is a group of students representing the GEM/PM students at Lang. This program involves the studies of law, politics, business, and economics. The GEM program is unique and provides students with both technical and transferable skills.

Our association is proud to represent a small but passionate selection of students, and we are dedicated to providing these students with valuable networking opportunities and informative events. Partnering with us provides you with the opportunities to attend our networking events and promote your brand.

Key Facts

In the 2020-21 school year our student group rebranded from the Public Management Association to the Government, Economics, and Management Association following the renaming of our program.

GEMA recently held a successful online panel event featuring members of parliament and recruiters from RBC to discuss how students can navigate their way through the pandemic while still gaining industry experience and knowledge.

GEMA values our alumni and recently hosted an informative Instagram Live Series for alumni to give advice to current students.
The Real Estate Students’ Association (RESA) is a student-led team with one fundamental mission; to facilitate with the transition from a post-secondary environment to the working world by providing students with the opportunity to gain valuable insight and build their business network through various industry-related events. RESA 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.

Key Facts

RESA maintains a close relationship with The Real Estate Program Advisory Board (REPAB), who is comprised of a number of highly successful individuals who work within the estate industry. REPAB provides support to the Real Estate major at the University of Guelph by mandating constant educational progression, contributions to real estate, and working relationships with established professionals.

A large percentage of past RESA members and continuous attendees of our events have ended up working for company’s who sponsor us after graduating. Sponsors have direct access to a pool of eager individuals who desire to be successful in the real estate industry.

RESA organizes and partakes in a wide variety of events that provide diverse insight to students, while simultaneously allowing students to explore different avenues in respect to career paths.
The HTMSA is a non-profit organization that runs events, both networking and social, to welcome students into the world of hospitality and tourism and into the HTM family. Traditionally, we have run several events throughout the year, including a Halloween Pumpkin Sale, a New York City Trip, Breast Cancer support Gala (ThinkPink), in addition to Alumni Night and the HTM Job Expo. In the '20/'21 year, we will still host most of these great events on a virtual platform. Our aim is to give each Hospitality and Tourism Management student a distinctive edge by providing the opportunities necessary for development within the industry. We go beyond the classroom and help our students to associate with industry leaders of today and tomorrow. #EatSleepTravel

**Key Facts**

HTM program graduates have placed on the Ontario Hostelry Institute Top 30 Under 30 since 2006.

HTMSA organizes and hosts 8 to 10 yearly events that provide students with a competitive edge and unique networking opportunities and are proud to be hosting and organizing the annual Hospitality and Tourism Case Competition this year.

HTMSA is launching a podcast hosted by our students for our students in order to increase awareness of unique opportunities within the program and insight on the industry.
WOMEN IN LEADERSHIP

Since being founded in 2014, Guelph Women in Leadership (GWIL) has been dedicated to inspiring, teaching, and connecting young women on the University of Guelph campus. Through the use of events, workshops, and networking, the conversation about gender equity, women empowerment, and workplace confidence continues. Our goal is to encourage university students to feel self-assured in their personal abilities so they can thrive after graduation.

Key Facts

GWIL is the 2020/2021 recipient of 3 Lang Gala awards, including the Social Media Initiative of the Year, UofG Spirit Award and Charity Initiative of the Year.

GWIL’s International Women’s Day celebration has successfully garnered the attention and participation of hundreds of guests, even when hosted virtually.

GWIL collaborates with both local female entrepreneurs and established companies that operate nationally, maximizing opportunities for students’ professional development and networking.
The Guelph Entrepreneurship Society (GES) aims to motivate Guelph students to pursue creative ventures. By hosting events and providing services that bring students together, we learn from and inspire each other to pursue business ideas. Over the past 5 years, the GES has flourished into a mecca of like-minded creative individuals who use their combined experiences to encourage industry disruption.

GES collaborates with the Guelph Innovation Society (College of Engineering and Physical Science) to host a case competition that allows students to meet other like-minded individuals and combine both Engineering and Commerce disciplines to solve a real-world problem.

GES hosts a First Year Case Competition for first year Commerce students to inspire entrepreneurial thinking and provide students with the opportunity to expand their network and build valuable presentation skills.

GES hosts a variety of charity events such as Y2K Charity Night where all funds raised were donated to United Way.
If you would like to discuss these groups and opportunities in more detail or if you have an idea for a student-run event, please contact:

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