EDGE Sponsorship Levels

**EDGE INTERNAL EVENT (November 4th, 2016)**

Title Sponsor - $7,000 contribution

EDGE is well known for basing the internal case off of a real problem an organization in Edmonton is currently dealing with. This unique decision creates the perfect opportunity for students to challenge their strategic decision making skills in a real world situation. As the Title Sponsor we invite you to present challenges you’re currently dealing with, internally, or externally, to our executive team; which we will use to create the EDGE internal case competition. This type of case competition not only allows you to hear solutions from a new perspective, it also gives you an opportunity to scout talented students soon to graduate from the University of Alberta, for future full time positions, or summer intern positions.

As the Title Sponsor you will also receive industry exclusivity, and promotion via your logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners during EDGE Internal weekend. The Title Sponsor will receive a feature article in the Alberta School of Business’ Lazy Faire Magazine, in the month following the close of the EDGE Internal event.

As Title Sponsor you will also receive a full-page ad in the delegate guide. On top of this you will receive full access to the opening reception, awards gala, and various banquets, for our EDGE’s External round, as well as the actual competition itself for both Internal and External. These events are wonderful opportunities to meet and network with students, and other organizations in Edmonton.

Host Sponsor - $3,000 contribution

The Host Sponsor will receive promotion via their logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners at all EDGE Internal events. They will also receive a half-page ad in the delegate guide. The Host Sponsor for the internal event will also receive full access to the entire Internal Competition weekend as well as External Competitions opening reception, awards gala, and various banquets, and the competition itself. These events are wonderful opportunities to meet and network with students.

The Host Sponsor will play a role in the competition through participation in the preliminary development of mini challenges that which will happen sporadically throughout the case competition. The mini challenges are small challenges the teams are graded on while trying to still complete the original case. EDGE uses mini challenges to imitate the hectic environment of a real world work environment, where nobody is ever dealing with just one thing at a time. The Host Sponsor will also play a role in the result of the competition through providing judges for the competition who will have access and several opportunities to network with and recruit students.

The Host Sponsor will also receive the delegate swag package, as well as be eligible for all door prizes during the EDGE Internal event.

Executive Sponsors - $2,000 contribution

Our Executive Sponsors will receive promotion via their logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners at all EDGE Internal events. They will also receive an ad in the delegate guide. Executive Sponsors will receive an invitation to the entire Internal Competition weekend as well as External Competitions opening reception, awards gala, and various banquets, and the competition itself. These events are wonderful opportunities to meet and network with students. The Executive Sponsors will also play a role in the result of the competition through providing judges for the competition who will have access and several opportunities to network with and recruit students.

Executive Sponsors will receive the delegate swag package, as well as be eligible for all door prizes during the EDGE Internal event.

**EDGE EXTERNAL EVENT (January 20th – 22nd, 2017)**

Title Sponsor - $15,000 contribution

The Title Sponsor receives full titleship of the EDGE External event. They also receive industry exclusivity as a sponsor. The Title Sponsor will receive promotion via their logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners at all EDGE events. They will also receive a full-page ad in the delegate guide. The Title Sponsor will receive full access to the opening reception, awards gala, and various banquets, as well as the actual competition itself. As Title Sponsor you will also be given the option to provide a Key note speaker for the awards banquet on the Sunday night of the competition weekend. The Awards Banquet is normally hosted at the Fairmont’s Hotel MacDonald. These events are wonderful opportunities to meet and network with students and other companies in Edmonton.

EDGE will also provide the Title Sponsor an opportunity to participate in the creation of EDGE Externals well known simulation style case competition. The Simulation will be created by Rogue Focus Development, but the theme of the competition is up to the Title Sponsor, if you are interested in a specific theme we will work with you to create the perfect simulation to reflect this real world situation. This is a perfect opportunity to create a simulation regarding a certain challenge your organization is dealing with, or an opportunity to express the inner workings of your organizations industry to University Students from across Canada. Your organization will get a chance to hear many different perspectives or reactions to the same problem, as well as scout and network with new talent coming out of the University Of Alberta School Of Business.

The Title Sponsor will receive the delegate swag package, as well as be eligible for all door prizes during the EDGE External event. Lastly, the Title Sponsor will receive a feature article in the Alberta School of Business’ Lazy Faire Magazine, in the month following the close of the EDGE External event.

Host Sponsor - $7,500 contribution

The Host Sponsor will receive promotion via their logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners at all EDGE events. They will also receive a half-page ad in the delegate guide. The Host Sponsor will receive full access to the opening reception, awards gala, and various banquets, as well as the actual competition itself. These events are wonderful opportunities to meet and network with students and other companies in Edmonton.

The Host Sponsor will play a role in the competition through providing judges for the competition who will have access and several opportunities to network with and recruit students. These Judges will also be given the opportunity to work closely with students throughout different parts of the competition, either providing feedback or consultation.

The Host Sponsor will receive the delegate swag package, as well as be eligible for all door prizes during the EDGE External event.

Executive Sponsor - $3,000 contribution

Our Executive Sponsors will receive promotion via their logo featured in the delegate guide, on the EDGE website, and on PowerPoints and banners at all EDGE events. They will also receive an ad in the delegate guide. Executive Sponsors will receive full access to the opening reception, awards gala, and various banquets, as well as the actual competition itself. These events are wonderful opportunities to meet and network with students.

Executive Sponsors will play a role in the competition through participation in the judging process of the EDGE External event. Executive Sponsors will receive the delegate swag package, as well as be eligible for all door prizes during the EDGE External event.