

Richard Ivey School of Business

Ivey Professional
Communications Club (IPCC)

2009-2010 Sponsorship Package



Richard Ivey School of Business
The University of Western Ontario

To whom it may concern,

The Ivey Professional Communications Club (IPCC) is a student-run organization of the Richard Ivey School of Business. Our goal is to provide students of the Honors Business Administration program with a safe and comfortable environment to practice and enhance their participation, presentation and interview techniques. The business school has an enrolment of 750 students, of which 140 are registered IPCC members.

We are extending an invitation to your company to become a Corporate Sponsor for the IPCC during the 2009-2010 academic year. Your sponsorship will facilitate our club's event planning, and the services we provide to our members. In return for your financial support, the IPCC will recognize your sponsorship on event banners, flyers, emails to students and other promotional materials. A document detailing the Corporate Sponsorship Proposal for Event/Title, Gold, Silver and Bronze Level Sponsorship is attached.

The 2008-2009 event portfolio included resume preparation, networking & interview skills, presentation & public speaking techniques, and a dining etiquette session at Garlic's Restaurant. During 2008-2009, we also hosted guest speakers from Accenture Canada, Dale Carnegie, and Polished Image Consulting. For our closing event, the IPCC partnered up with the Make-A-Wish Foundation and other local businesses to host our First Annual Charity Fashion Show. This event was well received and we were able to donate approximately \$1000 to the Make-A-Wish Foundation.

In the upcoming school year, the IPCC plans to collaborate with the Toastmasters of London to provide an even higher caliber event portfolio for our members. We sincerely hope that your company will consider our invitation to become a Corporate Sponsor. The IPCC is open to alternative partnership options, and all terms are negotiable. If you have any questions or concerns, please contact Edmond Chung at echung.hba2010@ivey.ca or (519) 871-3882.

On behalf of the IPCC, I want to thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Edmond Chung
HBA Candidate 2010
Ivey Professional Communications Club, VP External

Ivey Professional Communications Club Events for 2009-2010

- Clubs Week September
 - Introductory IPCC Mixer..... September
 - Image Consulting..... October
 - Presentation Skills Workshop..... November
 - Dining Etiquette Nov / Dec
 - Mock Behavioral Interviews January
 - Networking Workshop January
 - Fashion Show Feb / Mar
 - Toastmasters Workshop (TBD)
 - Dale Carnegie Workshop (TBD)
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General Sponsorship Package

The General Sponsorship Package enables your company to make an impact on future business leaders. Your generosity will support the endeavors of the Ivey Professional Communications Club and foster communication excellence among club members. The donations collected from the General Sponsorship Package will contribute to the overhead expenses for the events listed above.

	Gold	Silver	Bronze
Sponsorship Amount	<i>\$500</i>	<i>\$250</i>	<i>\$100</i>
Logo Printed on Banners and Poster	✓	✓	✓
Logo Printed on Monthly Newsletter	✓	✓	✓
Events Handout & Webpage Ad includes:			
Company Logo	✓	✓	✓
Website Link	✓	✓	✓
Contact Information	✓	✓	✓
Company/Promotional Description	✓	✓	
	<i>Maximum 40 words</i>	<i>Maximum 20 words</i>	
Option to update promotional information	<i>4 Times</i>	<i>2 Times</i>	
Promotional Real Estate*	<i>Chosen after Title Sponsor**</i>	<i>Chosen after Gold Sponsor**</i>	<i>Chosen after Silver Sponsor**</i>

**Spaces allocated for promotional purposes*

***Ranking in the same sponsorship level will be determined by the amount donated*

Event/Title Sponsorship Package

The IPCC is looking for companies to sponsor our two biggest events of the year: the Introductory IPCC Mixer and the 2nd Annual Charity Fashion Show. Both events are expected to have over 100 IPCC members and non-members attending. In order for your business to be eligible for the IPCC Event/Title Sponsor, please read the following descriptions.

Introductory IPCC Mixer

The Introductory IPCC Mixer will be the first IPCC organized event of the year, to be hosted at a venue in downtown London. All HBA1 and HBA2 IPCC members will be invited to attend the mixer, where they will be introduced to the executives of the IPCC and also the events planned for the upcoming academic year. Members will use this opportunity to practice networking skills among their peers in a casual social environment over food and beverages. To be eligible to be the Event/Title Sponsor for this event, your business must donate a *minimum* of \$500.

Event/Title Sponsor	
Sponsorship Amount	\$500+
Logo Printed on Banners and Poster	✓
Logo Printed on Monthly Newsletter	✓
Handouts to Students during events includes	<i>Company Logo, Website Link, Contact Information, Company/Promotional description of maximum 40 words</i>
Option to update promotional information	✓ <i>Unlimited</i>
Exclusive opportunity to speak at Event	✓
Priority in choosing Promotional Real Estate	✓

IPCC 2nd Annual Charity Fashion Show

The IPCC 2nd Annual Charity Fashion Show is the much-anticipated event of 2010. The fashion show is open to all students and faculty of the Richard Ivey School of Business. Last year, the IPCC donated approximately \$1000 to the MAKE-A-WISH foundation. This year, the IPCC plans to surpass the \$1000 threshold by producing a more comprehensive and entertaining show. We require the support of your business in order to accomplish this goal. The following chart outlines multiple partnership options available for your company and the IPCC.

	Title Sponsor	Food/Beverages	Clothing	Merchandise/Gift
Sponsorship Amount	\$550+	\$300	<i>Free Clothing Rentals</i>	<i>Any amount of gift donations would be appreciated</i>
Logo Printed on Banners and Poster	✓	✓	✓	✓
Logo Printed on Monthly Newsletter	✓			
Event Handouts & Webpage Ad includes:	<i>Company Logo, Website Link, Contact Information, Company/Promotional description of maximum 40 words</i>	<i>Company Logo, Website Link, Contact Information</i>	<i>Company Logo, Website Link, Contact Information</i>	<i>Company Logo, Website Link, Contact Information</i>
Option to update Promotional information	✓ <i>Unlimited</i>			
Exclusive Opportunity to speak at Event	✓			
Maximum Number of Representatives to attending	5	<i>Depending on the level of assistance needed</i>	<i>Depending on the level of assistance needed</i>	2
Priority in choosing Promotional Real Estate	✓	<i>Equivalent to Gold Sponsor</i>	<i>Equivalent to Silver Sponsor</i>	<i>Equivalent to Bronze Sponsor</i>

Contact Us

Thank you for reviewing the Ivey Professional Communications Club 2009-2010 Sponsorship Package. If you have any questions or concerns regarding the terms and conditions of this package, please do not hesitate to contact us. We look forward to working with you and your company to help students in the HBA program at the Richard Ivey School of Business to enhance and refine their communication skills.

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