Dear valued community member,

Thank you for your consideration in supporting the 39th annual McMaster World Congress. We are excited that this year’s conference will again focus on Sports Analytics Management after last year’s tremendous success and high turnout. The conference is scheduled to take place on Thursday, February 1 and Friday, February 2, 2018. Since its inauguration in 1978, the McMaster World Congress has become one of the most prestigious university business conferences in Canada. The event becomes a cutting edge educational forum for examining current trends within the business world.

Your rich expertise and real-life management experience is the value that attendees expect from taking part in a conference this large. The inspiration that you will instill among attendees, students, and leaders alike will provide them with the necessary support to succeed in the business world.

McMaster World Congress attendees are part of tomorrow’s generation representing several levels of education including high school students, undergraduates, MBA’s, and PhD’s from the Hamilton region. Students will gain a multilateral perspective on issues surrounding the corporate world and the latest trends in the workplace. Upwards of 4,000 students from various faculties attend this conference annually. We aspire that the conference is more than an opportunity for delegates to listen in on leaders, but also be empowered to become one.

In all of this, we are inviting you to review our Sponsorship Package that outlines how you can lend your wealth of experience and passion to make this conference an amazing experience.

Please feel free to contact us, should you wish to become involved in a partnership to realize this exciting opportunity.

Sincerely,

Cherry Hanna
Sukhraj Sandhu
“The McMaster World Congress is one of the rare conferences which stands out in the crowd. It offers a holistic view on the trends shaping the business world and featuring the latest developments in research and practice. It is a unique world-class conference worth the time and money.”

Dr. Ante Pulic
Director, Austrian IC Research Centre
Mission.

“The mission is to integrate the unique perspectives of leading voices in the professional and academic spheres on issues relevant in today's business environment; providing a vehicle to enhance the development of students and all delegates.”
Why Partner with us?

The McMaster World Congress offers an exceptional opportunity for showcasing the desire of your organization to strive for excellence by integrating academic research to enhance business practices. In doing so, you have a unique opportunity to promote your business, its values, its products, and its human capital to groups of individuals from a wide range of backgrounds.

Benefits from Partnering with us.

- Opportunity for networking amongst diverse audiences, which consist of business practitioners and top management students.
- Enhance the academic experience of driven students and in doing so, influence future business leaders.
- Brand and product exposure to business
- Expose yourself and your firm to a great variety of speakers influencing the business world from several industries.
Recognizing our Partners.

Principal Partners $2000+
- A large sized poster of your organization’s brand shall be present during the conference at all times.
- Recognition of thanks will always mention your organization’s support.
- Campus–wide newspaper ad shall include your organization’s brand.
- All benefits from Major and Supporting Partners.

Major Partners $1500 to $1999
- A medium sized poster of your organization brand shall be present during the conference at all times.
- Opportunity to provide company promotional material.
- Opportunity to set a table with more information for students.
- All benefits from Supporting Partners.

Supporting Partners $500 to $1499
- Your organization’s brand will be fully visible on the McMaster world congress website during the entire school year.
- Complimentary tickets to the event.
- Opportunity to provide a speaker of your choice.
- A small sized poster of your organization’s brand shall be present at the conference at all times.
- An information table will be provided during the conference.
CONFERENCE CONTACTS

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