



McMaster  
WORLD CONGRESS

# SPONSORSHIP PACKAGE

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2023 - 2024

INTRODUCING  
FINANCIAL LITERACY

DeGroote  
SCHOOL OF BUSINESS  
EDUCATION WITH PURPOSE

McMaster  
University 

[WORLDCONGRESS.MCMASTER.CA](http://WORLDCONGRESS.MCMASTER.CA)

Dear valued community member,

Thank you for your consideration in supporting the 45th Annual McMaster World Congress. We are owned and managed by McMaster University and the DeGroote School of Business as well as being the largest and oldest student run conference in Canada. We are excited to announce that this year's conference will focus on Financial Literacy.

We are committed to creating a memorable in-person event, and we are in full force to make this the greatest congress in its history. The conference will take place on **February 1st and 2nd, 2024**. We are again expected to reach over 3000 attendees for this year's event and anticipate interest from a diverse background of students and staff from all faculties here at McMaster. We hope to expand our reach using our online platform to partner with other universities, faculties, and clubs to increase attendance for this year's free event.

Since its inauguration in 1978, the McMaster World Congress has become one of the most prestigious educational conferences in Canada consistently attracting thousands of students each year. The event is a cutting-edge educational forum for examining current business and technological trends around us. Your rich expertise and real-life management experience is the value our attendees expect from taking part in a conference this large. McMaster World Congress attendees are part of tomorrow's generation and the inspiration that you will instill among attendees, students, and leaders alike will provide them with the necessary support to succeed in the future. We aspire to make the conference an opportunity for delegates to listen, learn, and interact with leaders so that they may be empowered to become one. In all of this, we invite you to review our partnership package that outlines how you can lend your experiences and passion to the minds that will grow our society into the future.

Please feel free to contact us should you wish to become involved in a partnership and make this conference an amazing experience.

Sincerely,

Christian Barone, Mathew Huynh, and Dominic Botelho



# THIS YEAR'S TOPICS



## Topic 1 - Investing

Potential subtopics include: Mutual Funds, Asset Allocation, Real Estate, Stocks, etc.



## Topic 2 - Tax

Potential subtopics include: Tax Efficiency, RRSPs, TSFAs, RESPs, Credit, Income Tax, etc.



## Topic 3 - Lending

Potential subtopics include: Personal Loans, Student Loans, Credit Scores, Mortgages, etc.



## Topic 4 - Budgeting

Potential subtopics include: Financial Planning, Savings, Forecasting, Goals, etc.

# OUR GOAL

The **45th McMaster World Congress** will present this years topic,  
**Financial Literacy.**

Don't miss this opportunity to be a part of this educational initiative that guarantees enlightening perspectives and promises to draw in an upwards of **3000** attendees.

*\*This number is an estimate from previous years\**



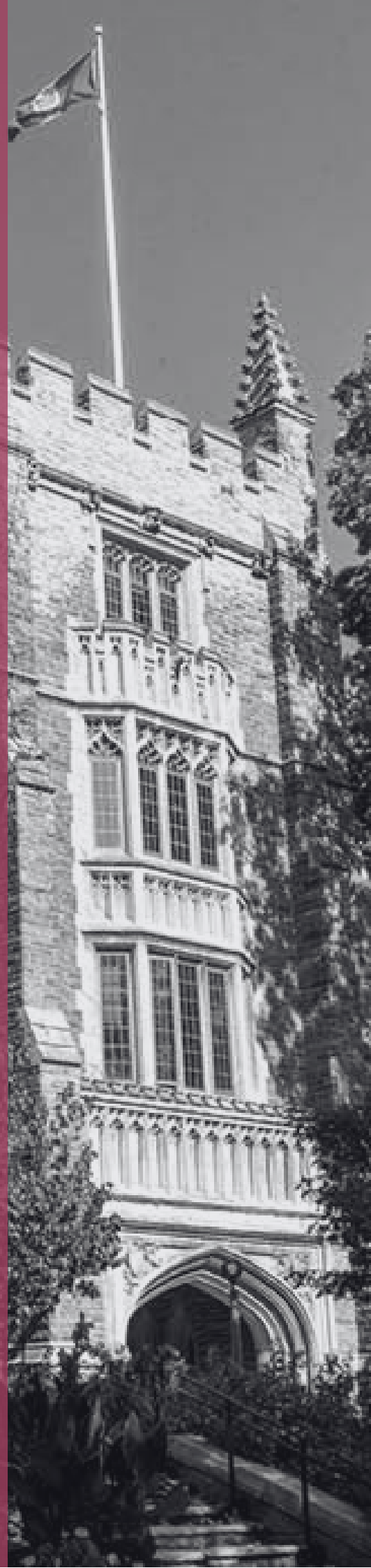
# NEW YEAR, NEW US



# MISSION

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"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 advance the development of students and all delegates"



# PREVIOUS SPEAKERS



Microsoft  
**Iman Abudagga**  
Director Consumption  
Excellence



Datadog  
**Ayesha Bhutto**  
Technical Account Manager



Meta  
**Yoni Levy**  
Industry Manager,  
Enterprise Commerce



MetaVerse Group  
**Lorne Sugarman**  
CEO



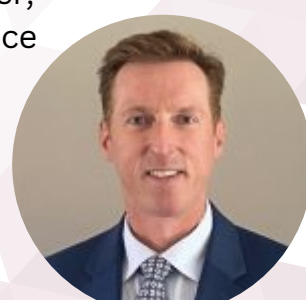
IBM  
**Adam Jones**  
Canada Controller,  
Director of Finance



Electric Autonomy Canada  
**Nino Di Cara**  
Founder and President



PointClickCare  
**Benjamin Zaniello**  
Chief Medical Officer



Old Republic Insurance  
Company of Canada  
**Jason Smith**  
President and Chief  
Executive Officer



Canada Health Infoway  
**George Chacko**  
Senior Director, Network  
Delivery, and PrescribEIT



Transpod  
**Ryan Janzen**  
Chief Technology Officer and  
Co-Founder

# BENEFITS OF PARTNERING

## SHAPING THE FUTURE

- Increase corporate social responsibility through academic ties and influencing new leaders.
- Engage with future interns and graduates.
- Join a strong, long-standing community of academics and scholars at McMaster University.

## QUALITY NETWORKING

- Connect with top industry professionals and experts in the business, financial, banking, and investing industries.
- Reach a diverse audience of learners interested in all fields and opportunities.
- Engage with McMaster Professors, Educators, and Researchers.

## BRAND EXPOSURE

- Brand and Product advertising opportunities through various promotions, event sponsorships, and placement.
- Represent the event through social media and website sponsorship.
- Associate with the University and its thousands of alumni, partners, and students.



Reach

# 3000+

attendees of all ages and  
backgrounds per year



# PARTNERSHIP TIERS



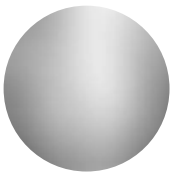
## EXCLUSIVE TITLE PARTNER

\$5,000 \*ONLY ONE AVAILABLE\*



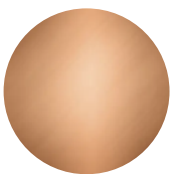
## MAJOR PARTNER

\$1,500



## SUPPORTING PARTNER

\$1,000






## BOOTH PARTNER

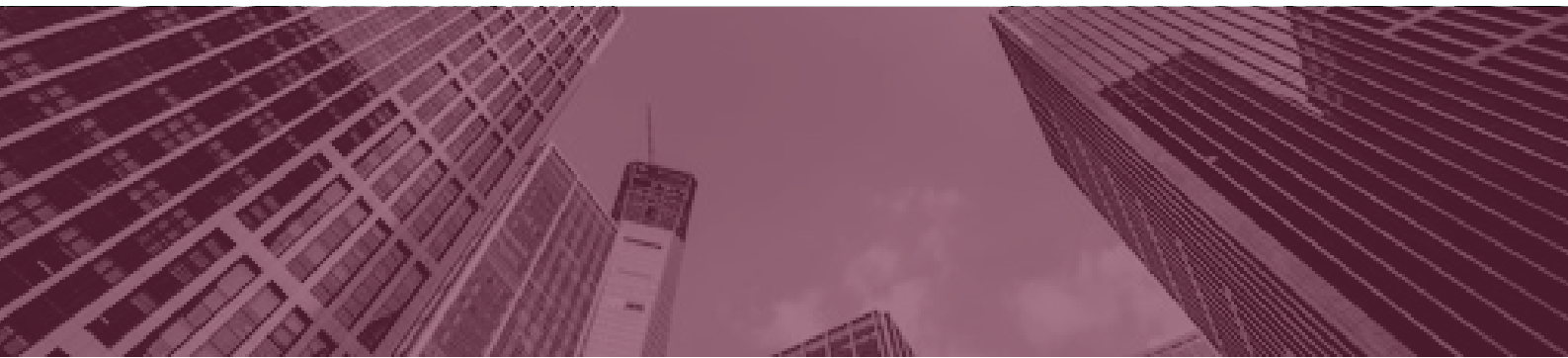
\$500

OUR PARTNERS



PARTNERSHIP BENEFITS

	 TIER 1 \$5,000	 TIER 2 \$1,500	 TIER 3 \$1,000
Logo & Profile on Website & at Event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Email Mentions	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Network Opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement in the event guide	Full Page	Half Page	1/4 Page
Access to Speaker Lounge	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Logo displayed in networking room & waiting rooms	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



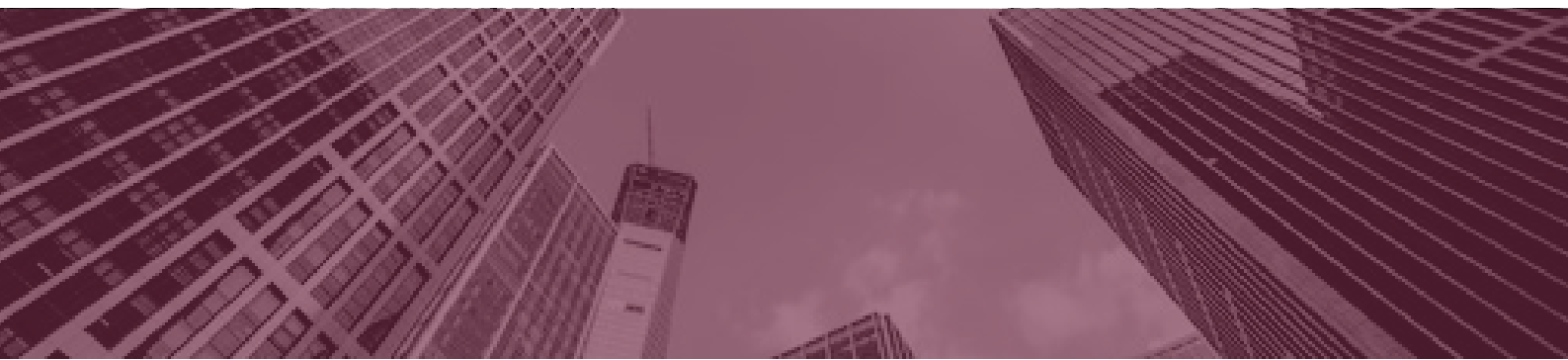




**McMaster**  
WORLD CONGRESS

## PARTNERSHIP BENEFITS, CONTINUED

	 <b>TIER 1</b> \$5,000	 <b>TIER 2</b> \$1,500	 <b>TIER 3</b> \$1,000
"Giveaway brought to you by" sponsorships	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to sponsor a single event	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Alternating sponsorship logos on social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Branding on pre-event promotion materials	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Branding on conference merchandise	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Logo on every social media post	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Event brought to you by" feature for whole event	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



# BOOTH PARTNERSHIP BENEFITS

- Logo & Profile on Website & at Event.
- Social media promotion.
- Logo advertisement in the event guide.
- Networking Opportunities.
- Booth at Event.



**TIER 4**

**\$500**

# SOME OF OUR PAST PARTNERS



ALUMNI



Hamilton



# CONTACT US



**McMaster World Congress**



**McMasterwc**



**worldcongress@mcmaster.ca**



**@McMaster\_WC**



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DeGroote School of Business,  
Hamilton, Ontario, L8S 4M4**



**(905) 525-9140, ext. 23962**



**<http://worldcongress.mcmaster.ca>**



**[linkedin.com/company/worldcongress/](https://www.linkedin.com/company/worldcongress/)**

**THANK YOU FOR YOUR TIME AND CONSIDERATION!**