

47 | MWC

McMaster  
University 

DeGroote  
School of  
Business

# Partnership Package

Careers & Certifications 25/26

# WHO WE ARE

## Meet the People Who Make it Happen

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**Fatima Gohar**  
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Co-Chair



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External Associate

# MESSAGE FROM OUR FACULTY DIRECTOR



Dr. Nick Bontis

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Dear Potential Partner,

The McMaster World Congress is Canada's **longest** running, **student-led** conference. It has taken place for the last **46** years in Hamilton, Ontario. Since **1978**, thousands of attendees have collaborated, innovated and socialized.

We are excited to welcome you to the **47th annual conference** which will take place on **February 5-6, 2026**. This year's event promises to be **bigger** than ever bringing together university **students**, **academic** researchers and **business** professionals to McMaster.



The conference theme is “**Careers and Certifications**”. We hope that this exciting topic will spark **important** conversations about the **current professional landscape** and **bridge** the **gap** between **academia** and the **professional world**. Through informative, inspirational, and interactive **speaker sessions**, the McMaster World Congress provides students with knowledgeable information that helps them better **understand** how to **adapt** to real-world situations.

As a **partner** to the McMaster World Congress, you can **contribute** directly to an **unmatched** historical legacy and **connect** with McMaster students who are ready to take on the role of **future business leaders**. We **invite** you to consider **partnering** with us, not only to **benefit** from increased **visibility** and **community engagement**, but also to position your organization as a **leader** committed to fostering **student excellence** and **future success**.

Thank you in advance for your support!

Sincerely,

Dr. Nick Bontis  
Faculty Director  
McMaster World Congress

Discover the value of MWC through the voices of those who know it best.



## Rod White

CIM, Senior Wealth Advisor & Portfolio Manager at Escarpment Advisory Group

"I think the event provides a ton of value for the attendees. There is a great variety of speakers and content, making it appealing to a wide audience."



## Jennifer Mazzarolo

CPA, President at Maverick Consulting Group and CEO of CPA Hamilton

"The team of organizers was awesome! Very organized, thorough and the event went off without a hitch from my perspective as a speaker. Communication was clear and timely. The event overall seemed to be very professionally run and the lineup of speakers appeared to be high quality and diverse. Student audience was engaging and had some great questions."



## Emily Nichols

P.Eng, President & Founder, Connect Better Inc.

"Highly recommend!! The McMaster World Congress team runs this conference with the energy and dedication you'd expect from seasoned event professionals. For audience members, speakers and sponsors alike, they deliver a high-value experience that truly *connects better*."



# BENEFITS OF PARTNERING 47 | MWC

## Shape the Future

- **Show** your *dedication* to empowering the next generation of leaders.
- **Associate** your *brand* with a prestigious event focused on knowledge sharing.
- **Highlight** your organization's values through visible support for community engagement.



## Networking Opportunities

- **Engage** with *ambitious* potential recruits who are driven and career-focused.
- **Benefit** from *structured* networking sessions, designed to foster meaningful conversations.

## On-Campus Presence

- **Gain** direct *exposure* to an engaged student audience.
- **Create** lasting *positive* associations that encourage students to consider your organization for future opportunities.



# PARTNERSHIP BREAKDOWN 47 | MWC

Join the Legacy. Partner With Us.

	Price	What's Included	What You Gain
<b>Silver Plan</b>	\$750	<ul style="list-style-type: none"> <li>• <b>Booth</b> on both days</li> <li>• <b>Acknowledgement</b> during opening and closing ceremonies</li> <li>• Logo on <b>website</b> &amp; all <b>promotional materials</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Direct</b> exposure to all event attendees</li> <li>• Increased <b>brand visibility</b> through pre-event promotions and day-of-marketing</li> </ul>
<b>Gold Plan</b>	\$1500	<ul style="list-style-type: none"> <li>• <b>All benefits from Silver Plan</b></li> <li>• Exclusive opportunity to be a <b>speaker</b> for the conference</li> <li>• <b>Dedicated</b> social media campaign</li> </ul>	<ul style="list-style-type: none"> <li>• Chance to <b>connect</b> with students directly through a speaking session</li> <li>• <b>Amplify</b> your brand in a way of your choosing across our social media</li> <li>• <b>Enhanced</b> recognition before, during, and after the event</li> </ul>
<b>Custom Plan</b>	We offer <b>tailoured</b> options designed around your <b>priorities</b>	<ul style="list-style-type: none"> <li>• We will work <b>together</b> to decide what is most <b>beneficial</b>. This can include, and is not limited to:</li> <li>• Silver and Gold Plan specific offerings</li> <li>• Potential for other <b>collaborative</b> events (e.g. case competitions, office tours, networking dinner)</li> <li>• <b>Giveaway</b> in your name</li> <li>• <b>Naming rights</b></li> </ul>	<ul style="list-style-type: none"> <li>• We aim to deliver the value you seek</li> <li>• A fully <b>custom</b> partnership <b>designed</b> to meet your unique brand goals and engagement strategy</li> <li>• <b>Long-term value</b> beyond the event through <b>collaborative</b> initiatives</li> </ul>

# ONLY MADE POSSIBLE THROUGH YOUR SUPPORT

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## Thank You to Our Previous Partners

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Your continued support has played a vital role in **helping students make meaningful strides toward their futures**. Because of your generosity, we've been able to offer valuable opportunities, resources, and experiences that empower tomorrow's leaders. Interested in joining the list? Your partnership can make a lasting impact. Join us in shaping the legacy.

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