

Partnership Package

McMaster
University 

DeGroote
School of
Business



48th MWC - Innovation Leadership

WHO WE ARE

Meet the People Who Make it Happen



Zaib Zubair

(647) 308-5643

Co-Chair



Nick Barone

(905) 512-9064

Co-Chair



Ashni Pandita

(647) 864-9914

External Director



Jia Patel

(226) 246-0325

Lead Director

Adam Chung

(289) 707-1096

External Associate

Ethan Cisarovsky

(905) 518-0503

External Associate

Adriano Bertolo

(289) 962-5258

External Associate

Sarah Syed

(647) 764-0666

External Associate

Thomas Lin

(289) 659-9344

External Associate

MESSAGE FROM OUR FACULTY DIRECTOR

Dr. Nick Bontis

Dear Potential Partner,

The McMaster World Congress is Canada's **longest** running, **student-led** conference. It has taken place for the last **47** years in Hamilton, Ontario. Since **1978**, thousands of attendees have collaborated, innovated and socialized.

We are excited to welcome you to the **48th annual conference** which will take place on **February 4-5, 2027**. 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 “**Innovation Leadership**”. We hope that this exciting topic will spark **important** conversations about **entrepreneurship** and opportunities for **leadership** across various industries. 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 the actual industry **climate**.

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

TESTIMONIALS

Learn about MWC from previous speakers



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."

Melissa Wagner

CM, Marketing Director at the Canadian Marketing Association

The organization of the conference was top-notch! Efficient communication and great on-site support from the team. Valuable opportunity to connect with industry professionals! I look forward to be able to chat with students who are interested in pursuing a career in marketing and was great to answer any questions they had.



Kevin Floether

MCM, APR, CM, Director of Marketing and Communications at CBV Institute

Working with the MWC team for the past 2 years has been smooth and enjoyable. My organization has found the partnership to be very beneficial in terms of building out our pipeline of future professionals, and we look forward to this event every year. Working with Fatima as co-chair was a delight.

BENEFITS OF PARTNERING

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

Join the MWC Legacy

	Price	What's Included	What You Gain
Bronze Plan	\$750	• Logo displayed in conference brochure • Logo displayed in sponsorship reel • Booth in networking area on conference days • LinkedIn and Instagram promotional content	• Direct exposure to all event attendees • Increased brand visibility through pre-event promotions and day-of-marketing
Silver Plan	\$1000	• All Bronze Plan Benefits • Prioritized branding in MWC Conference Brochure • Promotional Video on a social media platform of your choice	• Enhanced brand recognition through prioritized conference placement • Stronger audience engagement through featured social media promotion
Gold Plan	\$1500	• All Silver Plan Benefits • Multiple promotional videos on a social media platform(s) of your choice	• Expansive digital reach across multiple promotional campaigns • Premium visibility before, during and after the conference
Platinum Plan	\$2000	• Major Partner of the 48th MWC • Prioritized branding on all promotional material • Multiple promotional videos on a social media platform of your choice • Networking event on/before conference day	• Exclusive recognition as leading conference partner • Maximum exposure across all MWC marketing and event material • Long-term brand association with the MWC

ONLY MADE POSSIBLE THROUGH YOUR SUPPORT

Thank You to Our Previous Partners



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.

