



# **JSEC**

# **Sponsorship Package**

## **2021-2022**



Proposed to:  
**Valued contact and eligible partner**

Proposed by:  
**François Luu**  
**Director of Business Development**

# Our Organization

The John Molson Sustainable Enterprise Committee represents the convergence of sustainability and business at Concordia University. By working with industry, faculty, and students, JSEC is working to develop the sustainability community in Montreal and beyond.



## Vision and Mission

JSEC moves to demonstrate how sustainable concepts can be applied to business operations, while also showing how to leverage business frameworks to realize sustainable ideas.

Our organization aims to see business and sustainability operating in total harmony. We believe that a sustainable future does not necessitate a 'bridging the gap', but rather a total integration of the two.

## Our Impact

Each year we collect data on the impact of our operations. The following data was gathered from July 2020 - July 2021

Event Attendees: 500

Digital Followers: +4000

Digital Impressions: +62000

Major Events: 5

Major Projects: 2

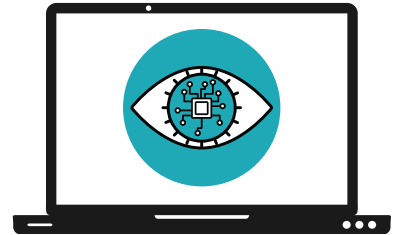




# Reasons to partner with us

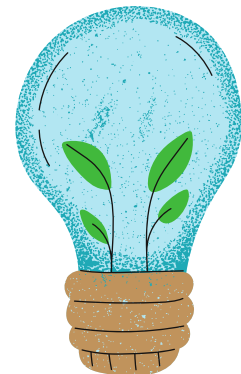
## Visibility & Alignment

Be the face of our activities by interacting with future clients and ambassadors. Gain thousands of targeted, engaged views of your brand. By branding your company alongside JSEC, it is a statement that you believe in us and that we believe in you.



## Help Build a better future

By sponsoring JSEC you are funding the future of sustainable business and empower future business leaders. The students who engage with JSEC will go on to create a better world, with you as their inspiration and teacher.



## Recruit Top Talent

500+ students come to JSEC events each year looking for jobs - internship, co-op, or full-time. They are driven, forward-thinking, and searching to work for a company that shares their values. Is this the type of recruit you are looking for?



# JSEC's Operations

1

## Events

Students can benefit from access to professionals and discussions about sustainability topics or concepts that inspire them and develop their knowledge. Our educational sessions range from workshops to panels, or even case competitions.



2

## Conferences

JSEC has led many conferences and has worked on reaching greater audiences, notably with our Business Beyond Tomorrow event. We take great pride in designing these conferences to educate, inspire and connect like-minded individuals.



3

## Projects

We are continuously looking for innovative and tangible ways to accomplish our mission. We've launched projects such as our own blog, mentorship program, and eco-friendly merchandise offerings that executives work on throughout the year. New projects for this year include an Academic Sustainability Guide and a podcast.

AND  
MORE!



4

## Student engagement

JSEC strives to always keep passionate students engaged. This includes our Trivia nights, Meet & Greet orientation events for new students, and social media campaigns. Additionally, we have a consulting business unit, JSCG, where members get to deliver advisory services to local businesses wanting to achieve sustainable objectives.





# Sponsorship Opportunities

Become a sponsor for the...

## Business Beyond Tomorrow Conference

**Description:** In late January, we host our annual and longest-running sustainability conference since 2005 made up of workshops, panels, and networking events (event attendance opportunities)

**Audience:** Students from a diversity of backgrounds, majors, and experience level

**Sponsor Benefits:** Company exposure and loyalty, foster a positive reputation, networking opportunities

**Sponsorship Use:** Event content creation to distribute to a wider audience and improving the accessibility and eco-impact of the event - venues accessible to all, eco-friendly and diet-friendly catering, reusable promotional material



## Mentorship Program

**Description:** At the start of each semester, JSEC runs a program that connects students with a passion for sustainability to professionals that work in the industry.

**Audience:** JMSB students who show a commitment/passion for sustainability

**Sponsor Benefits:** The first choice of student mentee, alignment to sustainable values

**Sponsorship Use:** Digital Marketing of the program



## ASTRA Workshop

**Description:** 1-2 hour-long workshops that teach students a skill or knowledge base related to a specific topic of sustainability and business.

**Audience:** JMSB students interested in the topic of the respective workshop

**Sponsor Benefits:** Company exposure and loyalty, foster a positive reputation, networking

**Sponsorship Use:** Event content creation to distribute to a wider audience and improving the accessibility and eco-impact of the event - venues accessible to all, eco-friendly and diet-friendly catering, reusable promotional material

# Past JSEC Sponsors

A history of mutual gain






WE'RE PROUD TO HAVE PARTNERED WITH



..AND MANY MORE!

# Partnership Options

Below is a list of our offerings for partners

General Packages & Categories			
	Silver \$1000	Gold \$1500	Platinum \$2500
Digital Marketing			
Metric reporting			
Event Presence			
Project Involvement			
Title Sponsor			

Each package includes more add ons in each category

Looking for something specific?...

Ask about our custom [Goal-Based Sponsorship Packages](#)



# Platinum Package

**Title Sponsorship:** Select an event to be 'presented by' your organization:  
Special mention in the introduction and closing speech of the event

**Digital Marketing:** Have a dedicated space on JSEC's website that includes a link (digital badge) to your firm's CSR section/sustainability report

**Event presence:** A guaranteed spot at ALL JSEC networking events. Access to all names and student's resumes from guest lists

**Project Involvement:** Share a custom message from you to our listeners on all podcast episodes. Be a sponsor of our mentorship program.

Plus everything included in Gold and Silver

## Gold Package

**Digital Marketing:** Logo in Facebook banners and all communications and material for 1 event (tickets, confirmation emails, nametags, etc)

**Project Involvement:** Publish 1 Blog post about a sustainability initiative of your company and give a shout out in all podcast episodes

**Event presence:** A guaranteed spot during 1 JSEC networking event of your choice.

Plus everything included in Silver

## Silver Package

**Digital Marketing:** Logo on our website and all video content produced by JSEC.

**Event presence:** Logo on all physical banners/posters during 1 event.

**Metric reporting:** Performance report at the end of the year

## In-kind Sponsor

If you are interested in offering your product or service for one or more of our events, please inquire with François

# THE JSEC TEAM

President	<b>NICK BONNEAU</b>
Vice President	<b>OLIVIA LAFRENIERE</b>
Director of Logistics	<b>SHOULI AHMED</b>
Director of Events	<b>CLARINE HUMBERT-LACOMBE</b>
Events Coordinator	<b>REGIS COUTURE</b>
Director of Business Development	<b>FRANCOIS LUU</b>
Director of Speaker Relations	<b>ANTONIO CASTILLO</b>
Sustainability Coordinator	<b>CASSANDRA CHEVRETTE</b>
Director of Finance	<b>JASSIMRAN GREWAL</b>
Director of Marketing	<b>SARAH VALLIERE</b>
Marketing Coordinator	<b>MAYA BOBOTIS</b>
Director of Academics	<b>VICTORIA PAUL</b>
Creative Director	<b>ANDREW KAPRIELIAN</b>
Director of Communications	<b>DAVID LELOUCHE</b>
Honorary Advisor	<b>EMMA SIMON</b>

## CONTACT US

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# Thank You for supporting JSEC!



LET'S CONTINUE TO PAVE THE WAY FOR FUTURE GENERATIONS.