

The logo consists of five overlapping circles in a row: pink, red, black, green, and blue.

# Global Ivey Day 2020



## SPONSORSHIP PROGRAM

Thursday, May 7, 2020

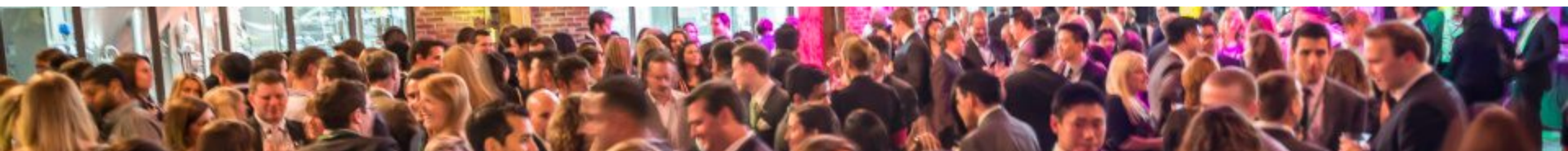


# WHAT IS GLOBAL IVEY DAY?



- Global Ivey Day is an Annual alumni celebration of “All Things Ivey”.
- Our 2020 Celebration will mark the 11th Annual Global Ivey Day.
- Global Ivey Day is about re-connecting with Ivey alumni around the world; all ages, graduating classes and varying degrees.
- We promote staying connected and giving back to our communities through:
  - Galas, award dinners, corporate receptions, networking and professional development events, philanthropic efforts.
- In 2019 Global Ivey Day encompassed 78 events, in 42 cities and venues around the globe, and we continue to grow!

## Global Ivey Day 2020 – May 7



# IVEY ALUMNI



Ivey Alumni statistics, as of July 2019:

- Total contactable alumni (living with at least one active mail/email address) – 26,282
- Female alums – 7516
- Male alums – 19,997
- Unknown – 14
- # of countries – 103
- 1 in 2 alums hold senior management position (9878 have titles such as CEO, CFO, CIO, CMO, CTO, Chair/Vice Chair, Founder, Head, Managing Director, Owner, Partner, President, Treasurer, Vice President and Director)



# A LOOK BACK AT OUR TORONTO CELEBRATIONS



- Hosted at various venues across the city, GID Toronto is the largest celebration worldwide year after year!
- Sponsors are provided with significant brand exposure both on-site and through marketing materials prior to and after the event.

## 2015: THE STEAM WHISTLE BREWERY



More than 900 young professionals attended Global Ivey Day 2015 in Toronto.

## 2016: THE ROYAL ONTARIO MUSEUM



80% of our attendees work and/or live in the downtown Toronto area.

## 2017: SPICE ROUTE



A night full of entertainment, including live music, DJ, active dance floor and interactive photo booth.

## 2018: THE FERMENTING CELLAR



Our photo booth is a hit each year, with guests taking away something to remember the event.

## 2019: THE STEAM WHISTLE BREWERY



A night to remember with the Raptors playing in the background, and guests surrounded by friends.



# A LOOK AHEAD AT OUR TORONTO CELEBRATION – 2020



- The event will once again be held at **The Steam Whistle Brewery**, and we are confident that our Toronto celebration will continue to be the largest globally!
- Sponsor benefits will include marketing and social media highlights with a drive to owned channels, as well as opportunity for premium product and logo placement.



# 2020 GLOBAL SPONSORSHIP OPPORTUNITIES



Global sponsors will have exposure to 26,000+ Ivey alumni in more than 103 countries around the world.

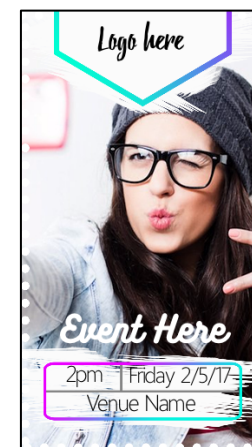
GLOBAL SPONSORSHIP	GOLD	SILVER	BRONZE
AMOUNT	\$15,000	\$10,000	\$5,000
Global Ivey Day website recognition			
Logo inclusion on signage at event			
Complimentary tickets to GID Toronto Celebration	8	4	2
Recognition in communication (InTouch, email, social media) to Ivey alumni network worldwide (26,000+ recipients)			Limited to GTA communications only
Logo inclusion on Toronto Celebration ticket			
Logo recognition in GID video			
Logo inclusion on all global promo material			

# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## LOCAL SPONSORSHIP: TORONTO

EVENT	AMOUNT	DETAILS
GID - Toronto	\$2,000-\$5,000	<ul style="list-style-type: none"> <li>Exposure to 800+ alumni at Toronto Celebration. NOTE: \$5,000 sponsors are automatically considered Global Bronze sponsors (see previous slide for details).</li> </ul>
Gift-in-Kind	Varies	<ul style="list-style-type: none"> <li>Contribution of product for local sponsorship recognition. (Please note, alcohol donations are not being accepted for 2020).</li> </ul>
Customized	Varies	<ul style="list-style-type: none"> <li>NEW for 2020 Opportunities to sponsor specific aspects of the event. We are open to creative ideas to display your logo.</li> </ul>



# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## GID TORONTO CELEBRATION SPONSORSHIP

COST: \$5,000

- Mentions and Logo inclusion in Greater Toronto-specific social media communications, email advertisements and in online promotional materials leading up to the event.
- On-site logo presence
- A Sponsor “Thank You” post-event with details on sponsor link and website.





# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## GIFT-IN-KIND SPONSORSHIP

COST: Varies

- In exchange for budget off-setting donations
  - EXAMPLE: Signage, audio/visual, entertainment, decor, prizes, take-aways.
  - NOTE: For 2020 we are not able to accept donations of alcohol.
- Pre and post-event recognition through social media, email blasts and marketing tactics.
- On-site logo presence at Toronto Celebration
- Photographs of product used at the event to be sent to sponsor post-event.



*Sponsor's branded M&M's distributed to guests upon leaving the event.*



# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## CUSTOMIZED SPONSORSHIP

*Opportunities to sponsor specific aspects of the event are available. Donation amount is dependent on the item selected. Cost and logistics of display / set up is at the sponsors own expense and is in addition to the amounts listed below.*

*These include, but are not limited to:*

1. Lanyards (\$5K): Upon arrival, attendees are provided with a lanyard for their name badges. Branding the lanyard would be a great opportunity to feature your company logo.

2. Registration desk/greeters (\$2K): Want to make a first impression on all of our guests? Here's your opportunity to brand the welcome area via signage.



# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## CUSTOMIZED SPONSORSHIP

3. Signature Drink (\$2K): Handed out upon arrival, have this drink named after your company, with the option to select the beverage. Option to provide logo drinking glasses as a take-away gift.



4. Photo booth (\$2K): **SOLD**

Have your logo prominently displayed on a backdrop and/or the photo print outs.

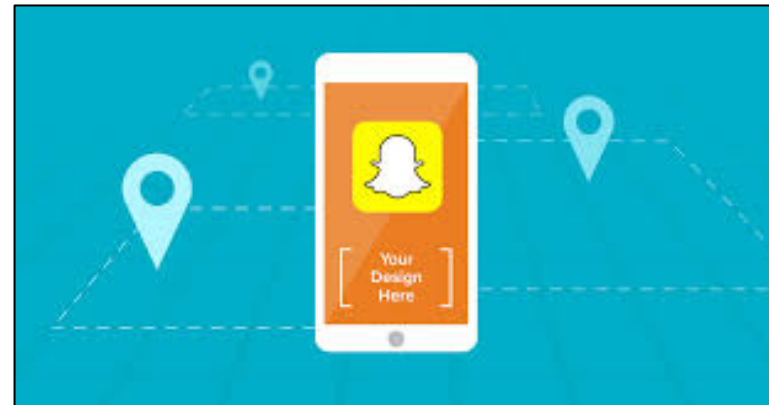
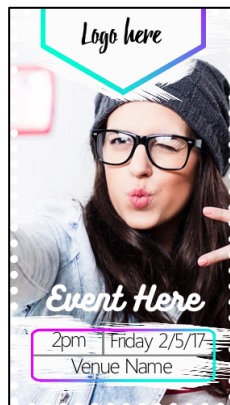


# 2020 LOCAL SPONSORSHIP OPPORTUNITIES

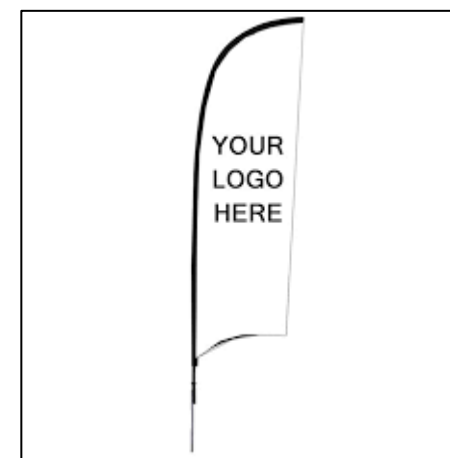


## CUSTOMIZED SPONSORSHIP

5. Snapchat filter (**\$1K**): Guests capturing this event on the social platform will be able to use the GID filter and your logo could be shown.



6. Roll-up Banners (**\$1K**): Have your logo prominently displayed on banners placed throughout the venue.





# 2020 LOCAL SPONSORSHIP OPPORTUNITIES



## CUSTOMIZED SPONSORSHIP

7. Table Skirts/Centerpieces (\$500): Have your logo prominently displayed on table skirts and/or centerpieces placed throughout the venue.



8. Balloon Decor (\$500): Have your logo or company theme presented as an entryway into the event or as a photo opportunity inside.



# SOCIAL MEDIA INSIGHTS



**GLOBAL IVEY DAY HAS GAINED FANTASTIC EXPOSURE ON SOCIAL MEDIA AROUND THE WORLD, PROVIDING ADDITIONAL EXPOSURE TO CORPORATE AND EVENT SPONSORS.**



**Facebook Likes**  
1.6K (12 per cent increase since 2015)



**Twitter Followers**  
11.7K @iveybusiness  
#GlobalIveyDay (tweet impressions have increased by 119 per cent since 2015)



## Metrics



**Email Campaigns**  
10K+ (in the Greater Toronto area)

# THANK YOU



PLEASE FEEL FREE TO REACH OUT TO ANY OF US WITH YOUR QUESTIONS, COMMENTS OR IDEAS.

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WE LOOK FORWARD TO PARTNERING WITH YOU.

