Global Ivey Day 2020

Celebrating 11 years
May 7, 2020
#GlobalIveyDay

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 statistics, as of July 2019:

- Total contactable alumni (living with at least one active mail/email address) – 26,282
- Female alums – 7,516
- Male alums – 19,997
- Unknown – 14
- # of countries – 103
- 1 in 2 alums hold senior management position (9,878 have titles such as CEO, CFO, CIO, CMO, CTO, Chair/Vice Chair, Founder, Head, Managing Director, Owner, Partner, President, Treasurer, Vice President and Director)
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.


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

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

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

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

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

<table>
<thead>
<tr>
<th>EVENT</th>
<th>AMOUNT</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>GID - Toronto</td>
<td>$2,000-$5,000</td>
<td>- Exposure to 800+ alumni at Toronto Celebration. NOTE: $5,000 sponsors are automatically considered Global Bronze sponsors (see previous slide for details).</td>
</tr>
<tr>
<td>Gift-in-Kind</td>
<td>Varies</td>
<td>- Contribution of product for local sponsorship recognition. (Please note, alcohol donations are not being accepted for 2020).</td>
</tr>
<tr>
<td>Customized</td>
<td>Varies</td>
<td>- NEW for 2020 Opportunities to sponsor specific aspects of the event. We are open to creative ideas to display your logo.</td>
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## 2020 LOCAL SPONSORSHIP OPPORTUNITIES

### GID TORONTO CELEBRATION SPONSORSHIP

<table>
<thead>
<tr>
<th>COST: $5,000</th>
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- 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.*
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.
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.
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)

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.