

QLEAD Sponsorship Package 2021

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A Letter From The Co-Chairs



Dear Potential Partner,

Thank you for your interest in partnering with the QLEAD network. QLEAD 2021 marks our fifth year of involvement with the program. From attending the conference as delegates to leading a group of twenty-four exceptional team members, we both can attest to its monumental influence on our development as business leaders.

As this year's co-chairs, we strive to make QLEAD more accessible and inclusive for all individuals involved in this year's conference. Through strategic partnerships, we are offering new initiatives that will reach a wider audience and increase participation in this year's conference. Delegate Scholarships and a Summer Taster will be introduced on top of marquee conference events, including a case competition, keynote speakers, and workshops.

A partnership with QLEAD will provide your firm access to the four day conference experience, other events organized by our team, and the opportunity to connect with some of the brightest high school students across the country. As well, partners will engage with executive team members currently at the Smith School of Business and our vast network of alumni.

Our goal, as always, is to inspire future leaders to create meaningful change in their communities by leveraging their unique skill sets and experiences. We are incredibly excited to continue this mission and inspire 150 of Canada's leaders of tomorrow, and would love for you to be a part of it.

Thank you,

Shawn Timlin & Taylor Errington
2021 QLEAD Co-Chairs



A Letter From The Director

Dear Potential Partner,

As Executive Director of the Queen's Commerce Program, I have had the opportunity to see in action the unique talents and skills of my Commerce students. Nowhere is that more on display than with QLEAD. I am excited to write a letter of support for the 20th annual Queen's Leadership Excellence and Development Conference (QLEAD)! The QLEAD conference is about influence and education. Each year the conference brings together grade eleven and twelve students from across the country to experience the Queen's Commerce Program through leadership and team-based challenges.

As you can see from this professional sponsorship package, much thought and effort has already gone into making this conference a national leader for high school students interested in pursuing undergraduate studies in business.

I have pledged the support of the Queen's Commerce Program to this entirely student-run conference. I very much hope you will consider playing a role in it as well.

Best regards,

Lori Garnier
Executive Director Smith School of Business

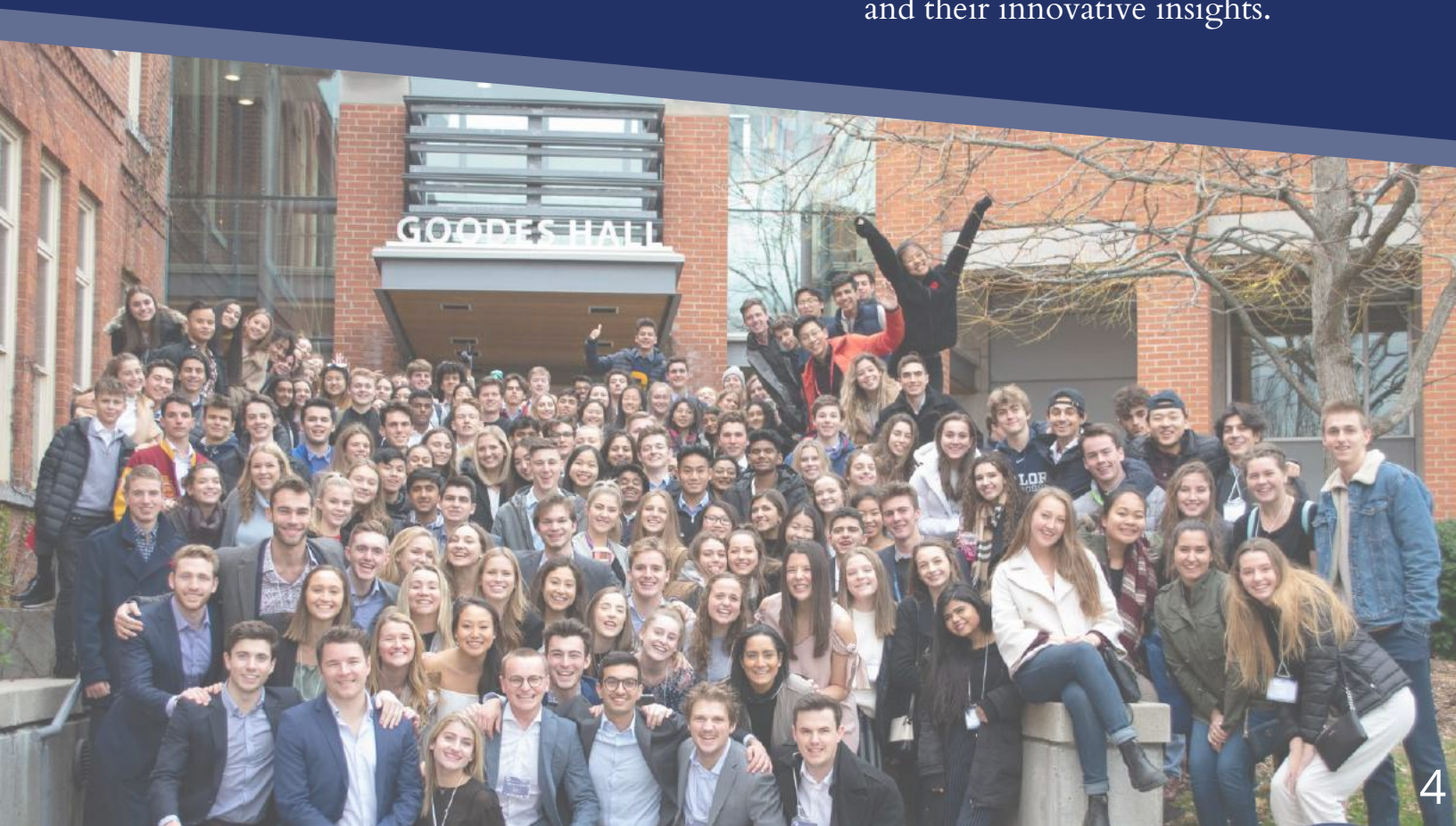


Our Story



Since our foundation in 2001, the Queen's Leadership, Excellence and Development Conference has built a strong reputation within the Smith School of Business and in high schools across North America, for our commitment to develop the business leaders of tomorrow. QLEAD cultivates a collaborative environment that empowers young leaders to excel by providing the opportunity to enrich their leadership aptitudes, gain exposure to the business world, experience university life and leverage our extensive alumni network.

Every year, hundreds of ambitious high school seniors apply to attend QLEAD in hopes of gaining a further understanding of the business world through interactions with industry professionals and the opportunity to learn from the diverse perspectives of others in order to discover their leadership potential. The most driven and exceptional high school leaders comprise our delegate pool of 150 individuals. QLEAD's strong reputation allows us to garner a network that stretches coast-to-coast. Year after year, our partners comment on the caliber of our delegates and their innovative insights.



The Value of Partnership



01 FIRST-MOVER ADVANTAGE

A partnership with QLEAD allows your firm to create a lasting first impression. Many of our delegates proceed to join our alumni network at the Smith School of Business and having preexisting brand awareness will benefit your firm during recruiting season along with other industry initiatives.



02 INTERACTION WITH DIVERSE COMMUNITY

QLEAD attracts a diverse pool of delegates to our community, fuelled by our senior high school delegates and our network of alumni that includes Smith School of Business students and its recent graduates. By partnering with QLEAD, your firm can benefit from interaction with these different voices.



03 HELPING TOMORROW'S BUSINESS LEADERS

By investing in QLEAD 2019, you can help shape the future by influencing the development and success of tomorrow's business leaders. QLEAD insights passion and drive into the minds of our delegates, being a part of this transformation exhibits an eagerness and appetite for the growth of future leaders.



Sponsorship Opportunities



PACKAGES

Gold Sponsor

Business Challenge Sponsor:

- Recognition as a title sponsor at every event throughout the conference
- Opportunity to create a real business case for delegates to solve
- Coffee chat opportunity with winning delegate team
- Ability to send up to 3 representatives to attend the event
- Distribution of promotional materials in delegate bag
- Advertisements will be placed in the delegate handbook, on the QLEAD website, and on our social media platforms

Monetary Value: \$1500

Silver Sponsor

Panel Sponsor:

- Ability to send up to 2 representatives to speak on a panel
- Company introduction before the panel
- Company logo will be displayed throughout the conference
- 1/2 page Advertisement will be placed in the delegate handbook, on the QLEAD website, and on our social media platforms

Monetary Value: \$1000

Bronze Sponsor

Breakfast Sponsor:

- Ability to send 1 representative
- Company introduction before breakfast
- Company logo will be displayed throughout the conference
- 1/4 page Advertisement will be placed in the delegate handbook, on the QLEAD website, and on our social media platforms

Monetary Value: \$500

Sponsorship Opportunities



SCHOLARSHIP SPONSOR



The 2021 QLEAD Executive has focused our efforts towards creating a more inclusive and accessible conference. Our team has become especially passionate about engaging underrepresented groups across Canada and providing financial support to deserving students. This year, QLEAD will begin providing scholarships for those students that lack the financial support to attend the conference. By providing sufficient scholarship assistance, students of all income levels will have the opportunity to attend QLEAD and experience all that it has to offer.

Sponsorship Features Include:

- Ability to sponsor delegates to attend the conference
- Opportunity to host a workshop
- Will receive a spot in QLEAD's networking event during the conference
- Company logo will be displayed throughout the conference
- Advertisements will be placed in the delegate handbook, on the QLEAD website, and on our social media platforms

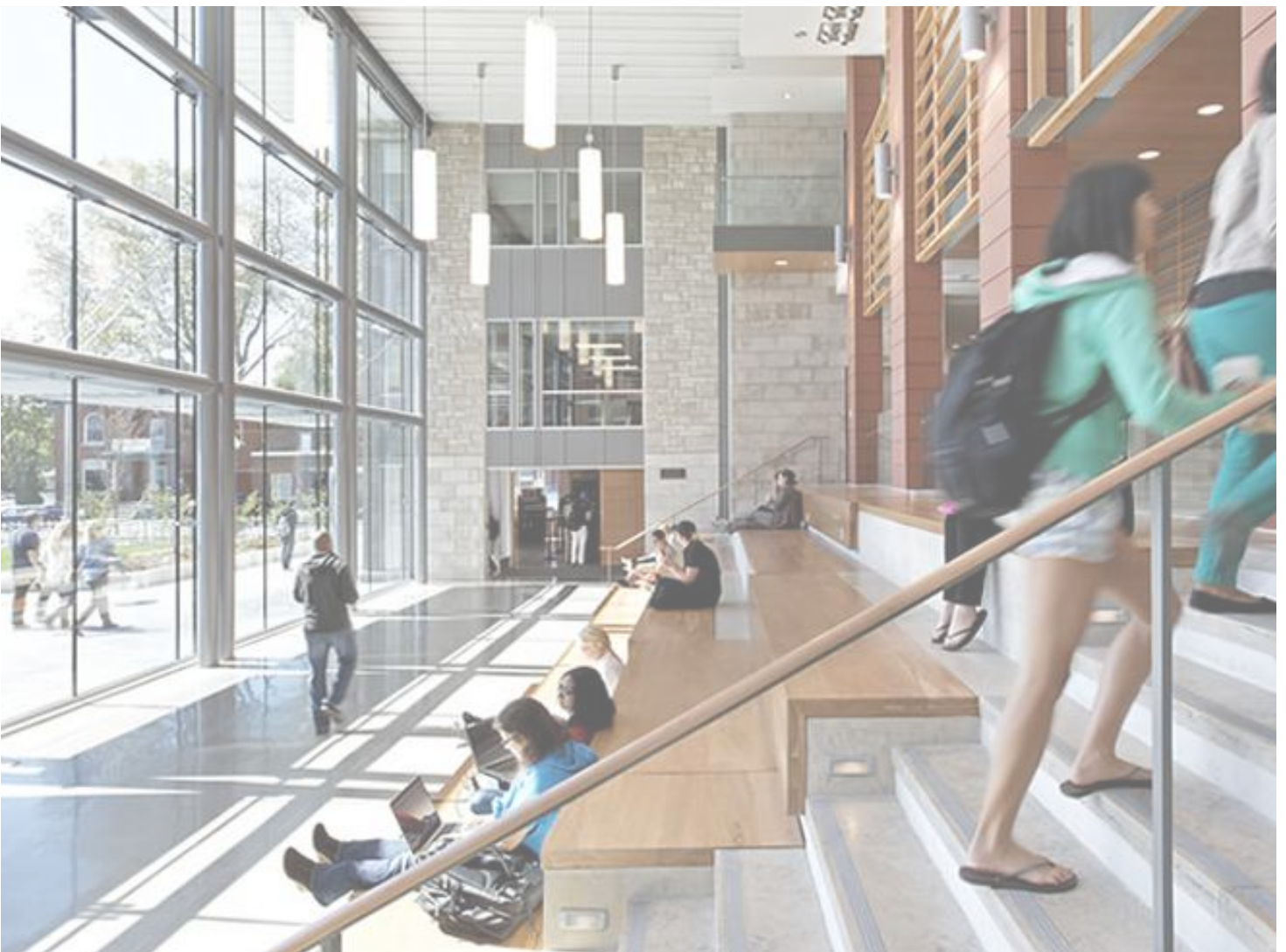
Monetary Value: \$400

Sponsorship Opportunities



IN-KIND PARTNERSHIP

As an In-kind partner, the partnering company will be promoted on all marketing communications materials throughout the conference. Furthermore, the partnering company will be advertised In delegate bags, packages, and social media platforms, thus exposing their brand to top-tier students and Incoming professionals



A Word From The Sponsorship Team



Dear Potential Partner,

Thank you for considering a partnership with our conference this year. We are always dedicated to creating exciting and innovative relationships with our valuable partners. If you have any questions about becoming a partner or becoming further involved with our conference, please contact a member of our sponsorship team. We hope that you'll join us at QLEAD 2019.

Thank you,

Amy Janes, Alice Smith,
MacGregor Milne



Amy Janes
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Alice Smith
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Queen's Leadership, Excellence and Development Conference



PREVIOUS PARTNERS

