



**5th Annual Cor Van Raay
Agribusiness Case Competition
Sponsorship Package
October 18th & 19th, 2019**

University of
Lethbridge



INTRODUCTION

The University of Lethbridge and Lethbridge College are proud to cohost the 5th annual Cor Van Raay Agribusiness Case Competition, the first of its kind in Western Canada. The event is tailored for College and University undergraduates, inviting students from The University of Lethbridge, Lethbridge College and other post- secondary institutions across the west to participate. These students come from a wide range of backgrounds and disciplines including agricultural studies, economics, commerce, and business programs. Cor Van Raay donated \$5 million jointly to The University of Lethbridge to establish The Cor Van Raay Southern Alberta Agribusiness program. Cor's generous donation has lead to the launch of the Agriculture Enterprise Management (AEM) diploma in September 2018 at Lethbridge College, and a new major in AEM at the Dhillon School of Business launching in September 2019.

An agribusiness case will be given to students who are divided in teams of up to 5 members. The teams will be given 4 hours to analyze a written case and develop an innovative solution. Students will then present their solution in a 15 minute presentation to a panel of judges to demonstrate their knowledge of agribusiness.

The two day event will allow students to participate in a variety of professional development activities to strengthen team work, complex problem solving, and networking skills. These activities will enable students' to apply their theoretical and practical knowledge to develop intelligent and insightful solutions to modern problems identified in the case; while, refining skills in public speaking and presenting. Participation in the Cor Van Raay Case Competition offers students numerous opportunities to network with industry professionals, sponsors, faculty, and peers; as well as opportunities to learn about careers in agribusiness.



EVENT AGENDA

Networking Event & Keynote Speakers

Friday October 18th – 5:30 PM – 9:00 PM

University of Lethbridge, SAB (New) Building



Case Competition

Saturday October 19th 7:30 AM – 5:30PM

University of Lethbridge, Markin Hall



Mixer, Gala Dinner, and Awards

Saturday October 19th 5:30PM – 9:00 PM

Lethbridge College, Garden Court



OPPORTUNITIES FOR SUPPORT

There are several opportunities for individual and corporate sponsorship for the 2019 Cor Van Raay Agribusiness Case Competition. If you are interested in being one of our valued sponsors, below are the available sponsorship opportunities.



- Optional 5 minute welcome presentation at Saturday's Gala
- Opportunity to judge Presentations
- Master of ceremonies recognition Friday and Saturday evening
- Enlarged logo with prime placement on all promotional material including social media
- Optional sponsor table located in prime location on Friday evening
- Invitation to networking event on Friday evening and the opportunity to watch student presentations Saturday
- 8 priority tickets for gala dinner on Saturday
- Opportunity to donate swag for the swag bags for participants
- Resumes of competitors

GOLD SPONSOR

\$3000
(3 available)



- Master of ceremonies recognition Friday and Saturday evening
- Logo placement on the second tier of all promotional material
- Optional sponsor table located in second choice location on Friday evening
- Invitation to networking event on Friday evening and the opportunity to watch student presentations Saturday
- 4 tickets for gala dinner on Saturday
- Opportunity to donate swag for the swag bags for participants
- Resumes of competitors

SILVER SPONSOR

\$1500
(6 available)



- Logo placement on the third tier of all promotional material
- Invitation to networking event on Friday evening and the opportunity for one person to watch student presentations on Saturday
- 2 tickets for gala dinner on Saturday
- Opportunity to donate swag for the swag bags for participants
- Resumes of competitors

BRONZE SPONSOR

\$500

CONTACT INFORMATION

MAIN CONTACT INFORMATION

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University of
Lethbridge




**Lethbridge
College**