

CONNECT Toronto '17

The Schulich Alumni Forum | April 29, 2017

LEADING CHANGE



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Sponsorship Opportunities

April 2017



www.schulich.yorku.ca/connect2017

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This April, at the main Toronto campus, the Schulich School of Business will welcome the Schulich Global Alumni Network and international friends to CONNECT '17.

CONNECT '17 brings together Schulich alumni from around the globe for a day of discussion, debate and above all, discovery of new ideas and concepts. The Saturday program will begin with a keynote address followed by a day-long conference that includes panels, presentations as well as some entertaining activities for our alumni and their guests. The theme for this year's CONNECT program is Leading Change which showcases the School's innovation, discovery, creation, and transformation. It is expected that more than 500 Schulich alumni, faculty, students and friends will participate in this "must-attend" event.

JOIN US AS A SPONSOR OF THE MOST ANTICIPATED SCHULICH ALUMNI EVENT OF THE YEAR!

**Saturday, April 29, 2017
Schulich School of Business, York University
Toronto, Ontario, Canada**

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ABOUT CONNECT

For the past twelve years, the Schulich School of Business has hosted a major event for its alumni. Branded to reflect the event's emphasis on making connections, the annual CONNECT Alumni Forum brings graduates into contact with a wide range of experts, including senior Schulich alumni and faculty members. As keynote speakers, panelists and presenters, these men and women share knowledge, insights and experience as they discuss the most talked-about management issues of the day. In past years, the CONNECT Alumni Forum has been hosted in Toronto, New York, Shanghai and Beijing.

ABOUT CONNECT participants

The Schulich School of Business has one of the strongest international networks of any school in the world. This includes close to 30,000 alumni living and working in over 90 countries. CONNECT '17 participants will include worldwide Schulich alumni who are making their mark in virtually every private, public and nonprofit field of endeavour. Schulich alumni attending CONNECT represent a highly targeted and brand-conscious group of consumers and leaders. It is expected that more than 500 Schulich alumni, faculty, students and friends will participate in this "must-attend" event.



CLOCKWISE FROM TOP LEFT: Schulich alumni engaged in one of the high-quality panel sessions; CONNECT '11 participants enjoy the keynote, Galen G. Weston, CEO, George Weston Limited; CONNECT '16 panel speaker John Ruffolo, (BBA '88), CEO, Omers Ventures; CONNECT '09 keynote Dominic Barton (Hon LLD '12), Managing Partner, McKinsey & Company; CONNECT delegates at the closing cocktail reception.

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CONNECT is the School's most anticipated and highly-attended event. CONNECT is known as "the" Schulich alumni event to attend. Over the past twelve years, CONNECT has welcomed world-class speakers, international alumni, students, and faculty. We seek to develop a sponsorship partnership with your organization that will match your marketing objectives and deliver real value. Be a part of CONNECT '17. A sponsorship with the Schulich School of Business offers:

High-Prestige Brand Affiliation

Your organization will be partnering with a strong and recognized, global brand. The Schulich School of Business is consistently ranked among the world's best management schools. Since its establishment in 1966, the School has fostered a tradition of academic excellence built on a foundation of global reach, innovative programs and diverse perspectives. The Schulich Global Alumni Network includes close to 30,000 Schulich alumni living in over 90 different countries. Schulich boasts over 86 alumni chapters in more than 62 countries.

Exclusive Exposure and Access

The CONNECT delegation is comprised of a group of talented alumni, including some of Schulich's most senior and successful alumni. Delegates represent a diverse range of the world's current and future leaders. As a sponsor, your brand will be strengthened among this group of highly influential delegates, and to other external audiences. At CONNECT 2016, alumni attendee demographics included: 65% male, 35% female, 73% MBA/IMBA, 15% BBA/iBBA degree, and 12% held other degrees.

Fresh Perspectives and Thinking

As a sponsor, you will gain access to critical thinking and dialogue on important topics related to a diverse range of industries and management education. Your organization will be affiliated with a highly respected, world-class professional development and networking event. As a sponsor of CONNECT '17 you will position your organization to have its thumb on the pulse of the hot topics in management education and the economy. In 2016, more than 36 different speakers took part in the event and 60% of the speakers were C-Suite industry leaders. Past CONNECT attendees were predominately employed in managerial positions across a variety of sectors including retail, consulting, finance, law, telecommunications, government and not-for-profit.

Some past sponsors of CONNECT have included:



Gold Networking sponsors receive the most valuable and customized benefits and privileges associated with CONNECT '17. Showcase your organization through this win-win unique sponsorship offering.

Marketing, Exposure and Visibility

PRE AND DAY-OF:

- Premier and prominent placement of sponsor logo on all conference communications and signage including,
 - > On the CONNECT '17 website (including a link from the CONNECT '17 website to your website).
 - > On key signage displayed at the conference site.
 - > On the CONNECT '17 mobile app.
 - > On the projector screens in the Robert R. McEwen Auditorium and various plasma screens throughout the conference site.
 - > Signage displayed in the Robert R. McEwen Auditorium during the keynote and plenary presentations.
 - > On session/overall-conference feedback forms.
 - > Special table signage recognizing the lunch sponsorship (see Hospitality and Engagement, right). Special reserved seating at the lunch for the sponsoring organization and its guests.
- Verbal recognition by the Conference Co-Chair during the Opening Remarks and the Dean's Closing Remarks (full conference attendance).
- Recognition in any School-issued media releases about CONNECT '17.
- Text-based, and logo (where feasible), recognition of the sponsorship on official Schulich School of Business social media channels (including [in](#) LinkedIn, [f](#) Facebook and [t](#) Twitter).
- Special e-recognition of sponsorship in all CONNECT promotional e-blasts, which are distributed through Schulich's exclusive online community (active participants: over 24,000 members).

Gold Additional Special Benefits

- Official sponsor of one panel, of your choice, during CONNECT '17. Included: special signage, the opportunity to bring closing remarks (at the conclusion of the selected panel), and to thank the panelists for their expertise and participation.
- Special Schulich gift for your company's delegates attending CONNECT '17.

POST FORUM:

- Special recognition in a post-forum story posted on the Schulich website and cross-posted to Schulich social media channels.
- Special e-recognition distributed through Schulich's exclusive online community (active participants: over 24,000 members).
- Detailed sponsorship report documenting the recognition and the impact of your sponsorship.

Engagement and Hospitality

- Official sponsor of the buffet luncheon for all CONNECT '17 participants, combined with the opportunity to place a corporate-branded give-away or brochure at each place setting (subject to School approval). Special signage will be displayed in both luncheon locations.
- Opportunity to set up a booth, in the most preferred location of the conference site, for the duration of CONNECT '17. Booth can be used to display your products/services, network with conference participants and share company information and giveaways. Special opportunity to discuss premium product placement experience at the conference site.
- Complimentary registration for 6 conference attendees from your organization.



Silver Associate sponsors receive extensive recognition and exposure that will positively benefit your organization and offer exclusive reach into a highly influential and connected alumni community.

Marketing, Exposure and Visibility

PRE AND DAY-OF:

- Placement of logo on select conference signage and collateral including:
 - > On the CONNECT '17 website (including a link from the CONNECT '17 website to your website).
 - > On key signage displayed at the conference site.
 - > On the CONNECT '17 mobile app.
 - > On the projector screens in the Robert R. McEwen Auditorium and various plasma screen throughout the conference site.
 - > On session/overall-conference feedback forms.
 - > Special signage recognizing you as the networking break sponsor (see Hospitality and Engagement, right).
- Verbal recognition by the Conference Co-Chairs during the Opening Remarks and the Dean's Closing Remarks (full conference attendance).
- Text-based recognition of your sponsorship on official Schulich School of Business social media channels (including [LinkedIn](#), [Facebook](#) and [Twitter](#)).
- Special e-recognition of sponsorship in all CONNECT promotional e-blasts, which are distributed through Schulich's exclusive online community (active participants: over 24,000 members).

POST FORUM:

- Special recognition in a post-conference story posted on the Schulich website and cross-posted to Schulich social media channels.
- Detailed sponsorship report documenting the delivery of recognition and the impact of your sponsorship.
- Special e-recognition distributed through Schulich's exclusive online community (active participants: over 24,000 members).

Engagement and Hospitality

- Official sponsor of the morning and afternoon networking breaks (special signage will be displayed, including tent cards on the break stations, as well as poster-sized signage).
- Opportunity to set up a booth, in a preferred location on the main level of the Schulich School of Business, for the duration of CONNECT '17 to display your products/services, network with conference participants and share company information and giveaways. At the Associate Level, unique product placement opportunities can be discussed.
- Complimentary registration for 4 conference attendees from your organization.






B R O N Z E

Affiliate sponsor – \$2,500

Be a part of CONNECT '17 by becoming a Bronze Affiliate Sponsor. A generous package of benefits and privileges offer real value and targeted marketing.

Marketing, Exposure and Visibility

PRE AND DAY-OF:

- Inclusion of logo on select conference signage and collateral including,
 - > On the CONNECT '17 website (including a link from the CONNECT '17 website to your website).
 - > On the CONNECT '17 mobile app.
 - > On key signage displayed at the conference site.
 - > On the projector screens in the Robert R. McEwen Auditorium and various plasma screen throughout the conference site.
 - > On session/overall-conference feedback forms
- Verbal recognition by the Conference Co-Chair during the Opening Remarks and the Dean's Closing Remarks (full conference attendance).
- Text-based recognition of the sponsorship on official Schulich School of Business social media channels (including  LinkedIn,  Facebook and  Twitter).

POST FORUM:

- Special recognition in a post-conference story posted on the Schulich website and cross-posted to Schulich social media channels.
- Detailed sponsorship report documenting the delivery of recognition and the impact of your sponsorship.

Engagement and Hospitality

- Opportunity to set up a booth on the main level of the Schulich School of Business, for the duration of CONNECT '17 to display your products /services, network with conference participants and share company information and giveaways.
- Complimentary registration for 2 conference attendees from your organization.



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Program

9:00 AM - 10:00 AM	Networking Breakfast
9:00 AM - 9:45 AM	Welcome and Dean's Remarks Conference Chair Dezső J. Horváth, PhD, CM Dean, Tanna H. Schulich Chair in Strategic Management Schulich School of Business
9:45 AM - 10:45 AM	Keynote Address
10:45 AM - 11:15 AM	Networking Break Alumni CONNECTIONs Café (Café remains open until 3:45 pm)
11:15 AM - 12:30 PM	SESSIONS A (3 different sessions)
12:30 PM - 2:00 PM	Buffet Networking Lunch
2:00 PM - 3:15 PM	SESSIONS B (3 different sessions)
3:15 PM - 3:45 PM	Networking Break Alumni CONNECTIONs Café (Café remains open until 3:45 pm)
3:45 PM - 5:00 PM	Closing Plenary Session Closing Remarks
5:30 PM	Cocktail Reception

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12 years of SUCCESS and growing- Past CONNECT speakers have included:

John Aiken

Vice President & Senior Analyst
Barclays Capital

David Bedford

Vice President, Marketing
& Communications
Toronto Argonauts

Martin Buckland

Principal
Elite Résumés

John Cappella

(BBA '99, MBA '04)
Director, Network Development
Porsche Cars Canada, Ltd.

George Carras

President & CEO
RealNet Canada Inc.

Gary D'Andrea (MBA '83)

Chief Operating Officer
Grand & Toy

Jerry Chenkin

President & CEO
Honda Canada Inc.

Michael Cooper (MBA '86)

Managing Partner
Dundee Real Estate Asset Management
("DREAM"), CEO
Dundee REIT

Kevin Cowan

President
TSX Markets & Group Head of Equities

Ellis Jacob (MBA '76)

President & CEO
Cineplex Entertainment LP

Craig de Blois (MBA '05)

Partner
Lifford/Schiralli Wine Agencies

Carl DeMarco

Chairman
Camillion Corp.
Former President
World Wrestling Entertainment (WWE)

Warren Jestin

Senior Vice-President &
Chief Economist
Scotiabank Group

Frank Vettese (MBA '86)

Managing Partner & Chief Executive
Deloitte Canada

Dennis Fotinos (EMBA '04)

President & CEO
Enwave Energy Corporation

Mandeep Grewal (MBA '02)

Partner, Amrop Knightsbridge

Les Grober

Managing Director
TD Asset Management

Jennifer Hawkins

Vice President & General Manager
Consumer Products and
Partnerships
Amex Bank of Canada

Pete Bombaci

National Director
Movenster Canada

David Houston

Vice President, Partnerships
Aeroplan

Robert J. Hunter

Executive Vice President,
Venues & Entertainment
Maple Leaf Sports & Entertainment Ltd.

J. Bruce Flatt

CEO
Brookfield Asset Management

Stephen Goldhar

President & CTO
Sundance Media Inc.

David Kemper

(BBA '94, MBA '95)
President & Managing Partner
Belmont Equity Partners Inc.

Frank Gaoning Ning

Chairman
COFCO (China Oil & Foodstuff Corp.)

Patrick Iaboni (MBA '94)

President
Berkley Developments

John Lahey (MBA '87)

Retired President and CEO
Alterna Savings & Credit Union Ltd.

Eric Lascelles

Chief Economist
RBC Global Asset Management

Pam Laycock (MBA '89)

Senior Vice President
Corporate Strategy & Development
Torstar Corporation

David Wilson (MBA '68)

Former Chairman
Ontario Securities Commission

Fern Glowinsky (MBA/LLB '95)

CEO
Cliffside Capital

Colleen Johnston (BBA '82)

Group Head Direct Channels,
Technology, Marketing and Corporate &
Public Affairs
TD Bank Group

Toby Heaps

Co-Founder & President
Corporate Knights Inc.

Catherine McIntyre

(BBA '85)
Senior Vice President, Corporate
Strategy & Development
LoyaltyOne, AIR MILES

Alan Middleton

(MBA '77, PhD '97)
Assistant Professor of Marketing
Executive Director, Executive
Education Centre
Schulich School of Business

Gregory Milavsky

Co-founder, The Black Box Institute
Part-time Instructor, Schulich School of
Business

Benjamin Tal

Managing Director &
Deputy Chief Economist
CIBC World Markets

Gilbert S. Palter

Co-Founder
EdgeStone Capital Partners

Gordon Peeling

Former CEO
Mining Association of Canada

Paul Goodard

Chief Executive Officer
Pizza Pizza Limited

Howard Pezim

Co-Founder and Managing Director
The Bedford Consulting Group

Grant Rasmussen (MBA '93)

Former Managing Director
President and CEO, UBS Bank (Canada)

Christopher Jamroz (MBA '00)

President & COO
Garda Cash Logistics

Les Mandelbaum

President & Co-Founder
Umbr

Anthony Arrell (MBA '68, Hon LLD '08)

Director of Research
Mining Industry Human Resources
Council (MiHR)

Timothy Price (Hon LLD '09)

Chairman, Brookfield Funds
Brookfield Asset Mgt.

Richard Ross

Former Chairman & CEO, Inmet Mining
Corporation,
Executive in Residence, Schulich School
of Business

Jay Rosenzweig

Managing Partner
Rosenzweig & Co.

Martin Sander

President and CEO
Audi Canada

Dominic Barton (Hon LLD '12)

Worldwide Managing Director
McKinsey & Company

Dori Segal

President & CEO
First Capital Realty

Bob Seelert

Chairman
Saatchi & Saatchi Worldwide
& author

Javier San Juan

President & CEO
L'Oreal Canada

Mark Skapinker

Co-Founder & Managing Partner
Brightspark

Paul Alofs (MBA '83)

President & CEO
Princess Margaret Cancer Foundation)

Joe Jackman

CEO
Joe Jackman Brand Inc.

Alfredo Tan

Group Director
Marketing Solutions, Facebook

John Vernile

Vice President, Marketing
Hyundai Canada

Bryan J. Watson

Executive Director
National Angel Capital
Organization

Galen G. Weston

Executive Chairman
Loblaw Companies Limited

Stacey Mowbray (MBA '88)

President & CEO
The Second Cup

Marianne Harris (MBA/LL.B '83)

Former President & Managing Director
Merrill Lynch Canada

Andrew Wu (MBA '89)

LVMH Group President
Greater China

Bharat Masrani (BBA '78, MBA '79)

CEO
TD Bank Group

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Next Steps - Sponsorship Opportunity



"CONNECT is my favourite time of the year as a Schulich alumnus. Every year, for 12 years, CONNECT has been growing in status, reputation and global recognition. The opportunity to be part of CONNECT as a sponsor will deliver incredible ROI and impact. I encourage you to be a part of it and promote your brand with our close to 30,000 alumni. Many of them are in c-suite or decision making positions."

Bill Graham, MBA '86, President Global Alumni Network

JOIN US IN LEADING CHANGE!

CONNECT brings together Schulich alumni from around the globe for a day of discussion, debate and above all discovery of new ideas and concepts. Don't miss the opportunity to network with a powerful network of c-suites, industry leaders, alumni from all five decades, faculty and corporate friends. This is a very special opportunity to recognize your brand among over 500 attendees here at Schulich. It will be the start of new business opportunities and industry discussion.

CONTACT

Contact us to become a CONNECT '17 sponsor:



Christina Niederwanger, CFRE
Senior Development Officer

416.650.8075

cniederwanger@schulich.yorku.ca



