

GCES | 20
20



FIVE YEARS
of ENTREPRENEURSHIP

SPONSORSHIP PACKAGE

2024 - 2025

ABOUT GCES

WHO WE ARE

We are the Gina Cody School Entrepreneurship Society (GCES), an engineering student association led by 21 dedicated and passionate like-minded individuals. We started online in 2020 and were able to host multiple successful events throughout the academic year. Now, we wish to raise the bar and host in-person networking events, workshops, speaker series, and an inter-university competition at Concordia University.

OUR MISSION

GCES operates with one goal in mind: igniting the entrepreneurial spirit of Engineering students at Concordia University. We do so by following these **three principles**:



EDUCATE



NURTURE





CONNECT





UPSTART - AN INNOVATIVE ENTREPRENEURSHIP COMPETITION

GCES is proud to present UpStart, an innovative entrepreneurship competition where students come together to learn new skills and entrepreneurial strategies. Our intervarsity event invites students from different backgrounds to come together and turn their ideas into reality. We invite collaborators to share this experience with us to make it truly memorable.

-  February 8-9, 2025
-  2-Day Competition
-  Concordia University

STRUCTURE OF THE COMPETITION

1

Find a solution to an existing problem

2

Build a Business Model Canvas

3

Work on a prototype

4

Pitch the product/ service to a panel of judges

HIGHLIGHTS FROM PREVIOUS UPSTARTS



3 Workshops



150+ Participants



\$3150 Prize Pool



Networking Event & Career Fair



10 Universities Across Canada



Keynote Speakers



[Click Here for UpStart 2024 Recap Video](#)

TESTIMONIALS

Student

"I found this event really unique because it joins engineering and business! This is the field I want to be in for the future."

Sponsor


"I wanted to thank the GCES team for the amazing event last weekend. Got great feedback from our team."


Judge


"Just wanted to reach out and congratulate GCES on a wonderful event. Great job! We all had so much fun."



UPGRADES FOR UPSTART 2025

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Provide a diverse range of events, programs, and initiatives that empower students to develop their entrepreneurial skills, including workshops, networking sessions, and access to funding opportunities.
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Develop a robust support system that offers mentorship, resources, and guidance to students with entrepreneurial aspirations, empowering them to transform their ideas into successful ventures and nurturing a culture of innovation within the community.
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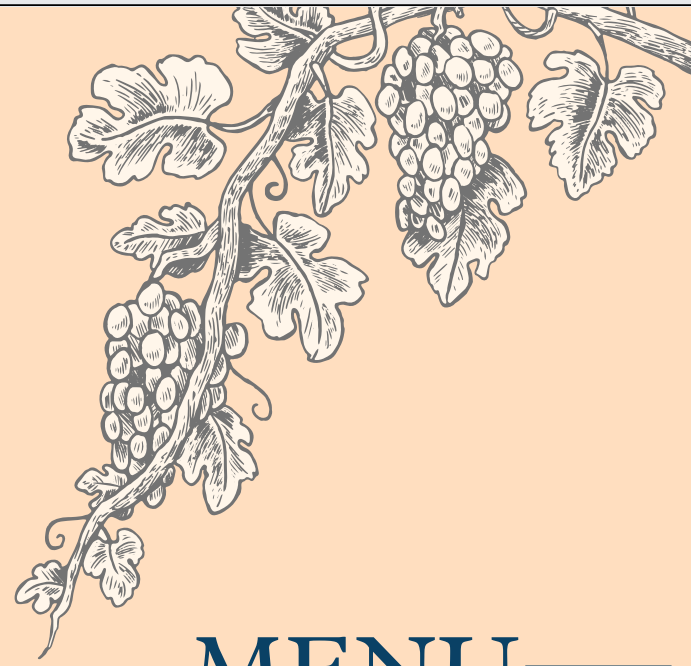
Expanding our participant pool to include CEGEP students from Engineering and Computer Science Technical programs enriches the UpStart experience by fostering more diverse and interdisciplinary teams.

Including

| | | | |
|---|--|--|---|
| <p>Bigger Networking Events</p>  | <p>Interactive Career Fair</p>  | <p>Influential Keynote Speakers</p>  | <p>Innovative Workshops</p>  |
|---|--|--|---|

We have many more events in store for the year where you could collaborate!

ANNUAL — AND — WINE — AND — CHEESE EVENT



— MENU —

INTERACT WITH MORE THAN 200 ATTENDEES.



HIGHLIGHTING YOUR COMPANY'S BRANDING.



EXCLUSIVE STUDENT INTERACTION.



FUTURE TALENT RECRUITMENT.



Collaborative
Event with
IISE



Concordia University

WHY PARTNER WITH US?



Talent Acquisition

Our society blends business and engineering through innovation and entrepreneurship. As a result, we are building a diversified community of talented students. By sponsoring our events, you will be able to connect, recruit, and mentor selected students!



Introduce Problem-Spaces

Our competition focuses on the students' problem-solving abilities. By challenging our participants with problems faced by your organization, we can foster a creative space dominated by innovative solutions that can be repurposed for your own operations.



Brand Recognition

As a sponsor, you can increase your brand awareness before, during, and after our events. We can provide a new audience through various channels such as our social media, banners, promotional items, and more.

CURRENT REACH

| | | | | |
|-----------------------------|----------------------------|------------------------|-----------------------------|---------------------------|
| 38,000 | +27,300 | 90,000 | 10,500 | 46,000 |
| LinkedIn Impressions | Facebook Page Reach | Instagram Reach | Engineering Students | Concordia Students |

SPONSORSHIP TIERS

| GENERAL | BRONZE (\$1500) | SILVER (\$3200) | GOLD (\$4200) | DIAMOND (\$6000) |
|---|--------------------|---|------------------|---------------------|
| Logo Size | Small | Medium | Large | Flagship |
| Link and Logo on GCES Website | ✓ | ✓ | ✓ | ✓ |
| Advertisement on our Social Media | ✓ | ✓ | ✓ | ✓ |
| Annual Wine and Cheese Tickets | 2 Tickets | 2 Tickets | 3 Tickets | 4 Tickets |
| 1 Customized Social Media Post | | ✓ | ✓ | ✓ |
| Partnership Branding at all Events | | | | ✓ |
| Tiktok/Reel Video Collaboration | | | | ✓ |
| UPSTART | | | | |
| Recruitment | | | | |
| Send Recruiters and Mentors | ✓ | ✓ | ✓ | ✓ |
| Sponsor Booth | | ✓ | ✓ | ✓ |
| Access to our Filtered CV Bank | | ✓ | ✓ | ✓ |
| Host a Workshop | | | ✓ | ✓ |
| Post-Competition Recruitment Email | | | ✓ | ✓ |
| First Pick on Sponsor Fair Booth Allocation | | | | ✓ |
| Branding | | | | |
| Your Logo on UpStart's Banner, Website, Student Booklet and Other Branding Material | ✓ | ✓ | ✓ | ✓ |
| Your Banner at UpStart | ✓ | ✓ | ✓ | ✓ |
| Distribute Promotional Items | ✓ | ✓ | ✓ | ✓ |
| Promo Items included in Student Gift Bags | | ✓ | ✓ | ✓ |
| Presentation at Opening Ceremony (2-3 min) | | | ✓ | ✓ |
| Sponsored Challenge | | | | ✓ |
| Keynote Speech at Opening Ceremony (Up to 10 min) | | | | ✓ |
| Keynote Speech at UpStart's Networking Event (Up to 5 min) | | | | ✓ |
| Announcement of Overall Winners & Closing Remarks | | | | ✓ |
| UpStart powered by "Company Name" | | | | ✓ |
| Judging | | | | |
| Add your Service or Product to the Prize Pool | ✓ | ✓ | ✓ | ✓ |
| Have Company Delegates as Judges | | ✓ | ✓ | ✓ |
| IN-KIND SPONSORSHIP | | <i>Please get in touch if you are interested in offering your service or product for one or more of our events, such as food, venues access, prize items, or anything else.</i> | | |
| CUSTOM PACKAGES AVAILABLE UPON REQUEST | | | | |

NOTE

- **Logo Sizes are subject to the tier selected.**
- **Can accept only 1 Diamond Sponsor**

THANK YOU FOR SUPPORTING GCES

The 2024-2025 academic year will be another unforgettable experience for GCES. Your contribution will be invested in the education and development of students who are interested in cultivating their entrepreneurial mind and are looking to bring a positive change to the world.



Elyes Ennoui
VP Sponsorship



Brian Hariri
VP External



Thomas Mejia
President



Jamil Salloum
Director of Sponsorship



Fouad Elian
Director of Sponsorship

CONTACT US

Please do not hesitate to contact us if you have any questions about partnering with us or about other ways in which you could sponsor us.

Contact us at sponsorship.gces@ecaconcordia.ca for further information!

STAY UP TO DATE WITH GCES



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Website



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IS A
SOCIETY OF



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