

SPONSORSHIP PACKAGE

2020-2021

**ACCOUNTING
STUDENTS'
ASSOCIATION**



ACCOUNTING AT LANG

Newly named Gordon S. Lang School of Business and Economics is now home to 4000 business students.

The Accounting Students' Association (ASA) is a student organization that represents Accounting students at the University of Guelph. We serve as a primary liaison between students, faculty, and employers. We work to bring students and employers together through exciting events including the Accounting Recruitment Event, Art of Applications and Crack the Case. Additionally, we are committed to providing students with the opportunity for personal and professional development through social events and monthly initiatives that encourage cohesiveness and professionalism. We are working today to help mold the accountants of tomorrow by fostering growth in knowledge, careers, and relationships.

With your partnership in 2020-2021, our organization strives to reach a more broad student audience, while helping promote your organization both on campus and online. We are confident that your involvement with our organization will not only aid to enhance the student experience at Guelph, but will also give you exposure to a large number of promising accounting professionals.

2nd

largest business major at the
University of Guelph



Fully
accredited by
CPA Ontario

Our graduates are working for:

Deloitte
EY
KPMG
PwC
BDO
Fidelity Investments
Manulife
Scotiabank
Linamar
CIBC
TD
BMO
& More



700+

Accounting students enrolled

ASA AND COVID-19

Being a sponsor for ASA provides you with numerous opportunities to establish your brand among Lang Accounting students as well as attend events in both relaxed and professional settings. As an association with a large outreach and impact of Lang, we understand the importance of taking necessary precautions to protect our community. We have decided to host our 2020-2021 events, the Accounting Recruitment Event, Art of Applications and Crack the Case in a virtual format. We recognize the financial impact COVID-19 has had on many businesses and we want to continue to foster relationships between students and employers. Among other events, Art of Applications in particular will allow this to happen.

BENEFITS OF SPONSORSHIP

- Cultivate relationships with students by communicating and influencing them directly
- Expand and establish positive brand recognition through social media and events
- Identify your company as an extraordinary potential workplace for students



SPONSORSHIP OPPORTUNITIES

Accounting Recruitment Event

September 17, 2020



The Accounting Recruitment Event is our largest and most sought after event of the year with on average, over 100 students in attendance. This event will take place in a virtual professional setting for students, employers and faculty to network. Updates and details will be provided in advance of the event.

SPONSORSHIP COST:

Cost of event to be determined as per the effects of CO-VID 19 and the logistics of event planning. If you are interested, please let us know and we can provide you with further information on structure and estimates of costs.

Art of Applications

October 2020

Art of Applications is an exclusive event that allows a company the chance to provide insight about the different stages of the hiring process and offer tips when it comes to writing resumes and cover letters. This event will be held virtually in order to maintain safety yet still offer the same learning experience.



SPONSORSHIP COST: FREE!

SPONSORSHIP OPPORTUNITY

Crack the Case

Early February 2021



Our annual Crack the Case event is an internal case competition that provides students in any major an opportunity to showcase their knowledge through case analysis. As a sponsor, you have the opportunity to judge both preliminary and final rounds of the competition, participate in open networking and even obtain a resume bank from students in attendance.

CRACK THE CASE SPONSORSHIP MENU

NETWORKING BOOTH **\$75**

Obtain a private room in our online networking portion of the event, allowing private and memorable connections with students to be made

JUDGES SEATS **\$100/PERSON**

Reserve a spot for your representative to view and judge student presentations.

RESUME BANK/STUDENT INFORMATION **\$150**

Receive emails and/or resumes from all participants.

HOST A WORKSHOP **\$200**

This package reserves 4 spots to critique the final presentations of the event, along with a private networking event and student information.

Previous Sponsors

- BDO
- Deloitte
- KPMG
- Manulife
- MNP
- RBC
- RLB
- & more



THANK YOU

The Accounting Students' Association would like to thank you for considering sponsoring our 2020-2021 events. We look forward to hearing from you and are excited to create meaningful experiences together for students at the Lang School of Business and Economics.

Contact Us



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Connect with Us

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