



VANCOUVER ISLAND
UNIVERSITY



**BC
MBA
GAMES 2025**
10 YEAR ANNIVERSARY
OCTOBER 24-26, 2025

**BUSINESS BEYOND
SUSTAINABILITY:
EMPOWERING FUTURE
LEADERS TO RESTORE, RENEW,
AND REIMAGINE OUR WORLD**

SPONSORSHIP PACKAGE

Reach over **200** of Canada's future business leaders



The VIU MBA Games 2025 is a premier student-led event hosted by the Faculty of Management at Vancouver Island University. This provincial competition rotates hosts each year and brings students together to compete in academic, athletic, and spirit challenges. The event fosters leadership, collaboration, and innovation among Canada's future business leaders. We are seeking sponsorships to support this prestigious event.

10 YEAR ANNIVERSARY

Founded at Vancouver Island University in 2015, this annual event has flourished into the largest gathering of MBA students in British Columbia. We are excited to have the privilege of bringing this event home for this special anniversary.

Reasons to get involved...



500k+

total impressions across all channels



Brand Visibility

on welcome kits, banners, volunteer shirts, and event signage across campus



Networking

access to VIU faculty, MBA candidates, and other community stakeholders



Media Coverage

including photo ops, social media posts and stories, and potential speaking opportunities at key events

BECOME A SPONSOR

Benefits & Recognition	Seed (\$500)	Sprout (\$1,000)	Pollinator (\$2,500)	Canopy (\$5,000)
Logo on VIU MBA Games website	✓	✓	✓	✓
Mention on official social media channels	✓	✓	✓	✓
Logo in post-event impact report	✓	✓	✓	✓
Tag in social media posts/stories	✓	✓	✓	✓
Logo on general event signage	✓	✓	✓	✓
Logo on participant T-shirts (Logo the latest September 20)	✓	✓	✓	✓
Personalized student Thank You's	✓	✓	✓	✓
VIU Experience passes -Deep Bay and Milner Gardens	2	4	6	8
Logo in e-mail blasts		✓	✓	✓
Dinner at the Discovery Room			2	4
Promotional table at MBA Games			✓	✓
Naming rights to a challenge (spirit x 3, or sport x 3)			✓	✓
Invitation to networking event			✓	✓
Speaking opportunity at key event				✓
Naming rights to academic case or closing gala				✓
Inclusion in post-event video & media coverage				✓
Co-design a custom activation or in-kind feature				

Interested in working with us to support this student-led competition? Choose the option that best fits, or reach out to us to create a custom plan. Please note, the deadline to commit is **September 20th, 2025.**

SPIRIT SPORTS CASE



MBA Schools compete for the BC MBA Games Cup by exhibiting excellence in three categories i.e., Academic, Athletic, and Community-focused challenges. While the specific format of the games may vary slightly each year, the fundamental elements remain consistent. The competition comprises of components designed to assess the mental acuity, teamwork, and strategic thinking abilities of participating students.

THIS EVENT WOULD NOT BE POSSIBLE WITHOUT SUPPORTERS LIKE YOU.

TO JOIN US AS A SPONSOR, PLEASE CONTACT:

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