

ubc marketing association partnership package '25/26



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letter from the presidents

Thank you for your interest in taking the time to consider partnering with the UBC Marketing Association (UBCMA)! As the only marketing club at the University of British Columbia and the largest in Vancouver, we aim to bridge the gap between students and professionals in the marketing industry.

Over the past 30+ years, the support and generosity from partners, delegates, and faculty have enabled UBCMA to provide the best opportunities to passionate and aspiring marketing minds. Such opportunities have moulded the next generation of industry leaders in their marketing endeavours, leading us to be awarded Conference of the Year, Most Innovative, and numerous Top Large Club Awards by the Commerce Undergraduate Society (CUS). We continue to uphold this mission and our opportunities through the continued support as well as a challenge to be a better club and more impactful to students year after year.

At our core, we have established a distinct mission that consists of three pillars: Educate, Engage and Execute. Every event, from Gateways – our flagship conference, to Rendezvous and Connect 4 – our most intimate networking events – revolve around these pillars. Nonetheless, UBCMA is determined to continue our mission of providing the most value in the realm of marketing for the most students.

Whether you are looking to showcase your support for the marketing specialization, recruit brilliant leaders to join your team, or use UBCMA as a platform to share your brand, we are excited, and it is our pleasure to work with you.

Let's work together to inspire and foster tomorrow's marketing leaders today!

Sincerely,
Gia Khanna and Jay Han
Co-Presidents 2025/26



about us

our mission

The University of British Columbia Marketing Association, also known as UBCMA, is a student-led club that offers value-packed events for students of all faculties.

Our mission is simple: Educate, Engage, and Execute. We want to execute events that educate students about marketing, and engage students to apply the knowledge they have learned.



The value we provide

Our lineup of events feature exclusive networking socials and workshops, high-stakes competitions, and an action-packed conference – all of which have helped us garner over 300 active members each year. We strive to provide more value through revamping and introducing new events; these events will be tailored to benefit both our partners and members.



why partner with ubcma?

Collaboration is the key to success for both our accomplished partners and ambitious club members. Our mission is to provide avenues for our members to develop their marketing knowledge while also creating fresh opportunities for our partners to gain valuable insight through interacting with our extremely innovative students.

Through collaborating with UBCMA, your business can grow campus presence, find new talent, and expand connections.



CUS Top Club of the Year

2016/2017
2017/2018
2019/2020
2021/2022

CUS Top Conference of the Year

2019/2020

CUS Most Innovative

2023/2024

Our Reach



2931
Followers



3400 Followers **3300+** Likes



1700 Subscribers **54.63%** Open Rate



partnership benefits

Benefits include (but are not limited to):

- Priority logo placement on all event marketing, both print and digital
- Logo and hyperlink on the UBCMA website and event pages
- Brand features on our social media channels
- Early access to top student talent through job board and targeted newsletter placements
- Permission to post jobs, company events and announcements on our digital platforms*
- Custom collaboration opportunities, from co-hosted workshops to exclusive competitions

These benefits are only the tip of the iceberg of what we have provided for past partners, and with further communication, we will strive to provide benefits that best suit your needs.



*Content posted through social media platforms is discretionary to UBCMA and may be edited or sent back for revision to best reflect both parties



launch party

kick-off event

A welcoming social to kick off the year for new and returning members. This is our opportunity to showcase our partner companies, upcoming events, and how members can make the most out of their membership.

Energy and excitement is always high at the beginning of the year so it's a great opportunity to make a lasting impression on enthusiastic students.



Why Get Involved?

- Optimal time to increase campus presence
- Achieve connections with students early on
- Make a lasting impression on enthusiastic students



marketing faculty night

Faculty Night is a one night experience where students get to meet and interact with UBC Sauder professors from a range of marketing disciplines. This event provides the opportunity to learn from marketing professors and sheds light on the marketing industry and what a marketing specialization can offer.



Why Get Involved?

- Connect with students exploring their marketing focus
- Shed light on UBC Sauder's marketing specialization
- Range of marketing disciplines and experience levels



gateways

flagship conference

With over 200 student attendees, Gateways is our flagship marketing conference that meaningfully grows knowledge and passion for marketing through the shared experiences from keynote speakers and workshop leaders. Including both valuable speaker and networking time, students will gain clearer understanding of the possibilities in the Marketing career while partners will be able to interact and expand awareness with eager students.



Why Get Involved?

- Increase campus presence and brand awareness on a large scale
- Provide unique industry insights
- Grow your professional network by connecting with fellow industry leaders



company showcase

Recruit top talent with the largest marketing-focused company fair at UBC! Companies have the opportunity to create personal connections with over 100 student candidates in an open floor plan. This is your chance to resonate with potential hires through establishing a strong physical presence within the UBC community and ultimately bring in top talent to your company.



Why Get Involved?

- Spotlight your company among UBC's top marketing talent
- Recruit high-potential candidates
- Create a personal connection between representatives and candidates



connect 4

mentorship program

Connect 4 is a unique one-to-one networking and mentorship experience for senior students to connect with Marketing Professionals. Due to its high student interest, participants are selected through a competitive application process to ensure that delegates in attendance will be able to connect with some of Sauder's brightest marketing minds. If interested, please contact us for the extended Connect 4 package!



Why Get Involved?

- Connect with Sauder's brightest marketing minds
- Find high-potential hires
- Guide and mentor eager students in an intimate setting



marketing strategy challenge

Marketing Strategy Challenge (MSC) is a case competition that challenges students to put on their creative thinking-caps. This competition is open to students among all faculties and years. We partner with one company for MSC. Students will be given the opportunity to represent the leading company by crafting a marketing plan. Partnering companies will provide competing students with a product, service, or prompt for them to create their own marketing strategy on. Students will present their ideas to both industry professionals and the partner company in which they will be evaluated to select a final winner.



Why Get Involved?

- Raise brand awareness and interest of the partner company
- New and innovative ideas from keen and passionate students
- Great opportunity to identify standout talent for marketing roles



rendezvous

1st-year exclusive

Rendezvous provides first year students with an intimate, one-to-one networking event designed to further their passion for marketing. Through the experience of networking with marketing professionals, first-year students will be able to develop their own networking skills, while being inspired to pave their own career journeys by learning from the experiences and career paths of marketers.



Why Get Involved?

- Intimate networking experience
- Interact with passionate up-and-coming students
- Inspire the next generation of marketers



our job portal

UBCMA's job portal provides an easy access platform to advertise marketing job opportunities. With over 300+ members and 100+ unique visitors a month, the UBCMA website acts as a direct channel for students interested in marketing to apply and get experience in the field. By partnering with us, you will get priority in the placement of job postings as well as active promotion through our social media channels.



Why Get Involved?

- Target your job posts to the right audience
- Active promotion through UBCMA's social media
- Reach job-ready marketing students quickly



collaboration events

Date: Mid-October

Aside from the existing events listed from above, we are also excited to introduce some returning and new events to UBCMA that reach out to a world beyond what people expect from traditional marketing. If you believe there are other potential opportunities that can provide students with new ideas in marketing through new events, feel free to contact us!

Past Events

- Office tours
- Networking Sessions
- Workshops
- Case competitions
- Cross-faculty events

Why Get Involved?

- Help raise students' awareness of new areas in marketing
- Attract students to be a part of cutting-edge ideas and trends
- Share your company's real-world practices



contact us

– let's work together!



gia khanna
co-president



jay han
co-president



priya sidhu
corporate relations advisor



neal sian
vice president of corporate relations



david chen
corporate relations
director



samantha lobo
corporate relations
director



taylor lum
corporate relations
director



michelle piñero
corporate relations
director



kyle gomez
partnerships
director



vanessa kwan
partnerships
director



angela liu
partnerships
director





thank you!

We look forward to partnering with you soon!
Love, MAFAM 2025/2026



ubcma corporate relations