



ubc marketing association
partnership package



corporate relations

2022-2023



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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 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. This year, we are excited to be returning to in-person events, with many of the advantages learned during the pandemic, such as hybrid formats of events, and increased safety concerns, there to further engage and bring the highest quality events to support our members in their personal and professional development.

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,
Ethaniel Tan and Bernice Favis
Co-Presidents 2022/23



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 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 250 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

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

CUS Top Conference of the Year

Marketing Redefined 2019/2020



Visit our Website
ubcma.ca



Instagram
3400+ Likes



Instagram
1300+ Followers



partnership benefits

Benefits include (but are not limited to):

- Logo priority on promotional material
- Logo and hyperlink on website
- Logo and hyperlink on social media (FB, insta)
- Job positions advertised on our newsletter and job portal
- Ability to post jobs, corporate events and news on our social media channels*

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





events showcase



launch party

September 2022

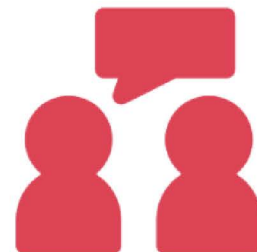
A welcoming social to kick off the year for new and returning members. This is our opportunity to showcase our partner companies, upcoming events, and how members can make the most out of their membership. Energy and excitement is always high at the beginning of the year so it's a great opportunity to make a lasting impression on enthusiastic students.



Optimal Time to Increase Campus Presence



Make a lasting impression on enthusiastic students



Achieve Connections with Students Early on



marketing night

October 2022

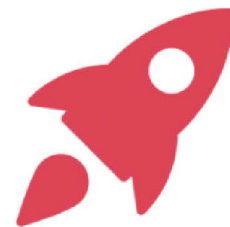
Marketing Night is a one night experience where students get to meet and interact with UBC Sauder professors from a range of marketing disciplines. This event provides the opportunity to learn from marketing professors and sheds light on the marketing industry and what a marketing specialization can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



Build a strong campus awareness



Shed light on UBC Sauder's marketing specialization



Range of marketing disciplines and experience levels



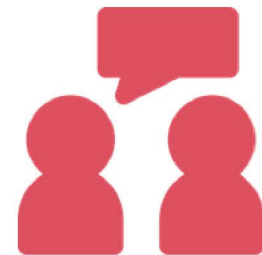
gateways

November 2022

With over 150 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.



Increase campus presence and brand awareness on a large scale



Connect with a wide range of passionate students



Provide unique industry insights



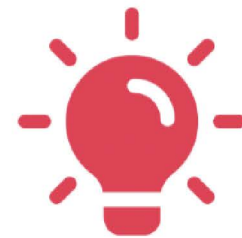
battle of the ads

Launch January 2023

Battle of the Ads (BOTA) 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 each of the two BOTA competitions– one for junior teams and one for senior teams. They 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 advertisements on. Students will present their ideas to both industry professionals and the partner company in which they will be evaluated to pick a final winner.



Raise brand awareness and interest of the partner company



New ideas and approaches from passionate students



Great opportunity to talent-scout for marketing hires



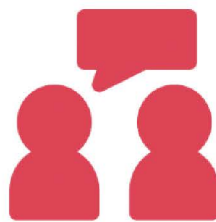
company showcase

January 2023

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.



Spotlight your company to a wide range of UBC students



Create a personal connection between representatives and candidates



Perfect opportunity to recruit top students in marketing



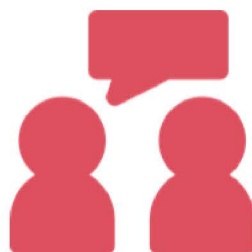
connect 4

Launch February 2023

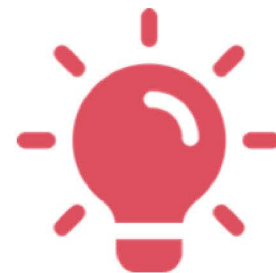
Connect 4 is a unique one-to-one networking and mentorship experience for senior students to connect with Marketing Professionals. Due to its high student interest, participants are selected through a competitive application process to ensure that delegates in attendance will be able to connect with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



Find potential hires



**Speaking/teaching
in an intimate
setting**



**Connect with
Sauder's brightest
marketing minds**



marketing redefined

March 2023

Marketing Redefined is a value-driven workshop that provides students the opportunity to learn and interact with industry professionals to understand the cross-functionality of marketing in the business place. As sustainability becomes more prominent in our everyday interactions, this year's theme will be centered around sustainable businesses. Speakers will cover the ins and out of sustainability in business and help students understand what marketers are doing in this space to foster a better future for all.



Exclusive opportunity to promote brand and student opportunities



Gauge potential candidates for future roles



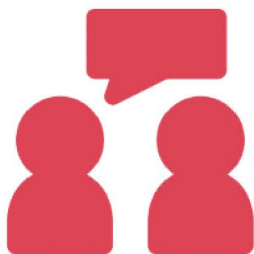
Grow student interest in different fields



rendezvous

March 2023

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 journey's by learning from the experiences and career paths of marketers.



Intimate networking experience



Interact with passionate up-and-coming students

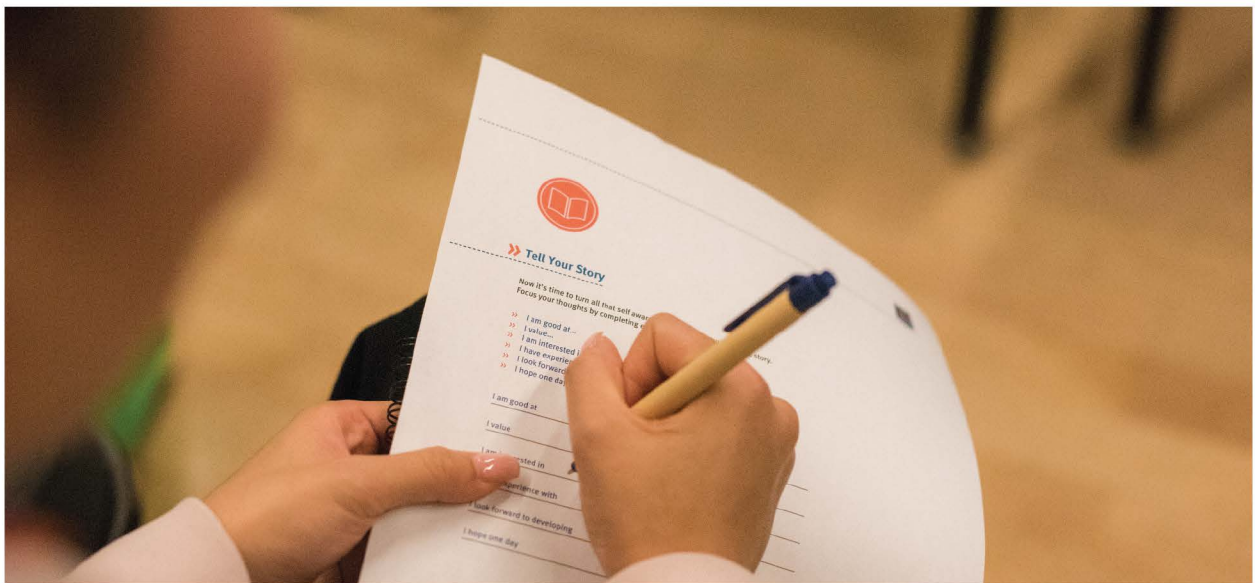


Inspire the next generation of marketers



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.



**Direct channel
access to UBC's
most keen students**



**Active promotion
through UBCMA's
social media**



**Cut through the
clutter of endless
job postings**



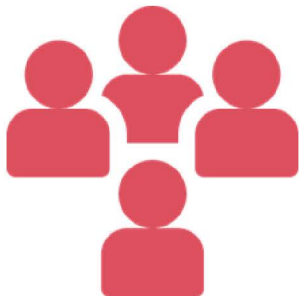
other opportunities

Early October 2022 until Early April 2023

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 and Opportunities to Collaborate:

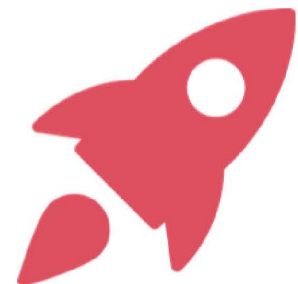
- Office tours
- Networking Sessions
- Workshops
- Case Competitions
- Cross-faculty events



Attract students to be a part of new trends



Potential to display real life marketing experiences



Help raise students' awareness of new areas in marketing



contact us

General Inquiries: hello@ubcma.ca

Business Inquiries: corporaterelations@ubcma.ca



Ethaniel Tan
Co-President



Bernice Favis
Co-President



Grace Lee
Vice President of
Corporate Relations



Sarah Chow
CR Director



Amy Guo
CR Director



Yasmine Eid
CR Director



Amy Kim
CR Director



Tina Zou
Partnerships Director



Aaron Kondolay
CR Advisor



thank you!



we look forward to partnering with you soon!

MAFAM 2022/2023