



Partnership Package

2018-2019

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From RMA,

The RMA is an association that represents a portion of the student body at Ryerson with a professional, academic and personal interest in the world of marketing. We pride ourselves on being the course union that represents the largest major at Ryerson University and meeting the challenges that come with that title.

We have been continuously striving to make impactful differences in the lives of as many students as we can for the past 10 years by presenting them with opportunities that can propel their careers and academic experiences forward.

Our main goal this year is to host events and build partnerships with organizations like yours to bring value to our students. We hope you will help us along our path to achieving our goal and partner with us so we can make a lasting impact on students.

About Us

The Ryerson Marketing Association (RMA) is a student-run organization within the Ted Rogers School of Management dedicated to serving the interest of marketing majors and minors across campus and beyond.

With over 15 events per year and a digital audience of over 3,500 people, the Ryerson Marketing Association is one of the fastest growing student groups within the Ted Rogers School of Management and now serves over 850 unique marketing students through events, partnerships, and development opportunities.

MISSION

Our mission is to broaden the understanding of marketing among the Ryerson student body.

VISION

Provide students with opportunities to network with professionals and gain meaningful experiences within the industry.

OBJECTIVE

Host educational events and competitions, such as interactive workshops, speaker panels, and networking sessions.

Our Outreach



1440+
Subscribers



2200+
Likes



2350+
Followers



700+
Followers



11,000+
average monthly impressions
7% increase in followers on average.

40,000+
total impressions
600 average impressions per post.



10,000+
average post engagements
25% increase in followers since last year.

Incoming Events

Careers in Marketing is our ninth annual formal networking event featuring Ryerson's 40+ top marketing students and multiple industry professionals.
October 3, 2018

Alumini Gala is our first ever professional dinner hosting Ryerson Marketing Alumni, current students, professors, and industry professionals for a night filled with networking and keynote speeches.
March 28, 2019

MLSE Case Competition
October 2018

Teksystems' Sales Competition
November 22, 2018

#Marketing
February 2019

The Ryerson Marketing Conference is our seventh annual conference with over 130 top marketing students together for two days of speakers, panels, networking, and workshops.
February 2019

Past Partners

We want to help you connect with the Ryerson community and expand your reach to the top talent at the Ted Rogers School of Management. Here are some of the companies that helped us Engage, Inspire, and Excite the World.



Partnership Opportunities

You can engage, inspire, and excite the world in partnership with us!

This partnership package offers the opportunity to be an event sponsor for one of our big three events and a platinum sponsor for the **Ryerson Marketing Conference**.

	General \$3500	Alumni Gala \$2000	Careers in Marketing \$1500	#Marketing \$1000
Platinum Sponsor for RMC (See Page 9 for full details)	●			
Email Blast (Placed in Monthly Newsletter)	1	1		
Dedicated Social Media Post of Your Choice	●	●		
In-Event Portion Sponsor	Choose 1 (Alumni Gala, CIM, #Marketing)	●	●	
Access to Student Resumes	●	●	●	
Access to Delegate Email List	●	●	●	●
In-event Banners	●	●	●	●
Brand Mentions	●	●	●	●
Social Media Promotion Before and During	●	●	●	●

Conference Partnership

Become a partner with Ryerson's University most anticipated conference of the year. With over 130 internal and external delegates, the conference features 2 days filled with immersive and educational experience that is centered around the changing world of marketing.

	Platinum \$2500	Gold \$2000	Silver \$1000	In-Kind
Optional Speaker/Workshop Opportunity	●			
Speaking engagement during opening remarks/before dinner(15 minutes)	●			
In-Event Portion Title	Choose 1 from Bank A	Choose 1 from Bank B		
Email Blast (Placed in Monthly Newsletter)	3	1		
Access to Student Resumes	●	●	●	
Access to Delegate Email List	●	●	●	
Ad in RMC Delegate Package (Page size)	Large	Medium	Small	
In-Event Rolling Slide Deck (Duration)	Long	Medium	Short	
In-Event Banners	●	●	●	
Marketing Material in Delegate Bag	●	●	●	●
Brand Mentions	●	●	●	●
Social Media Promotion	●	●	●	●

BANK A

- Networking Lunch
- Cocktail Reception
- Case Competition
- Gala Dinner

BANK B

- Case Competition
- Cocktail Reception
- Networking Lunch

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