



# UARHMA UBIZ SPONSORSHIP PACKAGE

2024





# ABOUT US

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## WHO WE ARE ?

The University of Alberta Human Resource Management Association connects students with the people side of business. We provide resources for those students looking to explore careers where they can drive culture and strategy, and have a transformational impact on business and individuals alike.

## OUR MISSION:

We are a student-led organization committed to building and promoting the Human Resources community. Serving its members at the Alberta School of Business since 1996, UAHRMA strives to facilitate Human Resources awareness, education and career development through various networking and academic events.

# UBIZ TOURNAMENT

The UBiz tournament is a highly anticipated, interdisciplinary event that spans a single day, bringing together business students from various educational institutions in Edmonton, including the University of Alberta, NAIT and MacEwan.

Participants will engage in a series of activities, including a mini case competition, a concise debate and a game of business major Jeopardy, all with the chance to win a cash prize. What sets this event apart from traditional case competitions is its emphasis on fostering collaboration across different business fields, allowing students with diverse backgrounds to showcase their individual strengths within a group dynamic.

With a format accommodating 16 teams, UBiz promises to be one of the most exhilarating events on UAHRMA's calendar for the 2024 academic year.



**March 9, 2024**

# UBIZ TOURNAMENT FORMAT

<b>POOL A</b> <i>3 judges</i>	<b>POOL B</b> <i>3 judges</i>	<b>POOL C</b> <i>3 judges</i>	<b>POOL D</b> <i>3 judges</i>
Team 1A (4)	Team 1B (4)	Team 1C (4)	Team 1D (4)
Team 2A (4)	Team 2B (4)	Team 2C (4)	Team 2D (4)
Team 3A (4)	Team 3B (4)	Team 3C (4)	Team 3D (4)
Team 4A (4)	Team 4B (4)	Team 4C (4)	Team 4D (4)

16 teams of 3-4 students from UAlberta, NAIT & MacEwan will compete in 3 interdisciplinary activities in 4 pools of 4 teams.

The winner of each activity will be awarded:

1st 10 pts

2nd 8 pts

3rd 6 pts

4th 4 pts

The 1st place winners of each pool will be awarded \$500 each.

# UBIZ TOURNAMENT ACTIVITIES

## Case Competition



- Mini case is created with the sponsor tailored to the needs of the company.
- Case is released 24 hrs before, each team has 5 mins to present their solution to a panel of 3 judges.
- The four 1st place winners of pools A, B, C & D will move into a secondary round where they will compete amongst one another for 1st, 2nd, 3rd & 4th place points.

# UBIZ TOURNAMENT ACTIVITIES

## Mini Debate



- Using the pool system, the 4 pools will be placed in 4 different rooms where 2 teams at a time will compete on a topic of the sponsor's choice eg. HR trends.
- The assigned judges will decide the winners of the two debates.
- Then, the two winners will compete again on a new topic for 1st and 2nd place points, and the losers will compete for 3rd and 4th place points.

# UBIZ TOURNAMENT ACTIVITIES

## Jeopardy



UAHRMA 2024 Jeopardy

	Human Resources	Marketing	Finance & Accounting	Entrepreneurship	Business Technology
100	100	100	100	100	100
200	200	200	200	200	200
300	300	300	300	300	300
400	400	400	400	400	400
500	500	500	500	500	500

- Each pools competes with one another on a large game of Jeopardy with categories based on varying business majors eg. 400 in marketing, 500 for HR etc.
- Points will be awarded to each team based on Pool placement.
- Sponsors will have the opportunity to add company curated questions onto the game board.

# SPONSORSHIP BENEFITS

**1**

**VISIBILITY**

**2**

**ATTRACT TALENT**

**3**

**COMMUNITY  
INVOLVEMENT**





## VISIBILITY

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As a student club, UAHRMA prides itself on its ability to unite future business leaders from different backgrounds and spark innovation in the field of human capital. As a sponsor of the organization, your brand will be thoroughly endorsed through our various marketing channels.

These include, but are not limited to, traditional media, banners, on-site video advertising, social media, the UAHRMA website, and promotional gear. Additionally, as a sponsor of UAHRMA, your brand will not only be recognized within the University of Alberta, but also within the Edmonton business community that UAHRMA is actively engaged with. The experiences and interactions of attendees will increase brand awareness and foster a positive brand image that will impact our the leaders of tomorrow.



# ATTRACT TALENT & AWARENESS

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UAHRMA strives to strengthen the connection between academic knowledge and real-world experience. The tournament provides a setting for students to exercise their critical thinking, improve interpersonal communication and develop valuable problem-solving abilities.

Our corporate sponsors are invited to judge during our case presentation to create connections with students and influence their career trajectories. The UBiz tournament is an excellent opportunity for a sponsor to spread awareness on their brand and its services to students from UAlberta, NAIT & MacEwan.



## **COMMUNITY INVOLVEMENT**

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As a non-profit student-run organization, UAHRMA is partnered with major corporates both locally, and across Canada. By sponsoring events hosted by UAHRMA, you will be directly involved with the competition and furthermore, some of the brightest business undergraduates from the Edmonton student community.

Additionally, the UBiz Case competition provides an exciting and robust opportunity to get your organization involved with the growth and development of an exciting academic community.



# UBIZ TOURNAMANT SPONSORSHIP

This is an extraordinary opportunity where we will work with your company to create a mini case tailored to the challenges your organization.

Participating students will provide unique and enterprising solutions that will give you a diverse set of options on how to strategically overcome these challenges.

With sixteen ingenious teams competing, you will receive 16 innovative solutions.



# UBIZ TOURNAMAMENT SPONSORSHIP

## Gold Sponsor - \$3,500

- Opportunity to deliver keynote at the event
- Opportunity to develop a customized case, debate topic & Jeopardy document
- Company endorsement through UAHRMA social media platforms
- Company advertisement in competition brochures
- Case judging opportunities
- Networking opportunities
- Future sponsorship and partnerships
- Attract talent from top post-secondary institutions in Edmonton - UofA, NAIT and MacEwan
- Access to competing delegate resumes



## Silver Sponsor - \$2,500

- Opportunity to develop a customized case or debate topic
- Company endorsement through UAHRMA social media platforms
- Company advertisement in competition brochures
- Case judging opportunities
- Networking opportunities
- Future sponsorship and partnerships
- Attract talent from top post-secondary institutions in Edmonton - UofA, NAIT and MacEwan.

## Bronze Sponsor - \$1,500

- Company endorsement through UAHRMA social media platforms
- Company advertisement in competition brochures
- Networking opportunities
- Case judging opportunities
- Future sponsorship and partnerships



**TOGETHER,  
LET'S MAKE  
2024 THE BEST  
YEAR IN  
UAHRMA  
HISTORY**



# CONTACT US

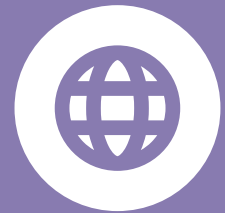
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