

PARTNERSHIP PACKAGE 2023

A group of students, likely members of a sports team, are sitting on the grass. They are wearing maroon t-shirts and white visors. The visors have "COMM 2023" written on them. The students are smiling and talking to each other. The background is slightly blurred, showing more students and what appears to be a parking lot with cars.

SMITH COMMERCE ORIENTATION WEEK

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Dear Potential Partner,

Thank you so much for your interest in being involved with Smith Commerce Orientation Week 2023.

For over 100 years, Smith Commerce Orientation Week has marked the beginning of students' journeys at the Smith School of Business (Smith) and Queen's University. Following the success of our first in-person Orientation Week following the COVID-19 pandemic, the Commerce Executive on Orientation (CEO) is ecstatic to welcome over 500 bright, innovative, and change-making students in person.

Smith Commerce Orientation Week supports Incoming Students as they transition into their new life at Smith by fostering connections and providing resources. Each year, the generous support of our partners allows us to organize team activities, presentations, and panels to create an unforgettable Orientation Week experience.

This year, the CEO is committed to initiating positive change with the goal of creating an Orientation Week that is truly inclusive. By elevating past initiatives and cultivating meaningful change, we hope that Smith Commerce Orientation Week 2023 will ensure a sense of belonging while providing students with the tools to promote their well-being and achieve their goals.

We are beyond excited to introduce tomorrow's business leaders to Canada's premier undergraduate business program, and recognize that the success of Smith Commerce Orientation Week would not be possible without the continued commitment of our partners. Ultimately, the support of our partners is essential to welcoming Incoming Students and preparing them for a positive university experience.

On behalf of the CEO of 2023, thank you for reviewing our Partnership Package. We are excited at the potential to have your firm partner with us for Smith Commerce Orientation Week 2023 and join us in welcoming the class of 2027.

Sincerely,

Sagaana Sivathason
Chair, Commerce Executive on Orientation of 2023



Our Values

To begin, we would like to acknowledge that the Smith School of Business Kingston campus is situated on traditional Anishinaabe and Haudenosaunee Territory and we are grateful to be able to welcome Incoming Students on these lands.

As we move into a new year, we continue to reflect upon our commitment to Equity, Diversity, Inclusivity, and Indigenization (EDI+I) and what it means to our team. The Commerce Executive on Orientation is committed to facilitating a welcoming and inclusive environment here at Smith. We hope to uphold best EDI+I practices and to educate Incoming Students about its importance from the first week of school through to graduation.

We have also taken the steps necessary to ensure that Orientation Week is accessible for all Incoming Students and to reduce barriers to entry. We are excited to continue our Fee Waiver Program, in which Commerce Executive on Orientation will cover the full orientation week fee of students who are unable to afford it. We are also continuing to offer inclusive uniforms, including long sleeve shirts, giving students the ability to choose clothing pieces that best aligns with their religious and social beliefs.

This year, the Commerce Executive on Orientation is enhancing our focus on sustainability throughout Orientation Week. We have committed to prioritizing the minimization of waste and reusing materials throughout all events, including removing single-use cutlery from events where food is served. We have also planned to host almost all events within walking distance from campus to reduce travel-related carbon emissions.

With that being said, we, Commerce Executive on Orientation, could not be more excited to host Smith Commerce Orientation Week 2023! We have planned many events, both new and old, to align with our commitment to EDI+I and sustainability. This package aims to help you understand our upcoming events and how we are capitalizing on this opportunity to progress as a faculty. We invite you to beCOMM a part of this journey!

All the best and enjoy,

Rebecca Waterston

EDI+I Director, Commerce Executive on Orientation 2023

The Legend of the Head Boss

Since they first stepped into Goodes Hall, Head Boss has been dedicated to the Smith Commerce program. During their four years at Smith, they made a name for themselves; they continued this legacy by leading a prosperous, fulfilling career.

While many view Head Boss's achievements as unattainable, they compare their business success to winning a game of cards. Like business, card games have different structures and rules, as well as elements of strategy, risk, and luck. Like life, individuals are dealt a hand and must choose how to play their cards. For this reason, Head Boss holds Hearts, Diamonds, Clubs, and Spades near and dear.

Each year, Head Boss returns to Kingston to congratulate incoming students on earning their well-deserved place in the Smith Commerce program. They are equally excited to see students carry on their legacy—only time will tell if Hearts, Diamonds, Clubs, or Spades prevails, and if you're able to make magic out of the cards you're dealt. Head Boss can't wait to see how this plays out...

Impact

Our sponsors play a crucial role in supporting initiatives to uphold our values throughout Smith Commerce Orientation Week 2023.

Some ways our sponsors contribute to a positive impact throughout Orientation Week include:

- **Financial Accessibility:** Supporting our Fee Waiver Program to cover the Orientation Week fee for students who cannot afford it.
- **EDI:** To accommodate religious and social beliefs, CEO continues to offer expanded apparel options, providing inclusive uniform options such as long sleeve shirts.
- **Sustainability:** CEO has committed to minimize waste and maximize sustainable materials throughout each Orientation Week event.

Who We Are: The Smith School of Business

"Every day it's a new business world. Be Ready."

9000

Annual Applicants

5.5%

Acceptance Rate

What Sets the Smith School of Business Apart?

By becoming a partner with Smith Commerce Orientation Week, you will have access to a large and diverse community of some of the brightest, most well rounded students that are studying in Canada. Each student in the program is selected on the basis of outstanding academic and extracurricular performance. In the Commerce program, students learn and apply valuable qualitative and quantitative skills that they carry with them beyond university. Small class sizes, the dedicated Career Advancement Centre, and the large and diverse Commerce Society are all staples that set Smith Commerce apart from any other undergraduate business program.

Why Sponsor Smith Commerce Orientation Week?

Orientation Week provides an extremely unique opportunity to connect with this impressionable market. With a second to none job placement rate in Canada, the Smith School of Business at Queen's shapes these individuals into the business leaders of tomorrow. By partnering with Smith Commerce Orientation Week, you will have a unique opportunity to make an early impact on these individuals, and to cement your company in their minds as a front- runner in the competitive business environment today.


CEO 2023's Vision Statement:

"Smith Commerce Orientation Week 2023 will enhance how transitioning into the program and the university looks and feels. Through elevating past initiatives and cultivating meaningful change, Smith Commerce Orientation Week 2023 will ensure a sense of belonging while providing students with the tools to promote their well-being and achieve their goals."

What is Smith Commerce Orientation Week?

Here at the Smith School of Business at Queen's University, Orientation Week is more than simply familiarizing students with their surroundings; it is about fully immersing the incoming class into the Commerce family. Orientation Week is a long-standing tradition in the Commerce program, one that lives and breathes in all Commerce students' hearts and minds. Smith Commerce Orientation Week allows incoming students to confidently enter the next chapter of their lives and become official members of the Smith Commerce family.

From their very first day, incoming students take part in an exhilarating journey led by their Orientation Leaders. From team-building exercises and charitable initiatives to social night events, students experience an unforgettable four days, familiarizing themselves with their new environment and forging lifelong friendships. This camaraderie makes Orientation Week so special and introduces students to the community they will rely on throughout their tenure at the Smith School of Business.

A photograph of two young men smiling and embracing each other outdoors. The man on the left is wearing a white baseball cap and a dark hoodie. The man on the right is wearing a dark jacket over a light-colored shirt. The background is slightly blurred, showing other people and a building.

Sponsorship Opportunities: Our Events

Godfather Gala

This evening event marks the bittersweet close to a week that has created memories, and friendships, and set the new first-year students on a special path in the Commerce program. This event will take place on September 10th and poses a great opportunity for a firm to finish off the week with a lasting impression on the students. The sponsor will be provided the opportunity for a keynote speech or presentation that is delivered to all students in a formal setting.



Boat Cruise

The Boat Cruise gives the incoming students a chance to socialize with their fellow classmates, orientation leaders, and CEO members in an informal setting. In two separate excursions of 250 students that will take place on September 10th, the Boat Cruise is the perfect opportunity for the sponsored firm to interact with the students one on one. This provides a great opportunity for representatives to educate students about their organization, and begin to build brand recognition early on in their time as a student. In past years, the majority of students cited this event as their favorite.



COMM Fair

In addition to unparalleled academics, Smith Commerce prides itself on student extracurricular involvement, and its close-knit community. This event is a perfect opportunity for sponsors to form meaningful connections with students. This event will take place on September 3rd. This event will allow the incoming students to expand their social networks and connect with upper years, sponsors, resource groups and clubs through different booths. The expo booths will allow sponsors to directly communicate their brand mission, opportunities, and goals.



COMMapalooza

COMMapalooza provides the perfect opportunity for students to let loose and showcase their talents. This talent show is located in Grande Theatre in downtown Kingston on September 2nd, and allows students to see a glimpse of the talent at Smith. The performances will provide students with a fun and relaxed atmosphere and give them a chance to get excited for what is to come for the remainder of Orientation Week. This year, performances will feature a variety of multi-cultural acts to ensure all students feel represented within the Smith Commerce community. At this event, sponsors will have the opportunity to speak at the event and connect directly with students.



COMM Chill

This event is a perfect opportunity for sponsors to form meaningful connections. This informal event provides brands with the perfect opportunity to form personalized and meaningful connections with students. After a fun-filled day of Commerce traditions and Orientation festivities, students are given the opportunity to take part in a variety of low-impact activities. Orientation Leaders and Incoming students will gather in small groups to play card games, make bracelets, or just talk. This event will end the first night of Orientation Week on September 4th. It develops the close knit community within Smith Commerce, and allows students to connect with each other and their leaders.

Coverall Painting

The coverall painting is a tradition of all Queen's Orientation Weeks, and as such, this event develops the Incoming Student's sense of connectedness to Queen's University as a whole. Incoming Students will actively engage with each other in an informal and friendly setting by painting their Class of COMM 2027 coveralls. This event is conducive for fostering new friendships and connections. It will take place on September 3rd. This activity is one of the most memorable activities of the week and it would be an amazing opportunity to establish your brand in the forefront of the student's minds. Taking steps to ensure this event is as sustainable as possible, the paint used is disposed of in an eco-friendly manner.



COMM Olympics

This brand-new event is an exciting, high-energy experience for the Incoming Students. They will be divided into teams to compete against one another in a series of fun games and challenges. This positive, upbeat environment is a great place for brands to become associated with the fun spirit of Orientation Week.

Sponsorship Packages

Diamond Level (1)- \$20,000+

Platinum level sponsorship is the most prestigious level of sponsorship, giving you the maximum level of exposure. Opportunities as a Platinum sponsor include:

- Title as "Sponsor of O-Week"
- 15-minute speaker opportunity on main stage
- Promotional material included in O-Week kit
- Leading logo positioning on Orientation uniform
- Promotional booth during expo fair
- Header recognition on primer
- Opportunity to send in-kind sponsorship material
- Opportunity to hold promotional material at O-Week events

Sponsorship Packages

Platinum Level (2)- \$15,000

Platinum level sponsorship is a prestigious level of sponsorship, giving you the maximum level of exposure. Opportunities as a Platinum sponsor include:

- Title as "Sponsor of the Day"
- 10-minute speaker opportunity on main stage
- Promotional material included in O-Week kit
- Sponsor one main event (COMMapalooza/Godfather)
- Secondary logo positioning on Orientation uniform
- Promotional booth during expo fair
- Header recognition on primer
- Opportunity to send in kind sponsorship material

Sponsorship Packages

Gold Level (3)- \$10,000

The Gold level sponsorship offers a valuable opportunity to receive high exposure while establishing your organization in the minds of incoming first year students. Opportunities as a Gold Sponsor include:

- Speaker opportunity on main stage
- Promotional material included in Oweek kit
- Sponsor one main event
- Logo placement on Orientation uniform
- Promotional booth during expo fair
- Recognition on primer
- Opportunity to send in kind sponsorship material

Silver Level - \$5,000

The Silver level sponsorship is a great way to expand your company to Queen's by giving you direct exposure to students. Opportunities as a Silver sponsor include:

- Logo placement on Orientation uniform
- Promotional booth during expo fair
- Recognition on primer
- Opportunity to send in kind sponsorship material

Bronze Level - \$1,000

The Bronze level sponsorship also offers a valuable opportunity to receive high exposure while establishing your organization in the minds of incoming first-year students. Opportunities as a Bronze sponsor include:

- Promotional booth during expo fair
- Recognition on primer
- Opportunity to send in kind sponsorship material

Student Testimonials

WeiXuan Hu - Class of 2024



"Orientation week set the perfect tone for my first-year experience. Through the activities, I met so many amazing people and built strong friendships that I have kept to this day! Being able to network, play games, and learn about commerce was a fantastic start to queens and helped me feel at home! O-week made me feel a sense of belonging and helped quell my nerves about queens commerce! It was such a fantastic experience, and I hope that the class of 2026 has the same!"

Hannah Pereira - Class of 2025

"Orientation Week was a foundational experience that set me up for an excellent first year. By allowing me to connect with other students and experience life on campus, Orientation Week was the best introduction to Queen's University and the Smith Commerce Program. Additions from sponsors made my Orientation Week special and impactful, I am beyond grateful to them."



Saavni Narang - Class of 2026

Orientation Week was an extremely valuable experience that allowed me to comfortably transition into life at university. The kindness and advice of my Orientation Leaders coupled with the emphasis on resources around campus allowed me to feel at home within the Smith Commerce Program. Additionally, being able to bond with students in my year allowed me to form connections and life-long friendships. I am extremely thankful that I participated in Orientation Week, and I hope the Class of 2027 has an experience that was as great as mine!



CLOSING REMARKS

I would like to thank you for your interest in Queen's Commerce Orientation Week 2023.

I look forward to discussing the implementation of a strategic partnership with you that would maximize value for your organization, as well as for the incoming Commerce Class of 2027. Please do not hesitate to contact me with any questions.

I look forward to hearing from you!

Best regards,

Rhea Huq

Sponsorship Director, Commerce Executive on Orientation 2023



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We hope to hear from YOU soon!




CEO