

2026

SMITH COMMERCE ORIENTATION

Sponsorship Package

A Letter From Our Chair

Dear Potential Partner,

Thank you for your interest in partnering with Smith Commerce Orientation Week 2026.

For over 100 years, Smith Commerce Orientation Week has marked the beginning of students' journeys at the Smith School of Business and Queen's University. This year, the Commerce Executive on Orientation (CEO) is proud to welcome our largest incoming class of over 650 students as they begin their university experience and join one of Canada's premier undergraduate business programs.

Orientation Week plays a vital role in supporting Incoming Students as they transition into life at Smith by fostering meaningful connections, building community, and providing resources that promote both personal well-being and academic success. Through team activities, mentorship opportunities, and interactive programming, we aim to create an engaging, inclusive, and empowering experience. By elevating past initiatives and cultivating meaningful change, Smith Commerce Orientation Week 2026 seeks to foster a strong sense of belonging while equipping students with the tools to thrive.

We are beyond excited to introduce tomorrow's business leaders to one of Canada's leading business programs 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 Commerce Executive on Orientation, thank you for reviewing our Sponsorship Package. We are excited at the potential to have your firm partner with us for Smith Commerce Orientation Week 2026 and join us in welcoming the class of 2030.

Sincerely,

Julia Vrabel



Julia Vrabel
Chair, Commerce Executive on Orientation of 2026
julia.vrabel@queensu.ca

- Meet the Team -



Annabella Luo
Logistics



Julia Vrabel
Chair



Stephanie Lim
Logistics



Sydney Mode
Internal Leadership



Aaron Anton
External Leadership



Colin Kelly
Finance



Haley McLean
EDII



Si Ya Luo
Intern



Madison Miller
Sponsorship



Hannah Konigsberg
Sponsorship



Clara Pare
Technology



Elias Evans
Marketing



Brianna Tota
Intern



The Brightest Youth Come to Smith

650+ Incoming Students

5% Acceptance Rate

Elite Talent from Across the Globe



45+

Different Countries
Represented

51%

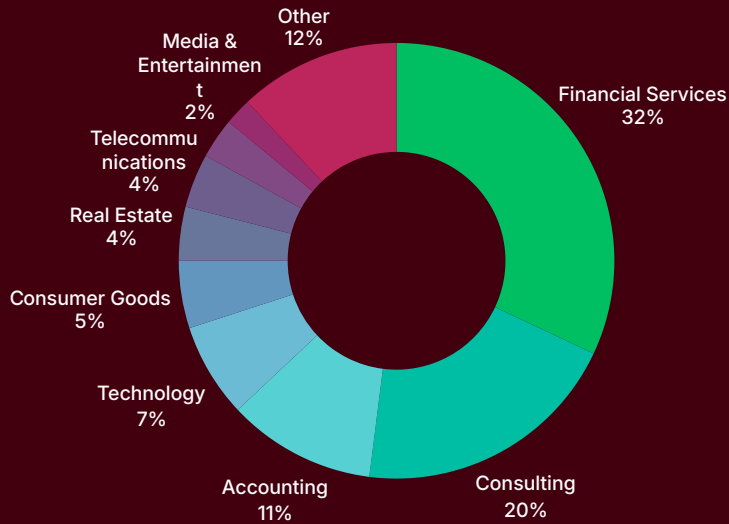
of Students
are Women

10%

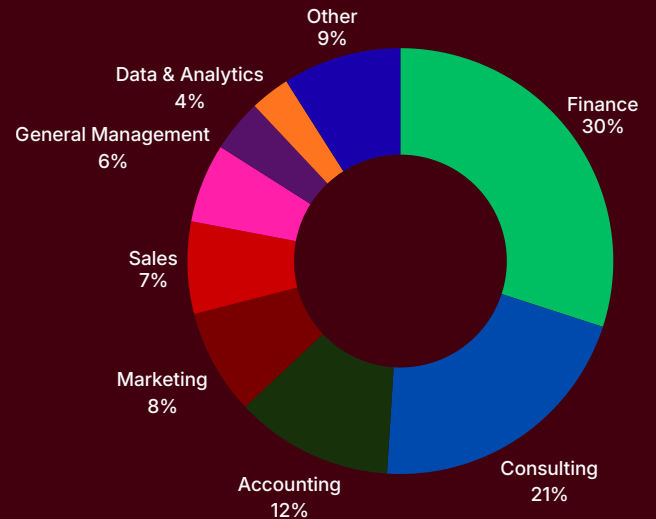
of Students are
International Students

Our Employment Outcomes

By Industry

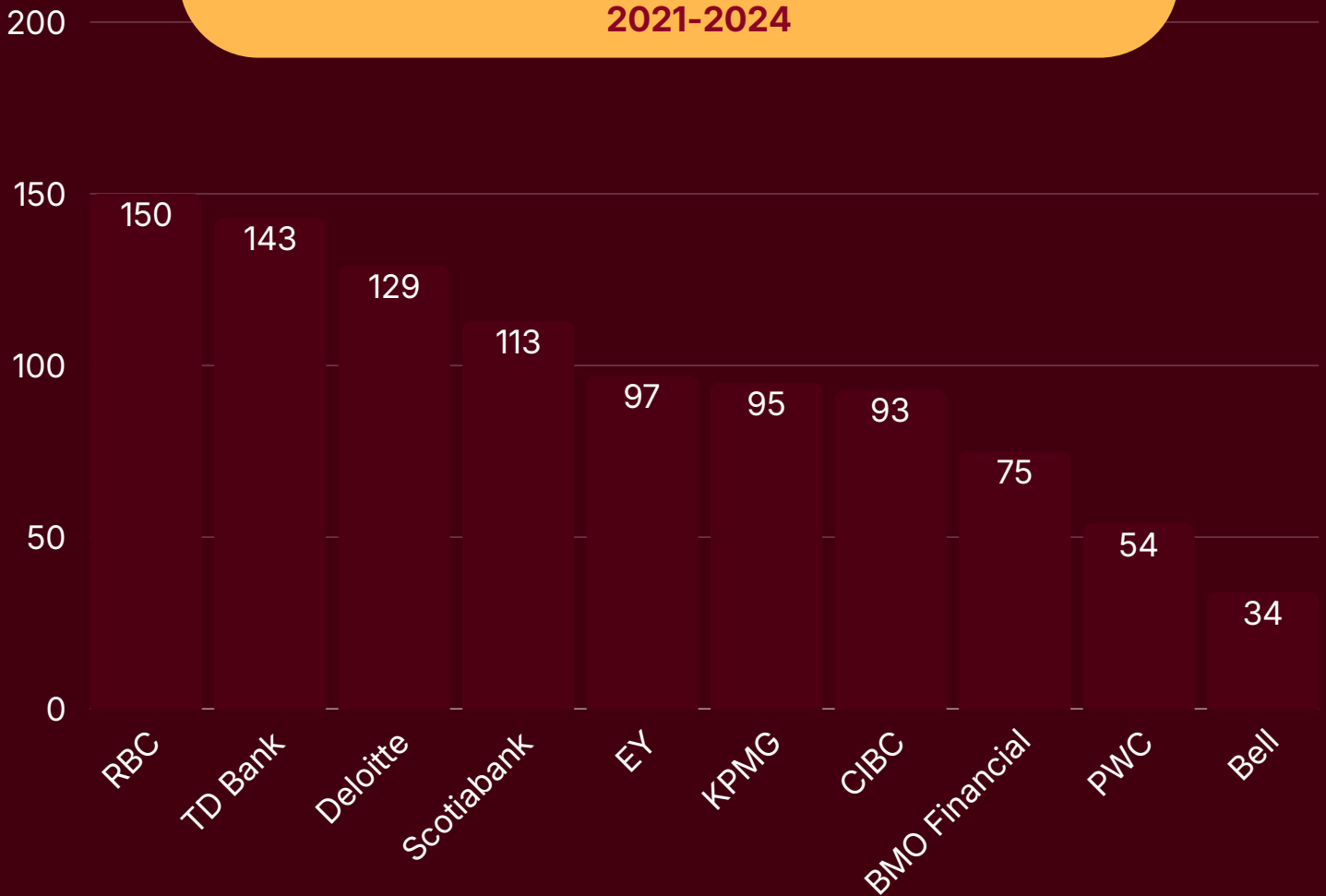


By Function



SMITH'S TOP EMPLOYERS

2021-2024



Our Student's Placements

Goldman Sachs

McKinsey & Company

Morgan Stanley



Bell



Pennant
CAPITAL PARTNERS

CHUBB



Deloitte.



BCG

OliverWyman



House of Commons



*This is just a general overview of our most popular placements

Our O-Week Events

Day 1

Sun, September 6th

Day 2

Mon, September 7th

Day 3

Sat, September 12th

Day 4

Sun, September 13th



University Parade



COMM Breakfast



COMM Crash Course



Boat Cruise



WelCOMMing



Suits Cheer Off



GECCO: The Great
ENG x COMM
Cheer Off



COMM Down



Emerging



Coverall Painting



Red Carpet



Glow at Goodes



COMM Fair



Godfather Gala



COMM Quest

PARTNERSHIP LEVELS

BRONZE - \$1,000

GENERAL

- ✔ Thanked at O&C Ceremonies
- ✔ Fee Waiver Program

BRANDING

- ✔ Logo on Primer
- ✔ Send In-Kind Sponsorship Material

SILVER - \$5,000

GENERAL

- ✔ Thanked at O&C Ceremonies
- ✔ Fee Waiver Program

BRANDING

- ✔ Logo on Primer
- ✔ Send In-Kind Sponsorship Material

RECRUITMENT

- ✔ Booth at COMM Fair or another event of your choice.

GOLD - \$10,000

GENERAL

- ✔ Thanked at O&C Ceremonies
- ✔ Fee Waiver Program
- ✔ Sponsored Event

BRANDING

- ✔ Logo on Primer
- ✔ Send In-Kind Sponsorship Material
- ✔ In-Kind material in Welcome Bag

RECRUITMENT

- ✔ Booth at COMM Fair or another event of your choice.
- ✔ 5 Minute Speaker Panel

PARTNERSHIP LEVELS (2)

● PLATINUM - \$15,000

GENERAL

- ✓ Thanked at O&C Ceremonies
- ✓ Fee Waiver Program
- ✓ Sponsored Event
- ✓ Title of "Sponsor of the Day"

BRANDING

- ✓ Logo on Primer
- ✓ Send In-Kind Sponsorship Material
- ✓ Logo on Uniform Hats
- ✓ In-Kind material in Welcome Bag
- ✓ Header on Primer

RECRUITMENT

- ✓ Booth at COMM Fair or another event of your choice.
- ✓ 10 Minute Speaker Panel

● DIAMOND - \$22,000

GENERAL

- ✓ Thanked at O&C Ceremonies
- ✓ Fee Waiver Program
- ✓ Sponsored Event
- ✓ Title of "Sponsor of Orientation Week"

BRANDING

- ✓ Logo on Primer
- ✓ Send In-Kind Sponsorship Material
- ✓ **Large** Logo on Uniform T-shirts
- ✓ In-Kind material in Welcome Bag
- ✓ Header on Primer
- ✓ In-Person Activation Opportunities

RECRUITMENT

- ✓ Booth at COMM Fair or another event of your choice.
- ✓ 15 Minute Speaker Panel

We are always open to adjusting sponsor packages to suit your needs and capacity. We would love to set up a meeting to discuss your potential interest in working with us during Orientation Week at Queen's University



BE SEEN FROM

Day One



Get your brand in the hands of 650+ incoming students as they kick off their university journey!

BATTLE OF THE

Suits



Support our 115 second-year Orientation Leaders as they suit up, mentor, and welcome our new students.



MEET

The Future

Connect with first- and second-year students at a branded booth at our COMM fair or another event you prefer.

Fee Waiver

PROGRAM



WHAT IS IT?

The Fee Waiver Program ensures every incoming Smith Commerce student can fully participate in Orientation Week, regardless of financial barriers.

Last year, 80+ students relied on this support to access mentorship, programming, and community-building opportunities that shape their transition to university.

Orientation is where students build their first support systems and sense of belonging. Your sponsorship ensures all students have an equitable opportunity to start their Smith journey on equal footing.

With your support, students from all backgrounds can begin their Smith journey feeling supported and empowered, with your company driving their success as future business leaders.



Haley McLean
EDIIA Director

"My mission is ensure ALL students can enjoy orientation equally"



96% OF COMMERCE STUDENTS
ATTEND ORIENTATION

99% OF COMMERCE STUDENTS FIND
ORIENTATION ENGAGING

100% OF COMMERCE
STUDENTS ARE SATISFIED

WHAT STUDENTS ARE SAYING...

"My name is Bridget and I'm going into my second year of commerce! A fun fact about me is that I grew up in the U.S.. Orientation helped me learn more about Commerce and make friends before I even got to class! **It was an experience that shaped the beginning of my university experience and allowed me to find upper year support as well.** I am super excited to be a BOSS as I will get to support to first years in their transition to Queens and onward, while showing them how much fun our program is!"



Bridget McGuire

COMM '29

"My name is Owen and I'm heading into my 2nd year of Queen's Commerce! I grew up in Toronto where I spent my free time playing different sports such as baseball and volleyball. Coming to Queen's I was extremely nervous and was unsure what to expect, but **Orientation Week helped me settle into my new home** quite easily! Through the energy of the Bosses and the many fun activities that were planned (from the boat cruise to Glow at Goodes), **Orientation Week remains as one of my fondest memories at Queen's so far.** I cannot wait to be a BOSS next year and bring this same energy and excitement to the COMM class of 2030!"

Owen Paterson

COMM '29



"My name is Pankhuri and I'm heading into my second year here at Queen's. I love listening to music, especially Drake! Being a BOSS at Queen's has truly been one of the most meaningful parts of my time here so far. I remember orientation so vividly, I started off nervous, but ended up finding a group of people I clicked with instantly and never want to lose. **I now call them my second family and we've created so many memories that I'll never forget.** I'm looking forward to welcoming the incoming class, which will feel like a very full-circle moment for me! "



Pankhuri Sharma

COMM '29

A Closing Letter From Spons

Dear Future Partner,

We are pleased to invite your organization to take part in Smith Commerce Orientation Week 2026, a signature event welcoming over 600 incoming students to the Smith School of Business. As Sponsorship Directors, we are excited to present your organization a unique opportunity to connect directly with the next generation of business leaders in an engaging, impactful and memorable setting.

As a sponsor, you will have access to a highly driven and ambitious student community through a variety of customizable sponsorship packages — including branding opportunities, speaking engagements, and interactive activations. These touchpoints will allow you to showcase your company's values, initiatives, and career opportunities to students at a pivotal moment in their academic and professional journeys.

Orientation Week sets the tone for students' entire university experience, making it a powerful platform for early brand recognition and relationship building. Beyond exposure, your support will play a meaningful role in fostering the development of future industry leaders. We are confident that your involvement will bring value not only to Orientation Week but also to your organization through authentic and lasting engagement.

We would love the opportunity to discuss how we can collaborate to create a mutually beneficial partnership. Please feel free to reach out to schedule a meeting or learn more about our sponsorship opportunities.

Thank you for your time and consideration — we look forward to the possibility of working together to make Orientation Week 2026 a great success.

Best regards,



Hannah Konigsberg

hannah.konigsberg@queensu.ca



Madison Miller

madison.miller@queensu.ca

SMITH COMMERCE
OWEEK

Learn more about us through [our website](#) and [Instagram](#).