



UBC Accounting Club

2020-2021 Sponsorship Package

ABOUT THE CLUB

The UBC Accounting Club is a student-run organization that provides Sauder School of Business undergraduates with the opportunity to learn more about the Accounting field in today's dynamic business environment. The Club helps facilitate the recruiting process for companies, industry groups, governments, and professional services firms by connecting them with top talent at the Club's networking events and information sessions. The Club also holds social events that allow members to relax and socialize while giving back to charities within their local community. With over 200 members, the UBC Accounting Club is one of the largest clubs at the Sauder School of Business and UBC.

GOALS FOR THIS YEAR

The previous year was focused on working with smaller mid-size firms, continuing to improve existing events, forging relationships with the BCC and further increasing the exposure of firms and the accounting industry. This year the Club intends to build on the success of the previous year, as well as introduce new events and ideas that will revitalize the UBC Accounting Club.

One major goal for this year is increasing the value our club provides. With the start of the year forcing everyone to stay home on account of COVID-19 and the subsequent delay of Spring Recruit, the UBC Accounting Club will be drastically altering the typical summer events to adapt to changing needs. Not only do we aim to provide new, valuable, and enjoyable events, but we also want to ensure their continued success in bringing a fresh perspective to our long-standing club. By doing so, we can branch out from what students have come to expect of us and demonstrate to firms our ability to adapt.

A large factor in achieving this goal will be the hosting of our very first Accounting Conference. Conferences are a great way to bring together hundreds of students and professionals alike to discuss topics of common interest. With the accounting industry being as prominent as it is in Vancouver and the ever-changing landscape of its environment, there is enormous potential for value. For example, a potential theme may be how technology is changing job market for accounting, a thought-provoking and surely important topic amongst students.

Another goal for the UBCAC this year is to increase exposure. In the past, our primary method of promotion has always been Facebook, and while it is an effective platform, it is also limited in its applicability. Following this, we aim to use other platforms such as Instagram and LinkedIn (in which the UBCAC accounts already have a total of over 1.7k followers) to actively promote events as well as display highlights from those that have already happened. Effective marketing is key to increasing event turnout rates, memberships numbers and general interest in our club.

We are confident that by achieving the aforementioned goals, this will allow the Club to provide your firm with the highest return on investment.

THE EVENTS

Every year, the UBC Accounting Club hosts a variety of networking events and information sessions that allow companies to increase their exposure on campus while being introduced to top talent at the undergraduate level.

In addition to these events, our Club also facilitates three charity-focused socials, which provide an opportunity for our members and executive team to give back to the local community.

We are always open to any new ideas that may better serve the interests of club members and sponsors and can be reached at info@ubcaccountingclub.com.

Note: Term 1 and 2 event dates are subject to change

Date	Event	Representatives Required
Tuesday, August 11, 2020	CPABC Information Session	No
Friday, August 14, 2020	Virtual Games Night	No
Thursday, September 17, 2020	UBCAC 1 st Annual General Meeting	No
Thursday, October 22, 2020	Term 1 Charity Social – Mentorship Night	Yes
Thursday, November 19, 2020	Industry Night	No
Thursday, November 26, 2020	Membership Appreciation Night	No
Thursday, January 14, 2021	First & Second Year Night	No
Thursday, February 4, 2021	*NEW* 3 rd and 4 th Year's Event	No
Thursday, March 11, 2021	UBCAC Conference	Yes
Thursday, March 18, 2021	UBCAC 2 nd Annual General Meeting	No
Thursday, April 1, 2021	Term 2 Charity Social – Casino Royale	Yes
March – Aug 2021	Day in a CPA Firm Series	No

SPONSORSHIP PACKAGE

This Sponsorship Package is designed to provide maximum exposure and support to firms throughout the 2020 -2021 academic year. The package is meant to cover the period extending May 1, 2020 – April 30, 2021, as well as any events begun before the executive team transition that continue into next year's coverage.

STUDENT INTERACTION

- Interactive events (held in conjunction with our club) that will allow your firm to connect with our 200+ members in dynamic, casual, and formal settings
- Presence of the following number of firm representatives at the interactive events below:

Thursday, October 22, 2020	Term 1 Charity Social – Mentorship Night	Up to 1 Representative
Thursday, March 11, 2021	UBCAC Conference	Up to 2 Representatives
Thursday, April 1, 2021	Term 2 Charity Social – Casino Royale	Up to 2 Representatives

- Access to our External Events and Social Charity teams to ensure the success of any on-campus events

WEBSITE (www.ubcaccountingclub.com)

- Your logo and a personalized 250-word description of your organization
- Promotion of your events with advertisements on the homepage
- Listing as a supporting sponsor of the UBC Accounting Club
- A hyperlink to your organization's website

E-MAILS

- Promotion of your events in weekly Accounting Club newsletters to members
- Promotion of your events in BCC newsletters to UBC Sauder undergraduates
- Company logo included at the bottom of all promotional newsletters

SOCIAL MEDIA (www.facebook.com/ubcaccounting)

- Promotion of your events and company postings on our Facebook page, reaching an audience of over 4,000 interactions

PROMOTIONAL ITEMS

- Company logo on all printed promotional materials
- Distribution of promotional materials at our Annual General Meetings and September Bizweek booting (swag, brochures, posters, etc. to be provided by the company)
- Company events will be advertised on the numerous big screen televisions around the Henry Angus Building (provided in-person classes resume)
- Placement of banner at CPA Alumni Mixer, Conference, Annual General Meetings, and Charity Socials (banner to be provided by the company)

MORE ABOUT OUR EVENTS

CPA ALUMNI MIXER (ORGANIZED BY THE SAUDER BCC)

The CPA Alumni Mixer will provide members with a general overview of the CPA Recruit and a chance to meet a variety of Sauder Alumni in both industry and public practice. Firm representatives will provide tips, guidance, and advice or answer any questions from students.

ANNUAL GENERAL MEETINGS

Annual General Meetings provide an opportunity for members to learn more about the UBC Accounting Club's events and executive team. At the Annual General Meeting, members will enjoy lunch, learn more about our sponsors, and interact with one another. Sponsors will have the unique opportunity to showcase their banner and distribute promotional materials.

CHARITY SOCIALS

Charity socials comprise of sophisticated entertainment and prize draws aimed at giving back to the local community. They enable students to interact in a business casual environment and network among peers. They also provide a great opportunity for students to unwind and exchange advice specific to their career paths. Proceeds from these events will be donated to local charities (selected by our Social/Charity Directors) and prizes provided by your company will be raffled off to students. Sponsors are invited to showcase their banner at all charity socials.

MENTORSHIP NIGHT

The Mentorship Night is a recent addition to our events portfolio. The purpose of this event is to provide students with the opportunity to network and build relationships with senior students who have been successful in CPA Recruit. Being able to speak with representatives not much older than themselves naturally creates a more comfortable environment for students.

CONFERENCE

The first ever UBCAC Conference is an opportunity to reach our widest audience yet and discuss topics prevalent in the accounting industry. While the details of this large-scale event are yet to confirmed, we expect to focus on an important theme in Accounting, create workshops, keynotes, and networking opportunities as well as have firms booth and/or promote their firms to students.