

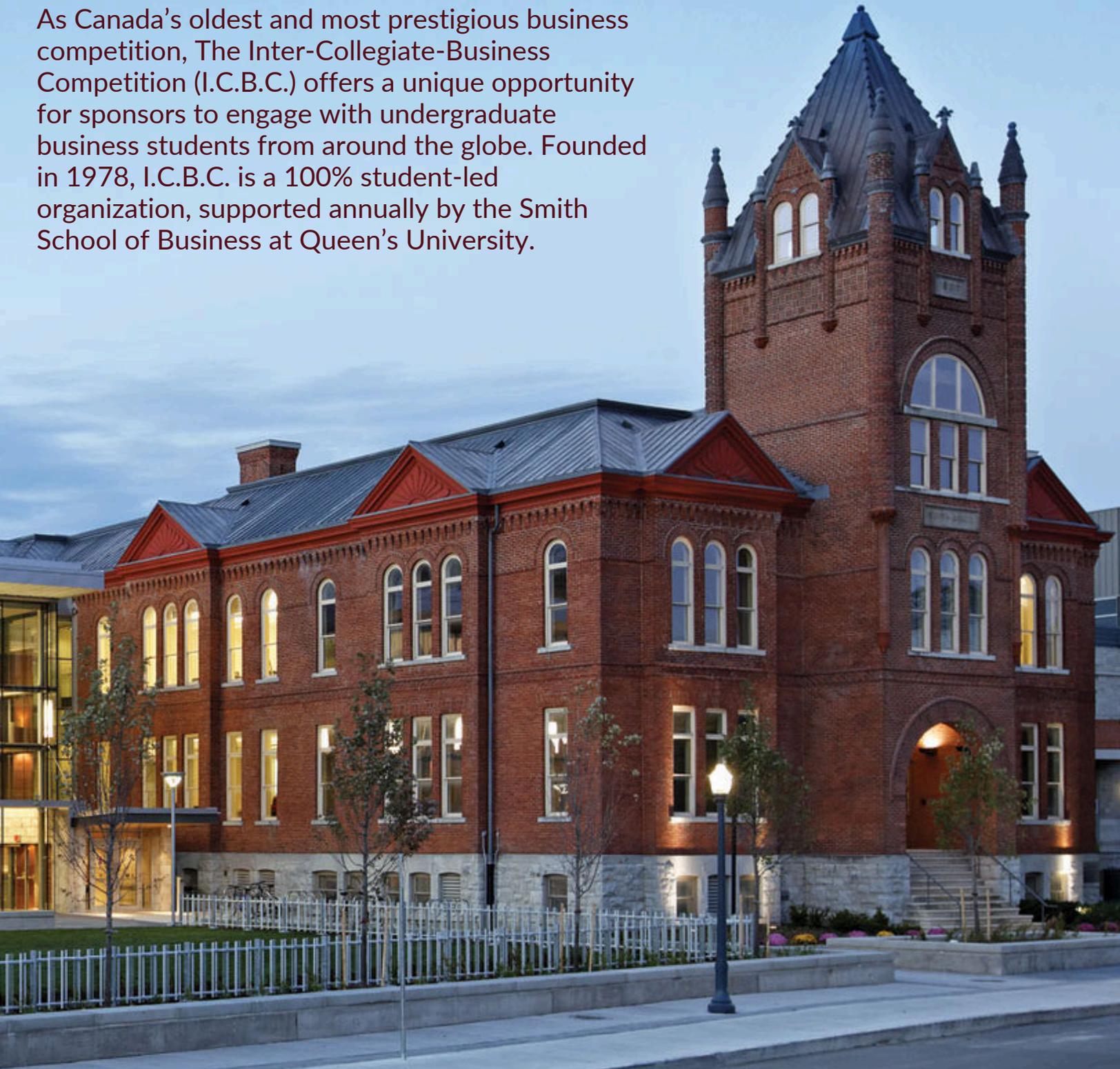
Inter-Collegiate Business Competition
Sponsorship Package
2025/2026



I.C.B.C.
INTER-COLLEGIATE BUSINESS COMPETITION

Canada's Oldest Case Competition

As Canada's oldest and most prestigious business competition, The Inter-Collegiate-Business Competition (I.C.B.C.) offers a unique opportunity for sponsors to engage with undergraduate business students from around the globe. Founded in 1978, I.C.B.C. is a 100% student-led organization, supported annually by the Smith School of Business at Queen's University.



CONTACT US

sponsorship@icbcqueens.com

Q.C.C.

September 2025

Final Weekend

January 2026

A Message From Our Co-Chairs

The Inter-Collegiate Business Competition (I.C.B.C.) is proud to present our **47th** year of competition. For the 2025/2026 season, we are thrilled to run **two prestigious and unique events**: Queen's Case Competition (Q.C.C.) in **September**, and Final Weekend the following **January**.

I.C.B.C. offers outstanding **sponsorship opportunities** tailored toward your company's means and values. Q.C.C. is a great way for sponsors to **connect with ambitious** Queen's students from all years. Final Weekend, I.C.B.C.'s signature event, highlights emerging talent from **across Canada and around the world**.

We invite you to visit our website: www.icbcqueens.com, to learn more about I.C.B.C.'s two unique events. Our team would be more than happy to answer any questions and we look forward to partnering with you!

Best Regards,
Layla Dowlut, Zakaria Boudjelthia, and Susan Thu



Layla Dowlut



Zakaria Boudjelthia



Susan Thu

Our Commitment to Diversity, Equity, and Inclusion

At I.C.B.C., we strive to create a space that empowers all stakeholders where every voice is heard, respected, and welcomed. Our Executive Team is dedicated to working with diverse sponsors to bring our vision to light.

We understand that Diversity, Equity, and Inclusion are not one-time actions, but an on-going process of learning and reflection. We are committed to hiring diverse team members and volunteers, as well as a dedicated EDII Director to facilitate dialogue.

For more information on the Smith School of Business' commitment to EDII, please visit smith.queensu.ca/about/EDII



Samantha Tao
EDII Director

“Competing at Q.C.C. was an unforgettable experience.”



Daniel Rego
Smith Commerce
Oakville, Canada



“Volunteering at Final Weekend was a front-row seat to top case teams—one of the most rewarding parts of my first year.”



Brian Yau Tam Sang
Smith Commerce
Richmond Hill, Canada

Our Events

Queen’s Case Competition

Launched in 2010, **Queen’s Case Competition (Q.C.C.)** is often the first case competition students experience in their first year at Queen’s. Open to Queen’s students from **all different years and faculties**, Q.C.C. is a great way to make new friends and learn more about business.

The competition features two distinct streams: **Maroon**, designed for novice competitors, and **Gold**, tailored for more experienced students. Typically held on the third weekend of **September**, Q.C.C. offers sponsors the unique opportunity to connect directly with students in a collegial setting.

Final Weekend

Final Weekend is I.C.B.C.’s main event, bringing teams together from **around the world** for an exciting **three-day** experience. Hosted at **Queen’s University** in historic Kingston, Ontario, Final Weekend is an ideal opportunity for undergraduates to network, discuss key global issues, and tackle real-world cases.

After competing in the Preliminary Round, **the top six teams of each stream** will advance to **Final Weekend**. Sponsors can directly assess top talent by serving as judges for our **five competition streams** (Finance, Accounting, Marketing, HR/Ethics, Business Policy). Our sponsorship package offers **multiple options** to promote your company’s brand and **connect with participants**.

Sponsorship Tiers

One Event | **Both Events**

Gold

\$4,000 | **\$5,000**

Event Branding Rights, Sponsorship of Final Banquet, and 10-Minute Speaking Opportunity
 Priority Banquet Seating
 3 Judging Invitations
 5 Firm Representative Invitations
 Priority Sponsorship Fair Booth Location
 Full-Page Promotion in Competitor Package
 Dedicated Social Media Post & Website Recognition
 Resume Book



Silver

\$3,000 | **\$4,000**

Sponsorship of a Networking Event
 Preferred Banquet Seating
 2 Judging Invitations
 4 Firm Representative Invitations
 Preferred Sponsorship Fair Booth Location
 Half-Page Promotion in Competitor Package
 Dedicated Social Media Post & Website Recognition
 Resume Book

Bronze

\$2,000 | **\$3,000**

1 Judging Invitation
 3 Firm Representative Invitations
 Standard Sponsorship Fair Booth Location
 Standard Promotion in Competitor Package
 Social Media Recognition & Website Recognition
 Resume Book

Supporter

<\$2,000, In-Kind, or Product

Swag Bag Inclusion (for Product or In-Kind Support)
 Social Media Recognition & Website Recognition
 Resume Book

Our Story

Founded in **1978**, the Inter-Collegiate Business Competition (I.C.B.C.) was established to promote **connection** between students at various business schools across Canada. In **2010**, a second event, Queen's Case Competition (Q.C.C.), was created to help Queen's undergraduate students apply business skills to real world problems. For **2025/2026**, I.C.B.C. is proud to re-launch Final Weekend with **5 streamlined competition categories**: Finance, Accounting, Marketing, HR/Ethics, and Business Policy.



Past Competing Schools

University of Toronto
McGill University
University of British Columbia
University of Waterloo
Western University
Wilfrid Laurier University

National University of Singapore
University of New South Wales
University of Sydney
The Chinese University of Hong Kong
BI Norwegian Business School
University of Navarra

University of Notre-Dame
Washington University
University of Texas
Indiana University
Boston University
...And Many More!

47
Year Legacy

2
Unique Events

100+
Competitors

Why Sponsor Us?

- 100% Student-Led
- 5 Unique Streams
- International Presence
- 100+ Competitors
- 47+ Years of History
- Extensive Queen's University Alumni Network

Thank you for considering becoming a sponsor for our upcoming events!
We would be happy to work with you to customize our sponsorship offerings to best meet your company's needs and objectives.

OUR EVENTS

Q.C.C.

September 2025

Final Weekend

January 2026

Sponsorship Team



Derek Law

Sponsorship Director



Jeremy Lin

Sponsorship Coordinator



Christina Qi

Sponsorship Coordinator



Abdo Rehman

Sponsorship Coordinator

sponsorship@icbcqueens.ca

