



SPONSORSHIP
PROPOSAL PACKAGE

THE ORGANIZERS

A. International Management Association (IMA)

For the talented young professionals attracted to McGill's Desautels Faculty of Management by the Major in International Management (MIM), business is as much about the people as it is about knowledge; therefore, the newly established International Management Association (IMA) provides resources and opportunities to build a community for past, present, and future students in supporting them during their studies and beyond.

The IMA addresses the specific needs of international management students by acting as a platform for them to interact with faculty, alumni, and industry as well as amongst themselves. The multi-disciplinary nature of the MIM program which integrates business, socio-political, and economic studies along with language proficiency appeals to a very diverse population. MIM students are thus likely to obtain positions in international offices of developmental, political, or corporate organizations. To unify this diverse body, the IMA focuses on creating a community among students to develop relationships which may last well into their careers.

Mission

- Link faculty, students, and alumni
- Provide resources for self-development and add value to the MIM experience
- Create community among the diverse student body
- Cater to MIM students as well as those with an interest in international business
- Engage students through promoting the field of international management

OVERVIEW OF THE EVENT

A. INTRODUCTION

In November, the International Management Association will be hosting an International Management speaker series/panel discussion followed by a networking cocktail. This networking event is a unique opportunity to connect IM alumni and relevant company representatives with current IM students.

The goal of the cocktail is to expose current IM students to future employment opportunities by offering a forum for IM alumni to share their experiences since graduating from McGill. This will be an opportunity to enhance the quality of networking between students and alumni.

B. BUDGET (PROJECTED EXPENSES)

Expense Items	Budgeted Amount
Food/Catering	\$400.00
Promotional Materials/Media	\$25.00
Miscellaneous Expenses	\$50.00
Total	\$475.00

SPONSORSHIP OPPORTUNITIES

C. LEVELS OF SPONSORSHIP

Silver- \$250

- Name on IMA website, posters, flyers, and invitations
- Invitation to attend the cocktail

Gold- \$450

- Name on IMA website, posters, flyers, and invitations
- Invitation to attend the cocktail
- Hang a banner at the event
- Set up an information table at the cocktail

CONTACT INFORMATION

If you are interested in sponsoring the IM Networking Cocktail, or have any further inquiries, please contact:



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