



THE MARKETING GROUP PRESENTS

REVIVE



PRESENTED BY
PROCLINE

SPONSORSHIP PACKAGE

MARCH 2, 2024

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DEAR READER

**REVIVE is the University of Toronto
Scarborough's FASTEST growing case
competition and it's returning for 2024!**



If your job involves fielding sponsorship decks, odds are, we don't need to tell you that marketing is a **broad** field.

From advertising to partnerships to consumer research to social media and so much more, the marketing field employs more young professionals than ever before. But the full reality of the space is far from all glamour.

- **71%** of young entrants into the marketing field believed they missed out on **essential training** opportunities due to the COVID-19 pandemic.
- Although women make up 60% of the marketing workforce, **more than twice as many** men as women reach director-level positions.
- **Only 12%** of CMO's identify as BIPOC

REVIVE is designed to be an event that challenges these issues by creating a diverse proving ground for aspiring student professionals across the GTA. By providing a forum for those students to meet potential role models, mentors, and, one day, colleagues, our goal is to equip the next generation of CMOs, strategists, and managers with knowledge, experience, and a thriving network.

Join us in making it happen!



MEET THE TEAM

Co-Presidents



Anaya Thukral

John Martin



Co-VPs of Marketing



Nazifa Tasmin

Kevin Nie



Co-VPs of Events



Walija Zulfiqar

Shivani Mahadeo



Co-VPs of Internal Relations



Utkarsh Pandit

Hope Anantharajan



Co-VPs of Business Development



Luke Farag

Anika Jang



Co-VPs of Special Projects



Madhu Esukapalli

Betelhem Haile



VP of Operations



Deniz Oruncak

BRANDS WE'VE WORKED WITH





FORMAT

REVIVE is UofT's only simulation-based business case competition!

Marketing simulations enable students to take the marketing concepts beyond the classroom into "real world" simulated situations. This style of learning allows students to get into the shoes of brand managers and executives in the industry and enhances their understanding of the applications of marketing strategies and decision making.

REVIVE HELPS STUDENTS



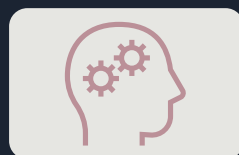
Develop the collaborative skills they'll need to go above and beyond in the workplace



Practice creative thinking via a risk-free environment



Prepare to become future leaders for the marketing industry



Learn from a real marketing landscape via a unique case format



REVIVE TIMELINE

EARLY
FEB

road to REVIVE

A workshop where we invite industry experts, professionals, and last years winners to give pointers and tips on how to succeed at Revive

MID
FEB

PRACTICE ROUND REVIVE

BrandPro gives all participants a trial round where they can experiment with the platform. Their performance in the trial round will have no effect on the actual competition. Participants will have one week to go through 5 virtual years and receive a result of their performance.

EARLY
MAR

REVIVE EVENT

This one day event will consist of the simulation and a networking with industry professionals and sponsor representatives.



REACH

Every year REVIVE attracts a diverse crowd of university students passionate about the field of marketing across the Greater Toronto Area. After a **sold out** event last year, we have high hopes for 2024!

150 STUDENT ATTENDEES

65 COMPETING TEAMS

20K ON-CAMPUS IMPRESSIONS

REVIVE turns Canada's top university student body into your audience!

Primarily ages **18-23** 56% female, 44% male



#1 ranked employable graduate body in Canada 26% international students



Home of **1200** students in UofT's only competitive undergraduate business co-op program



REVIVE IS FOR BRAND MARKETING

Partnering with REVIVE is one of the best ways to put your brand in front of a crowd of young and educated students, recent graduates, UofT faculty, and industry guests. Meet your next customer, investor, or business partner at REVIVE!

PRODUCT MARKETING

Whether you're promoting the latest and greatest note-taking tool that will help students fly through exams or a pair of sleek headphones helping students the most of the walking-to-class soundtrack, REVIVE helps you sample, demo, and engage with students at scale!

RECRUITMENT

Put your co-op and graduate opportunities in front of the student body that makes up the co-op program for Canada's top university. Grab your business cards and spend time with a group of students eager to network at REVIVE! Recruitment-focused partners will also be promoted in an email sent to all attendees sharing upcoming internship programs/positions from our partners.



SPONSORSHIP PACKAGES

BRAND MARKETING

PARTNERSHIP
ANNOUNCEMENT VIA
TMG SOCIALS

NAME/LOGO ON ALL
SUBSEQUENT GENERAL
SPONSOR-BRANDED
VISUAL ASSETS

NAME/LOGO ON REVIVE
WEBSITE

LOGO DISPLAYED
DURING EVENT
NETWORKING SESSION

INCLUSION OF
MESSAGING IN SELECT
PROMOTIONAL EMAILS

PRESENCE IN ON-
CAMPUS EVENT AD
PLACEMENTS

\$1500

PRODUCT MARKETING

PARTNERSHIP
ANNOUNCEMENT VIA
TMG SOCIALS

OPPORTUNITY TO
CONDUCT GIVEAWAYS
VIA TMG SOCIAL
CHANNELS

DEDICATED TABLING
SPACE AT REVIVE FOR
SAMPLING, DEMOS, REP
PRESENCE, ETC.

OPPORTUNITY TO ADD
PRODUCTS TO WINNER
PACKAGES

OPPORTUNITY TO
DISTRIBUTE
PRODUCT/GOODIES TO
ALL ATTENDIES

\$2000

RECRUITMENT

PARTNERSHIP
ANNOUNCEMENT VIA
TMG SOCIALS

INCLUSION OF
MESSAGING IN SPECIAL
RECRUITMENT PROMO
EMAIL(S)

NAME/LOGO ON REVIVE
WEBSITE

LOGO DISPLAYED
DURING EVENT
NETWORKING SESSION

PRESENCE IN ON-
CAMPUS EVENT AD
PLACEMENTS

SEND RECRUITERS AND
NETWORKERS TO REVIVE

\$1500

Need something specific? Wanna mix and match?
Reach out for a custom package!



THANK



YOU

CONTACT US

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REQUEST ATTN OF LUKE FARAG & AATHAVI SUNTHARAMPILLAI