

CE20

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2017/2018
Student Group
Partnership Package



CEO Manitoba Partnership Package

CEO Manitoba - The Collegiate Entrepreneurship Organization - We are entrepreneurs. We are looking for more out of life than a typical 9-5. We wake up every morning with an insatiable appetite for Innovation, Collaboration, and Exceptional work. Our mission is to do our part in building a thriving and connected community of professionals, students, entrepreneurs, business owners, creators, makers, developers, and artists - a community that can help show the world that Manitoba is an incredible place to do business and build opportunities for each other.

Our Brand Pillars

Innovate

The future of work is changing. Manitoban entrepreneurs need to think, work, play, and connect in new and innovative ways to continue to provide value both at home and on the world stage. We're here to challenge established norms and habits, spread new ideas, create new products, and cultivate new ways of accomplishing our goals as Manitobans.

Collaborate

We're out of the box thinkers - but we've begun to discover a network of likeminded people. People who share our passion for innovation and entrepreneurship. People who are not scared to share a little of their secret sauce - to collaborate and push the boundaries of what an engaged community can achieve together.

Exceed

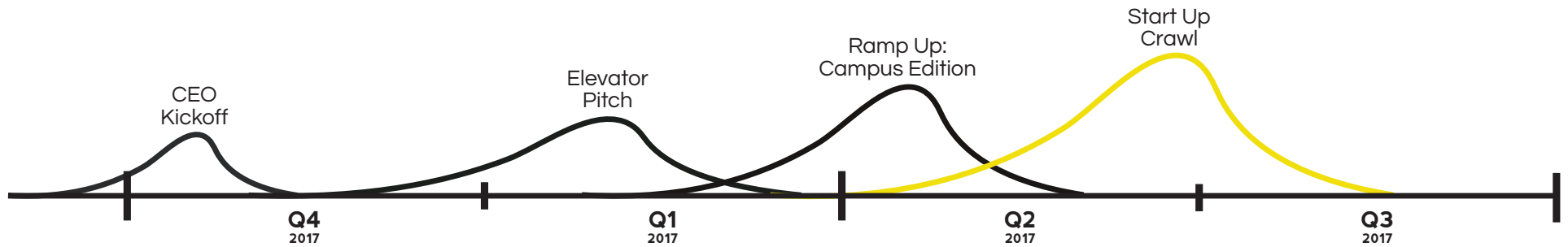
Thinking about innovation, collaboration, and our potential to exceed expectations, from right here in Manitoba, is what gets us out of bed in the morning and keeps us going long after the job is done.

WHY Partner With CEO Manitoba?

A CEO Manitoba partnership builds brand awareness in ways that no ad campaign can. Expose your organization's brand values, unique culture, local products and services, and exciting employment opportunities to people who resonate with what you do. Our student members are unrelenting, supportive, thought leaders - many of whom have gone on to become integral members of successful Manitoba organizations. We do whatever it takes because we're excited by a challenge, we've got a wide variety of interests both personally and professionally, and we're inspired by the infinite applicability that an entrepreneurial mindset lends itself to.

2016 / 2017 - Key Numbers

- 350 members on email list
- \$4500.00 awarded to Manitoba entrepreneurs
- 4 events
- 551 Facebook followers
- 1,197 Twitter followers
- 96 former members now employed by startups
- 6 Manitoba businesses launched by former members
- 2000 volunteer hours provided to partners



2017 / 2018 - Events

CEO Kickoff

The first member meeting is designed to provide attendees with an introduction to CEO Manitoba, our vision, and how we can help them achieve their goals. We will conclude the evening with a networking event so our students and business community members can interact with each other and members of the start-up community.

Elevator Pitch

On day one, members will attend an informative workshop focused on the creation of an effective pitch and the design of a professional pitch deck to prepare them for day two.

On day two, competitors will pitch to an expert panel of judges during the swiftly descending elevator ride from the top floor of the Richardson building. For this exciting plunge, competitors will be filmed and accompanied by a panel of three judges who will be seated in the elevator.

Ramp Up Weekend - Campus Edition

Ramp Up Weekends pull together developers, designers, makers, and entrepreneurs to build a minimum viable product (MVP) in 55 hours. Teams will then pitch to a panel of judges for the chance at a hefty purse.

Startup Crawl

Two bus-loads of students will tour the city, leaving first thing in the morning to visit Winnipeg based start-ups and resource centres which will help inspire and assist them in starting their own companies and canvassing for potential employers. The trip will be followed by a wine and cheese where business owners and community leaders will gather to network with bright, up-and-coming leaders of tomorrow.





Our 2017 / 2018 Vision

CEO Manitoba exists to provide students with access to the events, network, and support they require to successfully venture into entrepreneurship. By improving access, we aim to become more valuable on a larger scale.

As a community, we have received notable recognition for our entrepreneurial and startup efforts in Winnipeg, which are most definitely worth celebrating. However, we're looking to exceed the community's expectations. We would like to see Winnipeg continue to blossom into an entrepreneurial hub that is attractive to private equity, venture capital, and risk capital. By doing so, we can make Manitoba better for everyone.

We have a vibrant community, with incredible amounts of potential. CEO Manitoba is committed to encouraging our members to step out of their comfort zone, pursue what they're passionate about, and learn from Manitoba's brightest business leaders.

A Message from Our President



"The strength of the entrepreneurship community in Winnipeg is derived from the relationships we build over time by connecting, building, and sharing our successes, as well as our failures. CEO Manitoba provides myself and countless others the opportunity to do so."

Alison Lea
CEO Manitoba President

CEO Manitoba Council

Andriy Rudnyk - VP, Corporate Relations

Harjinder Sidhu - VP, Corporate Relations

Brayden Ewasiuk - VP, Finance

John Swystun - VP, Marketing and Communications

Shelby Olson - Event Coordinator





CEO Manitoba

Package Deliverables

	Platinum	Gold	Silver	Community
Event tickets	10 each	5 each	2 each	Ability to request
Access to member resumes	Yes	Yes	No	No
Dedicated newsletter	Yes	No	No	No
Dedicated newsletter space	1 x 500 words	1 x 250 words	no	no
Logo placement on all posters	Large	Medium	Small	Small
Logo placement and link on website	Large	Medium	Small	Small
Logo and link on monthly newsletter	Large	Medium	Small	Small
Facebook posts	4	2	By submission	No
Twitter posts	3	2	By submission	No
Instagram posts	3	1	By submission	1
Verbal recognition at events	All events	All events	2	1
Press release mention	Yes	2	1	No
Ability to set up table	RampUp Kickoff	RampUp	-	-
Ability to set up promo at events	All events	All events	2 events	1 event
Invite to mentor	All events	RampUp	No	No
Photo opp / media	All events	All events	By request	By request
Tshirts	10	5	2	1
Logo on event programs	Large	Medium	Small	Small
BUY IN	\$2,500.00 or equal value	\$1,000.00 or equal value	\$500.00 or equal value	By arrangement

Interested in being a title sponsor for the year or specific event? Title sponsorship consideration is available upon request.



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