



**THE MARKETING GROUP** PRESENTS

# REVIVE



**SPONSORSHIP PACKAGE**

MARCH 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



**These students from a variety of different business streams, employers, and backgrounds form the executive team of The Marketing Group! UTSC's home for all things marketing!**



# 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



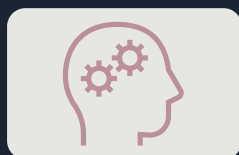
Develop the collaborative skills they'll need to go above and beyond in the workplace



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**