



FINANCE AND INVESTMENT  
STUDENTS' ASSOCIATION

# SPONSORSHIP PACKAGES

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2021-2022



# A LETTER FROM OUR PRESIDENT



Emma Roy

On behalf of the FISA team and the John Molson School of Business community, it is with great pride that I extend this invitation to your organization. Our value proposition is simple: gain exposure to one of the largest Finance undergraduate student demographics in Quebec, all while enabling their personal and professional development, through student-run initiatives.

As FISA's reach continues to grow, so too does the scope and scale of the events we are able to offer. Our Toronto Firm Tours continue to showcase a selection of top-tier JMSB students to some of the most sought-after jobs in capital markets; Our themed conferences provide students with insight and the opportunity to start a discussion; Our commitment to interdisciplinary collaboration drives us to host events like our FinTech Case Competition and Future of Finance Conference; And with our open-outcry trading simulation, we continue to introduce students of all backgrounds, and universities to the world of finance.

Our corporate sponsors are ultimately the fuel we need to launch such ambitious projects. Your support allows FISA to continue developing Concordia's students into talented, young professionals that are equipped with the technical skills and business acumen they need to successfully enter the market and excel in their careers. With that in mind, I invite you to explore the sponsorship opportunities outlined in this package and encourage you to get in touch with our external relations team. They will be happy to work with you and develop a sponsorship package tailored to meet your organization's particular needs.

Warm Regards,

Emma Roy

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# ABOUT US

## FINANCE AND INVESTMENT STUDENTS' ASSOCIATION

### OUR MANDATE



FISA, along with its subsidiaries, the John Molson Trading League (JMTL) and the John Molson Investment Society (JMIS), seeks to shape the next generation of finance professionals by offering conferences, workshops, and firm tours. In addition, FISA organizes networking cocktails and case competitions to allow students to continuously expand their network and develop their critical thinking skills throughout the year. This gives students the opportunity to bridge the growing gap that exists between what is taught in the classroom and what they need to know before entering the workforce. As the largest finance association in Quebec, we act as a resource to over 2,000 undergraduate students. Being students ourselves, the FISA team is in a position to truly understand the needs and wants of students and how to best serve them.

### THE FISA ADVANTAGE

After having created an all new strategy that is well aligned with the changing industry, the 2021-2022 academic year is poised to be the most promising yet for our corporate sponsors. As a partner of FISA, our corporate sponsors gain to further position themselves through:

#### EXPOSURE

- On campus and online
- At our events
  - Competitions
  - Cocktails
  - Conferences
  - Firm Tours

#### ACCESS TO TOP TALENT

- 8000 undergraduate students at JMSB
- 2000 Finance undergraduate students
- Application process for several of our events to guarantee the best candidates

"We promise to deliver a solution that is well tailored to your needs in terms of recruitment, exposure, and anything else you may need"



# OUR SUBSIDIARIES

## JOHN MOLSON INVESTMENT SOCIETY

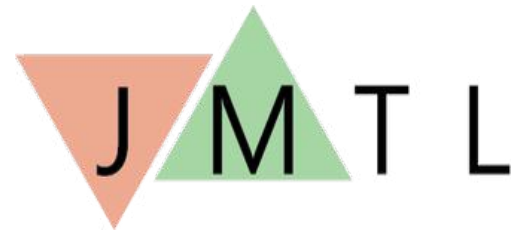


The John Molson Investments' Society is committed to serve as an access point for all students on campus interested in learning more about capital markets. Every semester, the association holds workshops covering topics such as investing to recruitment among many more and invites multiple front-office industry professionals to share their knowledge of the capital markets. In their bi-weekly meetings, JMIS hosts;

Open Discussions  
Stock pitch program  
Equity analysis and  
Industry speakers  
valuation workshops

## JOHN MOLSON TRADING LEAGUE

The John Molson Trading League holds weekly competitions at the John Dobson Formula Growth Trading Lab using the Rotman Interactive Trader software. Students are exposed to equity and commodity trading, algorithmic trading, and building trading models on Excel using live data while refining their trading strategies accordingly.



One of JMTL's functions is to recruit and train traders for Concordia University's delegation, at the Rotman International Trading Competition.

In 2015, Concordia placed 1st in the S&P Capital IQ Equity Valuation Case, as well as 5th overall. In 2016, 2017, and 2018 Concordia achieved a top 10 finish.



# OUR REACH

Our association is a phenomenal resource for both students and recruiters. Our events continue to show an increase in the number of attendees, and our sponsors continue to help FISA fuel that growth.



**2,000**

Finance Students Represented



The largest  
Finance  
student  
association in  
Quebec



**Mailing List**  
In the Making



**5000 +**

Existing Facebook Followers



**16,500**

Total Reach  
Combined with Partner Groups

## AUDIENCE ENGAGEMENT

With a combined student reach of 20,000+ people, FISA is an amazing tool to help recruiters find candidates and students find jobs.

Over the years, there has been an enormous increase in reach as FISA makes it a goal to stay in touch with all students and alumni.

# EVENTS

FOR THE UPCOMING YEAR





# FINANCE 101

DATE: SEPTEMBER 2021

## ABOUT FINANCE 101

Catered towards incoming first year Finance undergraduates, Finance 101 brings together the association's executives, faculty members and finance industry leaders to speak to students about the various opportunities that await them as a finance major. The students also learn about the ways to get involved while at school and how it can benefit them and their careers in the future. The event will be held virtually this year in a webinar style in order to keep the students, faculty, and industry speakers safe during the COVID-19 pandemic unless restrictions permit for in-person events.



## KENNETH WOODS PORTFOLIO MANAGEMENT PROGRAM



The Kenneth Woods Portfolio Management Program (KWMPMP) was launched in 2000 to provide a select group of undergraduate JMSB students with hands-on training in investment management by working with a real-life equities and fixed income portfolio of over \$3.5 million. Six to ten students join the program each year spending the first year as a Research Analyst and the second as a Fund Manager where they are responsible for a sector of the fund. In addition to gaining real investment experience, the students take part in weekly seminars by prominent industry executives and present their quarterly performance to a board of industry leaders.

## VAN BERKOM INVESTMENT MANAGEMENT PROGRAM

The Van Berkom Investment Management Program is an opportunity for undergraduate and graduate students to experience actively managing a portfolio of over \$1.8 million dollars. The program focuses on North American small cap stocks, with a goal of outperforming a small-cap benchmark. In the first year of the two year program, the research associates will support the second-year fund managers in stock selection, research, and report writing. Members of the program are required to pitch stocks to the advisory Investment Committee, who provide insight and expertise into the capital markets, as well as mentorship with the goal of attaining a job or internship in the investment field.

# FINTECH CASE COMPETITION

DATE: FALL 2021

## OUR COMPETITION

The Concordia Finance and Technology Case Competition is an internal case competition in which finance and engineering students come together to learn new skills in a rapidly growing industry. In collaboration with the John Molson Undergraduate Case Competition committee, we bring to you a brand new revamped event in which students can acquire fundamental skills that they can replicate in a workplace environment.



## DAY OF THE COMPETITION

Students will have the opportunity to analyze a 3-hour case in which they will present their findings to a panel of judges. Judges will decide the winners and an award will be distributed to the winning team. We invite you to participate in developing the case, networking with our forward thinking students, and showcasing your company.





# WOMEN IN FINANCE

DATE: FALL 2021

## OUR PANEL

FISA's fifth annual Women in Finance Conference will feature 4-5 female industry leaders who will share their experiences within the financial field. With hopes of empowering future female leaders in this industry, we at FISA want to inspire the men and women at JMSB to continue educating themselves on the adversity faced by women in the field, and the changing landscape. The conference will be held virtually in order to ensure the safety of all participants as the COVID-19 situation continues to develop.



## OUR AIM

By hearing the unique experiences of key female professionals and their transition out of university and into the world of Finance, we are confident that we can inspire women to continue pursuing a career in finance, despite the traditional male-dominance in the field. The positive feedback we have received over the past four conferences has demonstrated that this event is both impactful and rewarding for our participants. Based on this success, we are incredibly excited for this year's conference.





# JMSX

DATE: WINTER 2022

## ON THE TRADING FLOOR

The John Molson Stock Exchange (JMSX) is a unique open out-cry simulated trading competition that brings together 200 students from across Montreal. Participating students will be trading virtual stocks and commodities based on incoming news, simulating a traditional out-cry system from the early days of trading. JMSX has always been a huge success and an event that students look forward to all year. We are in talks with the McGill Investment Club about a potential collaboration that would allow the two universities to create an even larger trading simulation, and add even more value for all participants.



## BE PART OF JMSX 2022 FOR:

- Program Brochure
- Booth + Banners at the event for maximum visibility
- Post networking cocktail to connect and interact with students
- Maximum online presence via promotion on our social media page, reaching over 5000 students





# FUTURE OF FINANCE

DATE: WINTER 2022

## ABOUT FUTURE OF FINANCE

FISA is proud to present the Future of Finance Conference; a forward-thinking and innovative conference which will transform the way students see the finance field and its future. The first edition of this event will be open to all finance students in Montreal, from different schools and backgrounds, and will help stimulate diverse and interesting conversations between students and professionals alike.



## OUR AIM

Thought-provoking workshops, panel discussions and networking sessions will encourage participants to work in teams and think outside of the box. Students will embark on a journey of discovery and learning with business leaders and other talented students. Attending the Future of Finance interactive conference will not only give participants valuable insights into the finance field but will also help them acquire valuable leadership skills they will be able to use throughout their entire professional career.



# DIVERSITY IN FINANCE

DATE: WINTER 2022

## ABOUT DIVERSITY IN FINANCE

Diversity in Finance is a forward-thinking conference and panel where we explore various aspects of diversity and inclusion within the finance industry. This event gives participants the chance to not only receive valuable insights into the finance industry but also provides students with insights on how diversity and inclusion is recognized and addressed in the finance industry. The conference features 4-5 speakers who are leading advocates for minorities. FISA's goal is to continue educating and inspiring the students at JMSB with the massive movement towards empowering diversity in the corporate world





# FIRM TOURS

## IN TORONTO

DATE: SPRING 2022

## ABOUT THE TOURS

For our fourth consecutive year, FISA had to make the difficult decision to postpone firm tours in Toronto for the health and safety of both students and industry professionals alike. With the uncertainty surrounding the COVID-19 pandemic, we feel it is in the best interest of all parties to delay the tours until September 2021. Under normal circumstances, the firm tours allow the top 25 third and fourth year students to take part in a four day trip to Toronto, where they have the opportunity to meet with key executives from some of the top firms and banks in Canada. The tours are a unique opportunity that allow our students to expand their network and enhance their knowledge about the industry. Additionally, the event simultaneously allows firms to recruit from Montreal's top finance students.

### Virtual Firm Tours - Hosted by Career Management Services at JMSB



To allow students to continue to gain exposure to top financial firms and banks in Toronto, the JMSB Career Management Services will be hosting a Virtual Firm Tours. The Webinar will consist of short presentations by key executives and will be followed by break-out sessions that will provide networking opportunities for the students. This is a great way for firms to gain exposure early on in the year as students continue applying for Summer 2021 Capital Markets Internships.

### PREVIOUS PARTICIPATING FIRMS



CANACCORD Genuity



Capital Markets

Cidel

BMO



Capital Markets

# **SPONSORSHIP PACKAGES**





## PLATINUM

\$7,500

Link and logo on FISA website

Logo in all event brochures

Advertisements on our Facebook and LinkedIn pages

2 Reps may be present at all events

1 Booth setup in the JMSB lobby – Winter Semester

Speaker privileges at one of our events

Distribution of advertisement and recruitment material at an event of your choice

Booth setup at our in person events

Partnership branding at all events

3 Customized social media post

Student resume booklet

3 x 30 second advertisement during all online events

## GOLD

\$5,000

Link and logo on FISA website

Logo in 2 event brochures

Advertisements on our Facebook and LinkedIn pages

1 Reps may be present at all events

Distribution of advertisement and recruitment material at an event of your choice

Booth setup at an in-person event

Partnership branding at all events

2 Customized social media post

Student resume booklet

2 x 30 second advertisement during all online events

## SILVER

\$2,500

Link and logo on FISA website

Logo in an event brochure

Advertisements on our Facebook and LinkedIn pages

1 Rep may be present at all events

Distribution of advertisement and recruitment material at an event of your choice

1 Customized social media post

1 x 30 second advertisement during all online events

## BRONZE

\$1,250

Link and logo on FISA website

Advertisements on our Facebook and LinkedIn pages

1 Rep may be present at all events

Distribution of advertisement and recruitment material at an event of your choice

# BUILD YOUR OWN

Please contact us to build a custom package with any of the following perks:

Link and logo on FISA Website

Booth setup in the JMSB lobby

Logo in our event brochures

Distribution of advertisement and recruitment material at events of your choice

Advertisements on our Facebook page

Speaker privileges at our events

Reps may be present at an events of your choice

Booth setup at an event

Partnership branding at events of your choice

3 Customized social media posts

Student resume booklet

Event title sponsor

30 second advertisements for events



# CONTACT US



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