

# SPONSORSHIP PACKAGE

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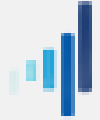
2022-2023



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# LETTER FROM OUR CO-PRESIDENTS



Dear Potential Partner,

We hope this letter finds you well! Our names are Nora and Ali, and we are the Co-Presidents of the Finance and Investment Students' Association (FISA) for the 2022-2023 academic year. FISA prides itself on bridging the gap between the classroom and the workplace by providing opportunities to over 2,000 finance students and 10,000 business undergraduate students at the John Molson School of Business, making it the largest student-run Finance association in Quebec. On behalf of the FISA team and the John Molson School of Business, it is with great pleasure that we extend this sponsorship invitation to your organization.

FISA, along with its subsidiaries the John Molson Trading League (JMTL) and the John Molson Investment Society (JMSI), seeks to shape the next generation of finance professionals by offering conferences, workshops, and firm tours. Moreover, we organize networking cocktails and case competitions to allow students to continuously expand their network and develop their critical thinking skills throughout the year. This year, we look forward to bolstering the impact our flagship events Women in Finance and Future of Finance have to empower female representation in financial institutions and encourage discussion about the major changes that are underway in the field. In addition, we are launching a Careers in Finance conference that will enlighten students on the different career opportunities in finance as well as connect them to industry professionals. Finally, the 12th edition of our infamous interactive stock simulation event, the John Molson Stock Exchange (JMSX), will be taking place once again this year. Among many other events, workshops, and seminars, our ultimate goal is to enrich our students' knowledge. Being students ourselves, the FISA team is in a position to understand their needs and interests and how to best serve them.

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, we 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.

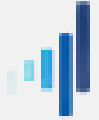
We look forward to working with you and hopefully building strong relationships for years to come.

Sincerely,

Nora Voiculet and Ali Etwijri  
FISA Co-Presidents



# ABOUT US



## 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.

## KEY STATISTICS



**2000+**

Students Represented



**150+**

Average student attendance



**40%**

Female team members



**16500+**

Combined student reach



**200+**

Events hosted



**#1**

Finance student association in QC

## FLAGSHIP EVENTS



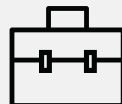
**JMSX**



**FUTURE OF FINANCE**



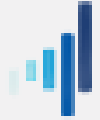
**WOMEN IN FINANCE**



**CAREERS IN FINANCE**

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

# THE FISA ADVANTAGE



After having created an all new strategy that is well aligned with the changing industry, the 2022-2023 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 by engaging in:



## THE LARGEST STUDENT ASSOCIATION IN QUEBEC:

With a combined student reach of 20,000+ people and 2000+ JMSB students, our association provides the phenomenal exposure to students and recruiters both on campus and in person at our events, case competitions, cocktail, conferences and firm tours.



## STUDENT DEVELOPMENT

Since its establishment, FISA has assisted thousands of students in obtaining jobs in various industries in finance, most notably in capital markets, private equity, asset management and consultancy .



## ACADEMIC ADVANCEMENT

Students get to learn and engage in education beyond the classroom by being part of our subsidiaries, The John Molson Investment Society and the John Molson Trading League.



### John Molson Investment Society

The John Molson Investment 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 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.

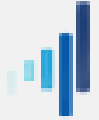


# EVENTS

## FOR THE UPCOMING YEAR



# OVERVIEW OF THE YEAR



## FINANCE 101

Our launch event every year is Finance 101, catered towards incoming first year Finance undergraduates. It aims to provide an overview of the resources available to them at JMSB, along with insight into the world of finance.



## JMSX

An open-outcry stock trading simulation hosting roughly 250 students from a range of universities and colleges. We aim to make the event accessible to all – no prior knowledge of markets or trading necessary! We are planning on collaborating with McGill for this year's edition.



## CAREERS IN FINANCE

A new edition this year, this day-long event aims to offer students a broader understanding of the plethora of careers available to them in the world of finance through networking opportunities and a cocktail event.



## FUTURE OF FINANCE

A collaborative day-long conference composed of a speaker series, workshops, and networking opportunities which are all aimed at helping spark a discussion about the future of finance.



## WOMEN IN FINANCE

An event highlighting women in the male-dominated industry of finance. This is done through an engaging panel discussion, followed by a Q&A session and networking cocktail.



## ABOUT THE EVENT

Catered towards incoming first year Finance undergraduates, Finance 101 brings together the association's executives, faculty members and finance industry leaders to elaborate on the various opportunities that await students pursuing a finance major. The students will also learn about the various ways to get involved throughout their education as well as the resulting benefits for their future careers. The event will provide attendees with the opportunity to create new connections as pandemic-related restrictions have eased.

## OUR PROGRAMS

### KENNETH WOODS PORTFOLIO MANAGEMENT PROGRAM

Launched in 2000, the Kenneth Woods Portfolio Management Program (KWPMP) provides a select group of undergraduate JMSB students with hands-on training in investment management by working with a real-life student run 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. The students in KWPMP also take part in weekly seminars by prominent industry executives, have access to mentors across various branches of capital markets as well as top internship opportunities.

### Van Berkom | Investment Management Program

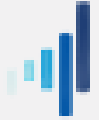
The Van Berkom Investment Management Program is an opportunity for undergraduate and graduate students to experience actively managing a portfolio of over \$1.8 million. The program focuses on North American small cap stocks, with a goal of outperforming a small-cap benchmark. In the first year of the 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.



SUSTAINABLE INVESTING PRACTICUM  
INVESTING WITH PURPOSE

With a focus on the transition to a low-carbon economy, the program's goal is to provide a select group of John Molson students with practical experience managing a global equity portfolio with a sustainable investing mandate. The portfolio will prioritize industry leaders that work towards the transition to a low carbon economy while outperforming their peers in ESG factors and demonstrating strong financial performance. The portfolio will also prioritize companies that focus on solving emerging challenges (e.g. climate change, social inequality, diversity, etc.), as well as companies that are working towards meeting the UN's Sustainable Development Goals (SDGs).





## ABOUT THE EVENT

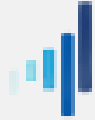
The Careers in Finance event, a new edition this year, will offer students a broader understanding of the plethora of careers available to them in the world of finance. The day-long event entails a speaker series, and a cocktail event with several networking opportunities. The speaker series will feature a panel composed of industry professionals willing to share their experiences, followed by a period of questions from students. The cocktail event will include many company representatives and booths providing firms with the opportunity to interact with students and create relationships with motivated students eager to enter the workforce.



## WHY BE PART OF THE EVENT?

- Maximum exposure to students looking for internships and permanent positions
- Networking event specifically designed for company representatives to speak to students
- The booths will give firms the maximum exposure at the event
- Opportunity for firms to distribute marketing and recruitment material to students





## ON THE TRADING FLOOR

The John Molson Stock Exchange (JMSX) is a unique trading competition that brings together over 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 beginnings of trading. One of the students' most anticipated event, JMSX has historically been a great success. We are currently in discussions with the McGill Investment Club about a potential collaboration that would allow the two universities to create an even larger trading simulation, adding even more value for all participants.

## BE PART OF JMSX 2022 FOR:



Program brochure, booth and banners at the event for maximum visibility



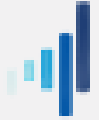
Post networking cocktail to connect and interact with students



Maximum online presence via promotion on our social media page, reaching over 5000 students







## OUR PANEL

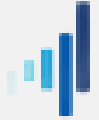
FISA's sixth annual Women in Finance Conference will feature 4-5 female industry leaders who will share their experiences within the financial field. With hopes of empowering future female leaders in capital markets, we at FISA wish to inspire the individuals at JMSB to continue educating themselves on the adversity faced by women in the field as well as the ever changing landscape.



## OUR AIM

By hearing the unique experiences of key female professionals transitioning out of university and into the financial world, we are confident that we can achieve our goal of encouraging women to pursue a career in finance, despite the traditional male-dominance in the field. The positive feedback we have received over the past five 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 in person conference.





## ABOUT THE EVENT

FISA is proud to present the Future of Finance Conference; a forward-thinking and innovative conference which will transform students' views on the field of finance and its future. The third 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 that can be used throughout their entire professional career.



# SPONSORSHIPS



## OUR PACKAGES

	Bronze	Silver	Gold	All-Inclusive Platinum
<b>All Year Round</b>				
Link and logo on FISA website and social media	X	X	X	X
Company representative at any event	X	X	X	X
Social media advertisement	X	X	X	X
<b>Events of choice</b>				
Student resume booklet	1	2	3	3
Exclusive networking and cocktail dinner	0	2	3	3
Partnership branding	0	1	2	3
Live advertisement announcement	0	1	2	3
Distribution of advertisement and recruitment material	0	1	2	3
Booth setup	0	0	1	2
<b>Price</b>	<b>\$2000</b>	<b>\$3000</b>	<b>\$5000</b>	<b>\$6000+</b>

\* Note: Please contact us to build a custom package with any of the above perks

## PAST SPONSORS







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