

CBV Institute Proudly Presents

# BUSINESS VALUATION CHALLENGE

## 2024

November 6 & 7, 2024

Sponsorship Package



# THE OPPORTUNITY

If your organization is interested in attracting the **next generation of business valuation professionals**, you will want to consider sponsorship.

CBV Institute is seeking sponsors for Business Valuation Challenge 2024.

**This is a prime opportunity for sponsor organizations to connect with the next generation of finance professionals in the ever-growing field of business valuation.**

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80% of BV Challenge 2023 sponsors expressed satisfaction with their involvement, reflecting the event's outstanding value and impact.

*A CBV Institute Committee will thoroughly review your sponsorship request and assess its compatibility with our goals and values. Please note that the review process may take some time, as we carefully evaluate all sponsorship opportunities. We appreciate your interest in supporting the 2024 BV Challenge, and will notify you as soon as our review process is complete.*



# ABOUT THE BUSINESS VALUATION CHALLENGE



Chartered Business Valuators Institute (CBV Institute) is pleased to announce the launch of the Business Valuation Challenge 2024, a national business valuation case competition for undergraduate students from prominent business schools across Canada.

Last year's competition once again proved to be an overwhelming success. A total of 21 teams comprised of undergraduate students from across the country were given the opportunity to compete with students from other business schools in a test of their business valuation skills. A total of 69 students participated.

For BV Challenge 2024, invitations have been sent to leading business schools from across Canada and a maximum of 30 teams will be allowed to participate.

**The winning team will be awarded \$10,000. Second and third place will receive \$5,000 and \$2,500, respectively.**

Challenge judges will be CBVs who are leaders in the business valuation profession and represent a diverse range of workplaces.

CBV Institute has been growing and leading the business valuation profession for 50+ years. Looking back on our history, it is clear that interest in business valuation has never been stronger. With demand for CBV professionals at an all-time high, employers are seeking the best and brightest - the very students we are targeting with this initiative. If your company is looking to build its CBV talent pipeline, you will want to partner with us.

BV Challenge 2024 is a strong opportunity for sponsor firms to promote their brand.

Visit **BVChallenge.ca** for more information.

**“If your company is looking to build its CBV talent pipeline, you will want to partner with us.”**



# SPONSORS WILL REACH

- Business and finance professionals in the CBV community – and beyond;
- Registered students in CBV Institute's Program of Studies;
- Students and faculty at participating universities; and
- University media, for example editorial staff.



# SPONSORSHIP TIERS

# TITLE SPONSOR

\$7,500

## Exclusive opportunity for ONE sponsor

- Opportunity to provide the opening remarks (10 minutes) at the virtual Business Valuation Primer on October 26
- Opportunity to speak (3 minutes) during opening remarks of the competition
- Opportunity to announce award recipients during closing remarks
- Opportunity to provide a video advertisement that will run in the main competition room between team presentations
- Opportunity to provide a CBV judge for the competition
- Opportunity to provide a promotional video that CBV Institute will share on its social media channels  
*CBV Institute will run your promotional/recruitment video on CBV Institute's LinkedIn pages (Company & Program of Studies), Instagram and YouTube Channel, which has an approximate reach of 6,800 followers*
- Opportunity to host a 20-minute session with event participants at the Career Development Forum on October 30
- Verbal recognition during the competition's opening remarks
- Inclusion of logo on:
  - the Business Valuation Challenge microsite
  - event marketing collateral such as the digital poster, which will be distributed to business schools and students, and LinkedIn and Instagram visuals
- Before and after thank you messages in CBV Institute's weekly newsletter to Members and Registered Students
- One gratis CBV Matters and website job postings — VALUE = \$960

# EVENT SPONSOR

\$2,500

## Five opportunities available

- Host a 20-minute session with event participants at the Career Development Forum on October 30
- Verbal recognition in opening remarks by CBV Institute President & CEO
- Inclusion of logo on:
  - the Business Valuation Challenge microsite
  - event marketing collateral such as the digital poster, which will be distributed to business schools and students, and LinkedIn and Instagram visuals
- Before and after thank you messages in CBV Institute's weekly newsletter to Members and Registered Students
- One gratis CBV Matters and website job postings — VALUE = \$960

# SUPPORTER

\$500

## Ten opportunities available

- Inclusion of logo on:
  - the Business Valuation Challenge microsite
  - event marketing collateral such as the digital poster, which will be distributed to business schools and students, and LinkedIn and Instagram visuals

# SPONSORSHIP TIERS



	Title	Event	Supporter
Opportunity to provide the opening remarks (10 minutes) at the virtual Business Valuation Primer	✓		
Opportunity to speak (3 minutes) during opening remarks of the competition	✓		
Opportunity to announce award recipients during closing remarks	✓		
Opportunity to provide a video advertisement that will run in the main competition room between team presentations	✓		
Opportunity to provide a CBV judge for the competition	✓		
Opportunity to provide a promotional video for CBV Institute to share on its social media channels	✓		
Opportunity to host a 20-minute session with event participants at the Career Development Forum	✓	✓	
Verbal recognition during competition opening remarks	✓	✓	
Before and after thank you messages in CBV Institute's weekly newsletter to Members and Registered Students	✓	✓	
One gratis <i>CBV Matters</i> newsletter job postings – value of \$960	✓	✓	
Inclusion of logo on: <ul style="list-style-type: none"> <li>➤ the Business Valuation Challenge microsite</li> <li>➤ event marketing collateral such as the digital poster, which will be distributed to business schools and students, and LinkedIn and Instagram visuals</li> </ul>	✓	✓	✓

# CONTACT INFORMATION

If you are interested in sponsoring  
BV Challenge, please contact:

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## FOLLOW US

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