



**ROTMAN COMMERCE
ENTERTAINMENT & MEDIA**

Corporate Sponsorship Package 2024-2025

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I. MESSAGE FROM THE PRESIDENT & VICE PRESIDENT

Dear **Prospective Sponsors**,

On behalf of Rotman Commerce Entertainment & Media (RCEM), Graciana and I would like to thank you for taking the time to consider a partnership with us. We look forward to **exploring opportunities with you and combining our efforts** to expose students to the entertainment and media industry.

Rotman Commerce Entertainment & Media serves a **fundamental non-profit function within Rotman Commerce** and does not engage in activities that are commercial in nature. Through various initiatives, we aim to **connect students with leaders in entertainment and media** and work closely with partners to link students with opportunities - all while providing you with invaluable recruitment and marketing support.

Endorsed by Rotman Commerce and the University of Toronto, Rotman Commerce Entertainment & Media has **extensive access to a large and diverse pool of undergraduate students from various backgrounds**. Collaborating with us will enable you to connect with driven talents within fields of study such as business, creative arts, humanities, engineering, and more, allowing you to make an early impression on potential candidates.

Your support will help us **provide students with the tools and knowledge necessary to build the careers of their dreams** by granting them access to exclusive resources, career opportunities, industry-related experience and a strong network that will contribute to their professional success.

Rotman Commerce Entertainment & Media is committed to excellence and we are confident that together **we can make a positive impact**. We are eager to work with you, and we will strive to tailor a partnership that will bring **value to your firm**. If you would like to get involved with us or would like to learn more about partnership opportunities, please do not hesitate to contact us at rcentertainmentmedia@gmail.com

Sincerely,

Sophie Disch and Graciana Tang

Rotman Commerce Entertainment & Media

II. ABOUT US

Our Mission

Rotman Commerce Entertainment & Media aims to provide students with a **career development mindset and practical experience** paramount to obtain professional networking connections and job opportunities within the creative and business ends of the entertainment and media industries.

Rotman Commerce Entertainment & Media aspires to **foster a welcoming and supportive community that encourages innovation and creative engagement**. Through exclusive workshops, networking events, projects, and community building, Rotman Commerce Entertainment & Media is dedicated to your success.

Our Impact

RCEM aims to **build a creative space for all entertainment enthusiasts**. Through the help of our sponsors, we are looking to have a significant student turnout at events, where students can interact with professionals across various creative fields. RCEM looks to enhance outreach across the general student body and help develop a growth-oriented mindset that revolves around entertainment and media.

III. PARTNERSHIP BENEFITS

1. Branding and Long-Term Business Relationship

The Rotman Commerce program encompasses a student group that is constantly increasing in volume and eager business mindsets each year. Establishing a partnership with our organization will enable your firm to **gain access to years of student engagement**. With the help of our sponsors and keynote speakers, students will be given opportunities to learn about your firm's culture, mission, and career prospects, thereby **boosting your firm's presence and visibility at the University of Toronto**.

2. Larger Talent Pool

The Rotman Commerce Program and University of Toronto is home to ambitious students across various streams ranging from finance, accounting and marketing to international relations, cinema studies and many more. By sponsoring RCEM's events, your firm will **gain access to student profiles and resumes at one of the best business schools and universities in the country** that will help strengthen the workforce at your firm, thus offering hands-on experience for all students.

3. Long-Term Relationship

The Rotman Commerce program comprises a student group that is constantly increasing in volume and eager business mindsets each year. By establishing a partnership with our organization, your firm gains access to years of **student engagement and continued visibility in the Rotman Commerce program and on campus at the University of Toronto**.

IV. 2024-2025 EVENT TIMELINE

Arts & Culture Salon

September 18, 2024

RCEM's first event of the year will be a community event where students can enjoy fun crafts, film, and music in a relaxing setting. This will also provide attendees the opportunity to meet other students, develop their networking skills and get to know the RCEM team in an informal setting. At RCEM we try to provide unique events that cater to students' desires, and provide them a unique experience that allows them to showcase their creative abilities. The goal of this event is to introduce RCEM to new and old students to build a recurring base of attendees for future events.

Expected Turnout: 20-30

Music Studio Tour

October - TBD

Up next on RCEM's roster is a music studio tour for students to experience the work environment of a media company in real life and interact with the employees to gain more information about their career path and passions. This educational event will help students explore more job opportunities on the creative and business side of the music industry.

Expected Turnout: 20-30

Regent Park Film Festival Volunteer Event

November - TBD

In November, we give students the opportunity to gain insights on the workings of a film festival while supporting the community. The Regent Park film festival is an annual festival that takes place in downtown Toronto. Regent park film festival's mission focuses on making art accessible to everyone and sharing the work and stories of diverse communities. Students participating in this group volunteering event will not only benefit from learning more about film at this exciting event but will also be taking part in an important event that focuses on equity, diversity and inclusion in the film industry.

Expected Turnout: 15 - 20

IV. 2024-2025 EVENT TIMELINE

Case Competition Film, TV & Music with guest judges

January 15, 2025

This initiative would be the first Rotman case competition that focuses on consulting in the entertainment & media industry. Our objective is to help students build meaningful connections with industry professionals and improve on their soft skills such as communication, teamwork, and critical thinking that are required in the entertainment & media industry. Interested students will be able to work on a case such as finding funding, employees, and distribution for a music, film, or TV project with team members and deliver their presentations to guest judges, allowing them to experience the industry for the day.

Expected turnout: 30-40

Entertainment Industry Career Panel

February 12, 2025

This event saw great success last year with 49 participants, exceeding our expectations. This event aims to educate students on film and other creative industries and the opportunities for a business-related job in a creative industry.

The first part of the event will be a panel featuring our guests, hosted by RCEM representatives. After the panel is a 30 Minute workshop allows attendees to have a collaborative discussion with panellists. During this time, students learn how skills in the film industry can be used in a business environment, such as project management and creative thinking. Following the workshop, there will be open networking for the rest of the night, allowing students to personally connect with these industry professionals.

Through this conference, we aim for students to feel supported on their career development journey. We wish for this event to provide insight into careers that utilize creativity, as well, to expand student's networks by providing extensive networking opportunities with industry professionals

Expected turnout: 50-60

V. SPONSORSHIP TIERS

RCEM strives to include all interested in promoting the entertainment and media industry to aspiring students. In light of this, we have various ways to allow organizations to show their utmost support for the pursuit of knowledge, in the form of tiers. There are four main tiers available for you to choose from accordingly, in the event that you wish to join RCEM as a sponsor. Should you/your organization have your own ideas on how to help RCEM on our journey in educating post-secondary students in the entertainment and media industry, please feel free to contact us!

	In Kind Sponsor	Feature Sponsor \$500	Executive Sponsor \$1000	Star Sponsor \$2000	VIP Sponsor \$3000
Hyperlinked logo on website					
Invitation to events as representative					
Sponsor ribbon on RCEM website					
Advertise internships and job opportunities					
Access to RCEM members' resumes and contact information					
Sponsor post (monthly)					
Acknowledgement at events					
Access to event attendees' resumes and contact information					

	In Kind Sponsor	Feature Sponsor \$500	Executive Sponsor \$1000	Star Sponsor \$2000	VIP Sponsor \$3000
Access to event attendees' resumes and contact information					
Sponsor post (bi-weekly)					
Right to distribute promotional material at events					
Promotion on RCEM Newsletter					
Advertise internships and job opportunities offered by the company					
Opportunity to give a speech at events					
Access to general members' resumes and contact information					
Sponsor post (weekly)					
Company profile on RCEM website (includes description, social media links, contact information)					
Feature company on promotional RCEM videos					
Opportunity to showcase company products and services to students					

VI. CONTACT INFORMATION

Club Email

rcentertainmentmedia@gmail.com

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Arian Fernandes, Director of Corporate Relations

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