

PARTNERSHIP PROPOSAL

• The Future of **Technology and Innovation**
Product and Design
The Individual and Society

E21

May 4th, 2021



LaSalle College
Montréal

AN EVENING OF LEARNING & SHARING

E21 is an interactive event that highlights the business concepts of the LaSalle College Fashion Marketing graduates. The evening explores the three themes of “Technology and Innovation”, “The Individual and Society” and “Product and Design” through the presentation of the final project and discussions with industry experts. The evening will conclude in awarding the Public’s Pick Award to the Best Business Concept.

BEST
BUSINESS
CONCEPT OF E20

solace.
THE FIRST DRUG DETECTING
BRACELET STRAW



E21

May 4th, 2021



LaSalle College
Montréal

E21 IN NUMBERS



1 Host

3 Industry Experts

24 Business Concepts

6,000 Spectators

9 Semi-Finalist Teams

3 Expert's Choice Winners

1 Public's Pick - Best Business
Concept Award

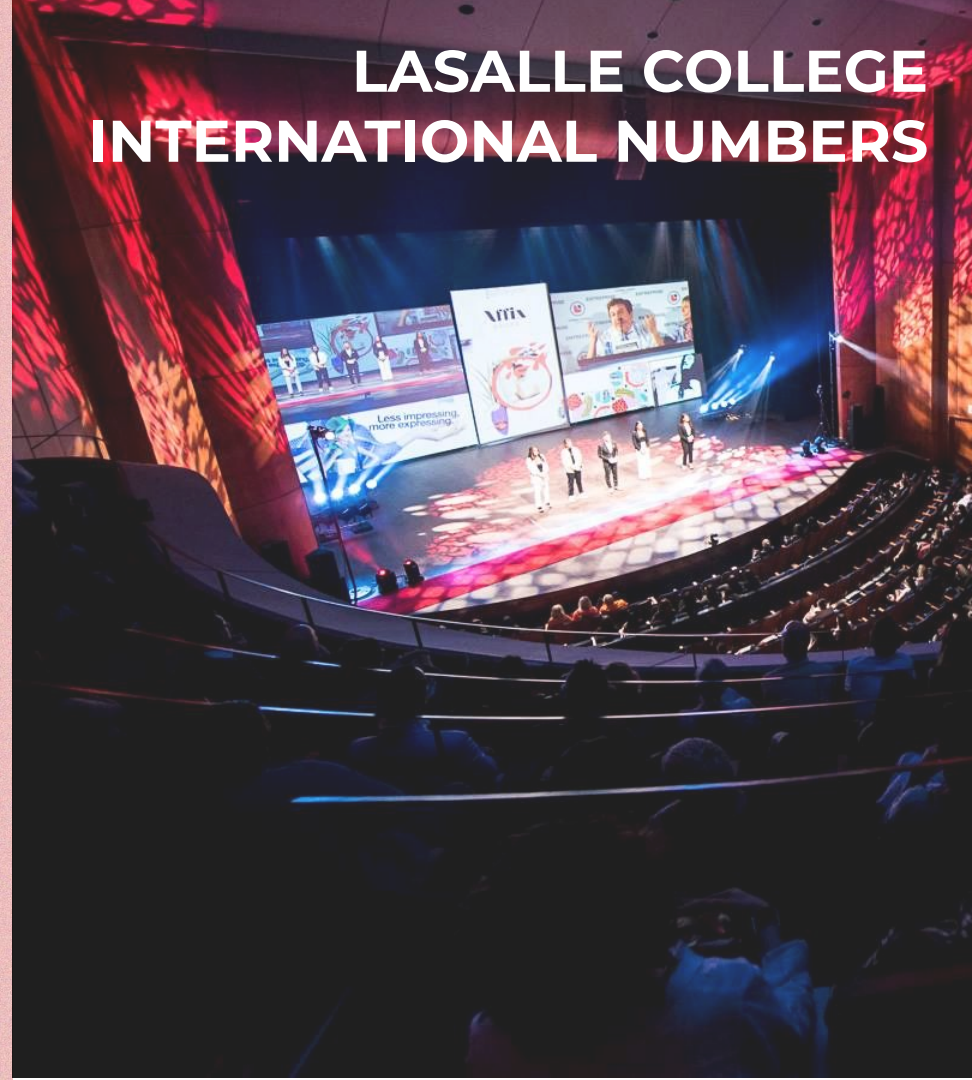
23 Campuses

5 Continents

3,000 Faculty Members

17,000 Captive Student Body
Worldwide

LASALLE COLLEGE INTERNATIONAL NUMBERS



MEDIA VISIBILITY

SOCIAL MEDIA

Featured posts and stories showcasing your company across our social media platforms.

WEBSITE

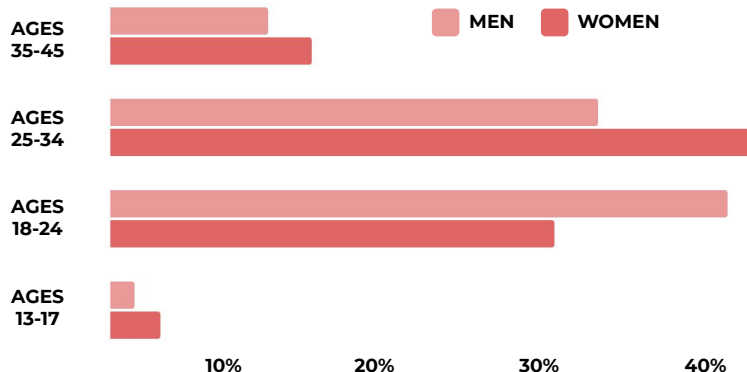
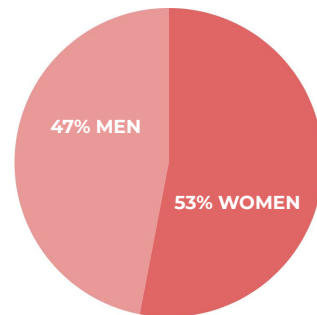
Logo and/or promotional video of your company featured on our website www.entreprisemode.com

POSTER + INVITATION

Your company logo will be exclusively featured on our official poster & invitation.

(Diamond Partner)

AUDIENCE STATS



WE ARE CONNECTED

@COLLEGELASALLE

@ENTREPRISEMODE



112 k
followers

1,739
followers



12.3 k
followers

1,662
followers



EVENT VISIBILITY

EVENT

Your company's logo and/or promotional video of projected on the screens during our event.

ELECTRONIC PROGRAM

Logo featured within our official E21 interactive electronic program.

NETWORKING OPPORTUNITIES

COLLEGE ACTIVATION

Create an event with access to LaSalle College's entire student body of 6,000 students.

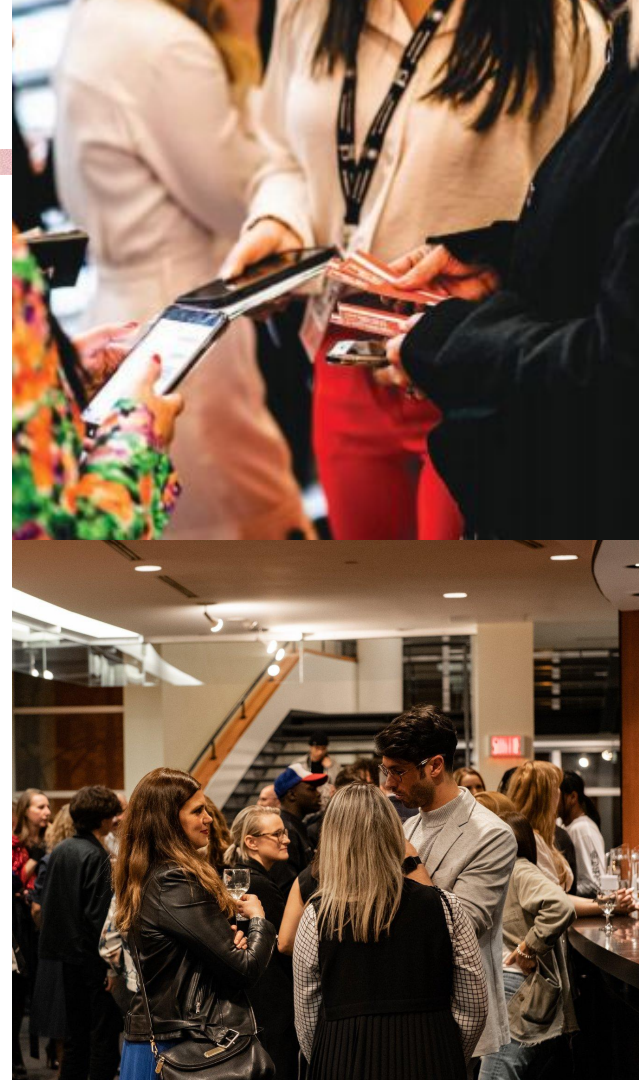
VIRTUAL CELEBRATORY COCKTAIL

Meet & Greet with industry professionals and our graduate students.

*Virtual or physical (pending Covid-19 health restrictions)

LCI NETWORK

Access to hundreds of student portfolios, job posting opportunities and access to the College's Annual Career Fair.





NAMING RIGHTS

THE EVENT

E21 in collaboration with
your company.

(Diamond Partner)

AWARDS

Become the official sponsor of
one of our many awards.

ACTIVATION SPACE

A branded space during our
event with your products
and/or services.

GLOBAL PARTNER BENEFITS

	DIAMOND (12K) OFFICIAL PARTNER	PLATINUM (9K) CUSTOMIZED PACKAGE	CRYSTAL (6K) DREAM INTERNSHIP	GOLD (3K) INDIVIDUAL RECOGNITION	SILVER (1K)	BRONZE (500)
Official Partner of E21 Event	●					
Logo on Invitation & Poster	●					
Sponsored Award	●	3 ●		1 ●		
Social Media Post(s)	4 ●	3 ●	2 ●	1 ●		
Social Media Story (Stories)	6 ●	5 ●	4 ●	3 ●	2 ●	1 ●
Interactive Logo on Program	●	●	●	●	●	●
Logo Projected During Event	●	●	●	●	●	●
Networking Opportunities	●	●	●	●	●	●

DIAMOND PACKAGE

OFFICIAL PARTNER

PACKAGE AVAILABILITY: 1

\$12,000 + opportunities to supplement with additional contributions
(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- EXCLUSIVE placement of your logo on our poster
- Placement of your logo on our Interactive Electronic Program
- Placement of your logo on our “Save the date” & invitation
- Visibility on our website www.entreprisemode.com (your logo hyperlinked, driving traffic to your website)
- 4 posts on our Instagram & Facebook
- 6 stories on our Instagram & Facebook
- Article highlighting “Best Business Concept Award” winners presented by your company in Journal 24 H

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official Interactive Electronic Program
- A \$2,000 cheque presented to the “Best Business Concept Award” (voted by the public) by your company representative on stage
(included with your financial participation)

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- Official partner of our E21 event
 - Announcement of the “Best Business Concept Award” by a company representative on stage
 - *Optional activation of a branded space during our event with your products and/or services
(provided and managed by your company)
- *Virtual or physical (pending Covid-19 health restrictions)

PLATINUM PACKAGE

MADE TO MEASURE

PACKAGE AVAILABILITY: 1

\$9,000 + opportunities to supplement with additional contributions

(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- Placement of your logo on our Interactive Electronic Program
- Visibility on our website www.entreprisemode.com (your logo with a hyperlink driving traffic to your website)
- 3 posts on our Instagram & Facebook
- 5 stories on our Instagram & Facebook
- Article including the 3 “Experts Choice Awards” winning teams presented by your company in Journal 24

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official event program
- Three \$1,000 cheques presented to the winners of the Experts’ Choice Awards
- (included with your financial participation)

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- Announcement of the three “Experts Choice Awards” by a company representative on stage
- *Optional activation of a branded space during our event with your products and/or services (provided and managed by your company)

*Virtual or physical (pending Covid-19 health restrictions)

CRYSTAL PACKAGE

PACKAGE AVAILABILITY: 2

\$6,000 + opportunities to supplement with additional contributions

(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- Placement of your logo on our Interactive Electronic Program
- Visibility on our website www.entreprisemode.com (your logo hyperlinked, driving traffic to your website)
- 2 posts on our Instagram & Facebook
- 4 stories on our Instagram & Facebook

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official event program
- 12-week paid Dream Internship awarded to a deserving graduate by a company representative on stage

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- Announcement of the “Dream Internship” by a company representative on stage
- *Optional activation of a branded space during our event with your products and/or services (provided and managed by your company)

*Virtual or physical (pending Covid-19 health restrictions)

GOLD PACKAGE

PACKAGE AVAILABILITY: 3+

\$3,000 + opportunities to supplement with additional contributions

(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- Placement of your logo on our Interactive Electronic Program
- Visibility on our website www.entreprisemode.com (your logo hyperlinked, driving traffic to your website)
- 1 post on our Instagram & Facebook
- 3 stories on our Instagram & Facebook

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official event program
- A \$1,000 cheque presented to the winning team by a company representative on stage
(see next page for options)

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- Announcement of one of the “Student Recognition Awards” by a company representative on stage
- *Optional activation of a branded space during our event with your products and/or services
(provided and managed by your company)

*Virtual or physical (pending Covid-19 health restrictions)

GOLD PACKAGE

Award Options

Choose from one of the options for a \$1,000 cheque presented to the winning graduates by a company representative on stage

OPTION A

Academic Excellence Award
Availability: 1

On stage presentation of a \$1000 check to the top academic student of the graduating cohort.
(Included in your monetary contribution)

OPTION B

Continuing Education Award
Availability: Unlimited

On stage presentation of a \$1,000 scholarship towards continuing education to a deserving graduate.
(Included in your monetary contribution)

OPTION C

Faculty Award of Excellence
Availability: 1

On stage presentation of a \$1,000 check presented to the winners of the "Faculty Award of Excellence." (FR/EN)
(Included in your monetary contribution)

SILVER PACKAGE

PACKAGE AVAILABILITY: UNLIMITED

\$1,000 + opportunities to supplement with additional contributions

(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- Placement of your logo on our Interactive Electronic Program
- Visibility on our website www.entreprisemode.com (your logo hyperlinked, driving traffic to your website)
- 2 stories on our Instagram & Facebook

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official event program

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- *Optional activation of a branded space during our event with your products and/or services (provided and managed by your company)

*Virtual or physical (pending Covid-19 health restrictions)

BRONZE PACKAGE

PACKAGE AVAILABILITY: UNLIMITED

\$500 + opportunities to supplement with additional contributions
(i.e.: gift cards, merchandise...) Tax deduction receipts available.

MEDIA VISIBILITY

- Placement of your logo on our Interactive Electronic Program
- Visibility on our website www.entreprisemode.com (your logo hyperlinked, driving traffic to your website)
- 1 story on our Instagram & Facebook

EVENT VISIBILITY

- Company exposure & projections of your logo during our event
- Visibility on our official event program

NETWORKING OPPORTUNITIES

- Opportunity to host an event with access to the LaSalle College student body
- Access to hundreds of student portfolios & job posting opportunities on our LCI Network
- Access to hundreds of future employees at our Annual Career Fair at LaSalle College
- *Meet & Greet with industry professionals & graduate students

NAMING RIGHTS

- *Optional activation of a branded space during our event with your products and/or services
(provided and managed by your company)

*Virtual or physical (pending Covid-19 health restrictions)

THANK YOU TO OUR LONG STANDING PARTNERS



ARDENE

KIM & CO.



LE CHÂTEAU

DYNAMITE

ALDO

Reitmans



raphaëlu
Créateurs d'uniformes scolaires



C La CANADIENNE
MONTREAL

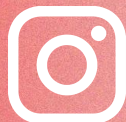
MICHAEL KORS



E21

MAY 4TH, 2021
SEE YOU THERE!

ENTREPRISE@COLLEGESALLE.COM



[@entreprisemode](https://www.instagram.com/entreprisemode)

WWW.ENTREPRISEMODE.COM

