



LaSalle College  
Montréal

24  
**E**

# PARTNERSHIP PROPOSAL

In collaboration with

**OFF/SCRIPT**

# THE EVENT

**E24 is an interactive event that highlights the business concepts of the LaSalle College Fashion Marketing graduates as well as recognizing individual excellence in various fields.**

**In collaboration with industry experts, our official partner, Off/Script, will award one deserving team with the BEST BUSINESS CONCEPT AWARD of E24!**

# E24 IN NUMBERS



12 Business Concepts

5 Finalist Teams

8 Individual Recognition Awards

700+ Live Spectators

1 Best Business Concept Award

# LCI - CAPTIVE AUDIENCE

## LASALLE COLLEGE INTERNATIONAL

**23** Campuses

**6** Continents

**2 000** Faculty Members

**5 000** Montreal Campus Student Body

**20 000** Worldwide Student Body



# OUR SOCIALS

**@COLLEGELASALLE**



117 k  
followers

**@ENTREPRISEMODE**

1.7k  
followers



22.3 k  
followers

1,715  
followers



29.1 k  
connections

338  
connections



35.3k  
followers

78  
followers

# EVENT VISIBILITY



## THE EVENT

Official Partner - Our event in collaboration with your company.

## AWARDS

You are the official partner of one of our many awards.

## ACTIVATION SPACE

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

## AND MORE...

# EVENT VISIBILITY



## ON SCREEN

Your company logo on screens and the possibility of a video projected on the screens during our event.

## ON STAGE

Opportunity of an on-stage appearance by your company representative.

## INTERACTIVE SOUVENIR PROGRAM

Your hyperlinked company logo featured in our official **Interactive Souvenir Program** shared across the entire ENTREPRISE community.

# MEDIA VISIBILITY

## SOCIAL MEDIA

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

## WEBSITE

Logo of your company featured on our [website](#).

## PRESS RELEASE

Mention of your company in the press release sent to media, influencers & bloggers from the official LCI database.

## POSTER

+ SAVE THE DATE

+ VIP INVITATION

Official Partner - Your company logo will be featured on our official poster, save the date & VIP invitation.



# BEYOND E24

## NETWORKING OPPORTUNITIES BEYOND THE EVENT

### COLLEGE ACTIVATION

Create an on-campus event with access to LaSalle College Montreal's entire student body of 5,000 students.

### FASHION CAREER FAIR

Participate in LaSalle College Montreal's Annual Fashion Career Fair.

### LCI NETWORK

Access to hundreds of student portfolios & post jobs opportunities across LCI worldwide network.



# 12K DIAMOND PACKAGE

OFFICIAL PARTNER

(i.e.: gift cards, merchandise, subscription, pedagogical col

\$12,000 + opportunities to supplement

Availability: 1

nal contributions  
receipt available.

**SOLD**

A \$1,000 cheque presented to the “Best Business Concept Award” by your company representative on stage  
(included with your financial participation).

# 9K PLATINUM PACKAGE

MAJOR PARTNER

(i.e.: gift cards, merchandise, subscription, collaboration...) Tax deduction receipt available.

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

Availability: 1

AWARDING THE 4 FINALIST TEAMS - \$500 to each of the 4 runner up teams on stage + event activation  
(included with your financial participation).

# 6K CRYSTAL PACKAGE

DREAM INTERNSHIP AWARD

(i.e.: gift cards, merchandise, subscription, collabor

\$6,000 + opportunities to supplement

Availability: 1

contributions  
t available.

**SOLD**

Announcement of the “Dream Internship” (12-week paid Dream Internship) awarded to a deserving team by your company representative on stage.

# 3K

## GOLD PACKAGE - OPTIONS INDIVIDUAL RECOGNITION AWARDS

**Availability: Unlimited**

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

(i.e.: gift cards, merchandise, subscription, collaboration...) + tax deduction receipt available.

Choose from one of the options for a \$1,000 cheque presented to the winning student by video recording played on stage:

### OPTION A

**Academic Excellence Award**

Availability: 1

**SOLD**

Your video recording played on stage announcing a \$1,000 cheque to the top academic student of the graduating cohort.  
(Included in your financial participation)

### OPTION B

**Continuing Education Award**

Availability: Unlimited

Your video recording played on stage announcing a \$1,000 scholarship towards continuing education to a deserving graduate.  
(Included in your financial participation)

### OPTION C

**Faculty Award of Excellence**

Availability: 2 (1 English + 1 French)

Your video recording played on stage announcing a \$1000 cheque presented to the winner of the "Faculty Award of Excellence."  
(Included in your financial participation)

### OPTION D

**Fashion Trip Award - NYC**

Availability : Unlimited

Your video recording played on stage announcing a \$1,000 cheque towards a future LaSalle College Fashion Trip to NYC.  
(Included in your financial participation)

### OPTION E

**Fashion Trip Award - EUROPE**

Availability : Unlimited

Your video recording played on stage announcing a \$1,000 cheque towards a future LaSalle College European Fashion Trip to London, Paris, Barcelona, etc.  
(Included in your financial participation)

### OPTION F

**Entrepreneurial Award**

Availability : 1

**SOLD**

Your video recording played on stage announcing a \$1,000 cheque to a deserving student in support of a personal fashion idea.  
(Included in your financial participation)

# 1K SILVER PACKAGE

**Availability: Unlimited**

\$1,000 + opportunities to supplement with additional contributions  
(i.e.: gift cards, merchandise, subscription, collaboration...) Tax deduction receipt available.

# \$500 BRONZE PACKAGE

**Availability: Unlimited**

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

# \$? CURATED PACKAGE

**Availability: Unlimited**

Lets incorporate your unique idea to our event and we will give you the  
visibility you are looking for!

Levels	Logo on our website	Logo projected on screen during our event	Company's promotional video on screen during our event.	Mention in the press release sent to media, influencers & bloggers from the official LCI database.	You are the official partner of one of our many awards	Your hyperlinked company logo featured in our official Interactive Souvenir Program	Additional opportunities to:				VIP tickets for the event
							Pedagogical collaboration between your Company & LaSalle College	Brand a space during our event featuring your products and/or services	Participate in LaSalle College Montreal's Annual Fashion Career Fair	Create an event with access to LaSalle College Montreal's entire student body of 5,000 students.	
12K DIAMOND OFFICIAL PARTNER	●	●	●	●	1	●	●	●	●	●	8
9K PLATINUM MAJOR PARTNER	●	●		●	5	●		●			6
6K CRYSTAL DREAM INTERNSHIP	●	●		●	1	●					4
3K GOLD INDIVIDUAL RECOGNITION	●	●		●	1	●					4
1K SILVER	●	●		●		●					2
\$500 BRONZE	●	●		●		●					2



# THANK YOU TO OUR LONG STANDING PARTNERS

KIM & CO.

AGEL  
Association générale des étudiants du Collège LaSalle

the  
kersh  
group

raphaëlu  
Créateurs d'uniformes scolaires



TÉLIO

ARDENE

OLX|FLORID

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*l'intervalle*

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MARTIN BANVILLE

GIANT TIGER  TIGRE GÉANT

Reitmans

LE CHÂTEAU

La CANADIENNE  
MONTREAL

MICHAEL KORS



LaSalle College  
Montréal

**E 24**

In collaboration with

**OFF/SCRIPT**

**SAVE THE DATE**  
**MAY 14TH, 2024**

**GRAND QUAI DU VIEUX  
PORT DE MONTREAL**