



January 22-23, 2026

Apex STARTUP CHALLENGE

SPONSORSHIP PACKAGE

The **BMO Apex Startup Challenge** has attracted entrepreneurial students from across Canada to UNB thanks to the generous support of sponsors like you.

The two-day event is designed to give participants the opportunity to put their entrepreneurial ideas to the test with a panel of experts and build life-long connections.

We invite you to be part of the Apex experience in 2026!

BMO



**International Business &
Entrepreneurship Centre**

Apex By The Numbers

The largest business plan competition in Atlantic Canada

250+
teams

have attended from universities
across Canada since 2010

\$30,000
in prizes

attracts high-quality teams

50+
students

participate annually

20+
judges

from the business community
provide valuable feedback
and mentoring

Past Attending Universities (2024 & 2025)



ST. FRANCIS XAVIER
UNIVERSITY



Who Attends?

- Undergraduate and graduate students from across Canada
- Members of the New Brunswick start-up ecosystem: accelerators, government, law, accounting and banking
- Venture capital and angel investors
- UNB Faculty and Staff, Alumni
- Sponsors
- Members of the business community



UNB President and Vice Chancellor, **Dr. Paul Mazerolle**, gives opening remarks at the Award Ceremony on January 24, 2025

Why Become a Sponsor

The **BMO Apex Startup Challenge** relies on the generous support of our sponsors. As a sponsor, you impact student lives by contributing to an exceptional hands-on learning experience.

Apex enables student entrepreneurs to engage in real-world business scenarios and connect with industry professionals. It plays a vital role in the Faculty of Management's experiential education, preparing students for successful careers post-university.

We seek funding to **enhance the competition experience** through prizes, supplies, and enrichment opportunities. We invite you and your organization to **participate as a judge** and **join our networking events**.

Get in front of students and real ventures – promote your name, potential to work together down the road, and make connections!



The **BMO Apex Elevator Pitch Round** held at Planet Hatch on January 23, 2025. One member of each competing team delivered a one-minute verbal pitch of their business to a panel of judges and live audience to win prize money of up to \$1,000.

Sponsorship Levels

	GOLD \$3000	SILVER \$2000	BRONZE \$1000
Logo on social media and promotional materials	✓	✓	✓
Logo displayed prominently at event	✓	✓	✓
Recognition from podium during remarks	✓	-	-
# Judging slots for your team members	3	2	1
# Reception ticket	4	2	1
Announcement of winners & presentation of awards	Second Place	Third Place	-
BONUS SELECTION	Choose 3 a la carte and/or theme awards at no extra costs	Choose 2 a la carte and/or theme awards at no extra costs	Choose 1 a la carte and/or theme awards at no extra costs

→ **BONUS:** Pick from this list, or add to Gold, Silver, or Bronze Package for no additional cost.

- Practice Session Sponsor: \$500
- Elevator Pitch People's Choice: \$500
- Elevator Pitch Second Place: \$500
- Elevator Pitch Third Place: \$350
- Thursday Breakfast: \$500
- Thursday Lunch: \$500
- Friday Breakfast: \$500
- Friday Lunch: \$500
- Entrepreneurial Powerhouse Award -Most high potential, committed team.
- Startup Innovation Award - Team with the most innovative new venture.
- Rising Star Award - An emerging innovator who shows great promise and potential.
- Leader of Tomorrow
- "Create an Award" - contact for details

A la carte and theme awards selections are first come, first served!



For inquiries, to
get involved, or to
sponsor the Apex
Startup Challenge:

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