



January 25-26, 2024

Apex **STARTUP** CHALLENGE

Sponsorship Package



The **BMO Apex Startup Challenge** has attracted entrepreneurial students from across Canada to UNB over the past 20 years thanks to the generous support of sponsors like you.

We're looking forward to continuing the Apex momentum by returning to a **fully in-person** format that will bring students, entrepreneurs, sponsors and judges together to meet, connect and learn. **We invite you to be part of the experience in 2024!**

The BMO Apex Startup Challenge is organized by the **International Business & Entrepreneurship Centre** within the Faculty of Management at the University of New Brunswick.



International Business & Entrepreneurship Centre

Apex Reinvented

BMO Financial Group is returning as Apex's presenting sponsor. BMO's significant support over the **next 10 years** will provide the foundation to build one of the best business plan competitions in North America.

In the post-Covid era, we will be returning to a **fully in-person event**, which gives students, judges and other participants the best opportunities to meet, connect and learn.

We also have a new and modernized name: the **"BMO Apex Startup Challenge."** Our new name demonstrates this event's focus on developing sound business models and making strong connections with potential investors and supporters.

Our goal is to **attract teams to UNB from across Atlantic Canada and beyond**. We are bringing back the Travel Subsidy to help student teams make the journey to UNB.

And we are focusing efforts on growing the **New Venture Track**, our non-student competition, which targets early stage, massively scalable ventures looking to accelerate their growth to the next stage. This track is open to recent alumni, non-students, and students running early-stage ventures.



Apex By The Numbers

- The largest business plan competition in Atlantic Canada
- Over 100 students participate annually
- Over 200 teams have attended from universities across Canada since 2010
- Half of the teams are from universities outside UNB
- \$30,000 in prizes, which attracts high-quality teams
- Over 30 judges from the business community provide valuable feedback and mentoring

Past Attending Universities

University of New Brunswick	University of Manitoba
St. Thomas University	Carleton University
Queen's University	Mount Allison University
University of Waterloo	Acadia University
University of Victoria	McGill University
Dalhousie University	University of Alberta
University of Prince Edward Island	MacEwan University
St. Francis Xavier University	Athabasca University
Saint Mary's University	Memorial University

Who Attends?

- Undergraduate and graduate students from across Canada
- Early stage start-up teams (non-students) from across Canada
- Venture capital and angel investors
- Members of the New Brunswick start-up ecosystem: accelerators, government, law, accounting and banking
- UNB faculty and staff
- Sponsors
- Members of the business community
- UNB Alumni

The Experience

The BMO Apex Startup Challenge is organized by the International Business & Entrepreneurship Centre within the **Faculty of Management** at the University of New Brunswick.

The **two-day** 2024 BMO Apex Startup Challenge is designed to give participants the opportunity to build life-long connections and put their entrepreneurial ideas to the test with a panel of experts.

The experience extends **beyond the competitive events**, where students will be engaged in training workshops, networking opportunities with judges, potential investors, future employers, and sponsors.

Competition Elements

1. Pre-Competition Mentorship & Coaching on pitching and networking
2. Live Practice Rounds with experienced coaches
3. A minimum of two opportunities to present per team (first round and wildcard)
4. All teams participate in the Elevator Pitch

Enrichment Elements

1. Breakfast, lunch, snacks both days
2. Showcase to promote venture and meet investors and supporters
3. Thursday Networking Reception
4. Friday Awards Reception & Dinner



\$30,000 in Awards

	1 st Place	2 nd Place	3 rd Place	Elevator Pitch	Viewers Choice	Theme-based awards
BUSINESS PLAN TRACK	✓	✓	✓			
UNDERGRADUATE	✓	✓	✓			
GRADUATE	✓	✓	✓	✓	✓	✓
NEW VENTURE TRACK	✓	✓	✓			

Sponsorship Opportunities

The Apex Startup Challenge would not be possible without the **generous support of our sponsors**. As a sponsor of the Apex Startup Challenge, you will be impacting student lives by contributing to an exceptional hands-on learning experience.

Apex was created to give students and new entrepreneurs the opportunity to learn and practice business in a real-world setting and network with business professionals. Apex is a key part of the Faculty of Management's **experiential education programming**, which endeavours to bridge academic theory and practical application to prepare students for their careers beyond university.

We are seeking funding for this competition to **enhance the overall experience** for the participants by providing prizes, supplies and promotional materials.

We also invite you and your organization to take part in the Apex experience as a judge and a participant in all our networking events. All sponsors will receive **promotional opportunities** to showcase your organization, with **additional benefits** available based on donation amounts.

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



Sponsorship Levels

1) PARTNER PACKAGES

	GOLD \$3500	SILVER \$2500	BRONZE \$1500
Logo on all social media and promotional materials	✓	✓	✓
Logo displayed prominently at event	✓	✓	✓
Recognition from podium during remarks	✓	-	-
# Judging slots for your team members	3	2	1
# award dinner/ reception tickets	4	2	1
Announcement of winners and presentation of awards	Second Place	Third Place	-
Bonus Selections	Choose 3 a la carte and/or theme awards at no extra cost	Choose 2 a la carte and/or theme awards at no extra cost	Choose 1 a la carte and/or theme award at no extra cost

2) A LA CARTE

Pick from this list, or add to Gold, Silver or Bronze Package for no additional cost

- Practice Session Sponsor: \$500
- Pre-Workshop Sponsor: \$500
- T-Shirt Sponsor (Shared): \$500
- Thursday Breakfast: \$500
- Thursday Lunch: \$500
- Friday Breakfast: \$500
- Friday Lunch: \$500
- Notepad: \$500
- Thursday Coffee Break: \$500
- Friday Coffee Break: \$500
- Awards Reception (Shared): \$500
- Elevator Pitch Reception (Shared): \$500
- Elevator Pitch People's Choice: \$500
- Elevator Pitch Second Place: \$500
- Elevator Pitch Third Place: \$350

3) THEME AWARDS

Pick from this list, or add to Gold, Silver or Bronze Package for no additional cost

- Entrepreneurial Powerhouse Award
- Social Enterprise Award
- Cleantech Award
- "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:

Contact

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**International
Business &
Entrepreneurship
Centre**