

OTAA

connect

SPONSORSHIP PACKAGE 2023/24

ONTARIO
TECH
ACCOUNTING
ASSOCIATION



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SPONSORSHIP

INTRODUCTION

The Ontario Tech Accounting Association (OTAA) serves as the link between the accounting profession and the talented student body at Ontario Tech University. Our student-run organization relies on the generous support of sponsors to provide opportunities to students. Through sponsorship of the OTAA, you gain access to a highly engaged and talented pool of Commerce students with a keen interest in pursuing careers in accounting.



The OTAA and our events serve as a platform for employers to connect with our exceptional students and foster professional relationships. We understand the importance of assisting our sponsors in achieving their recruitment, networking, and informational objectives, and thus, we strive to offer valuable opportunities to establish a strong presence at Ontario Tech. This partnership will provide you with access to exemplary accounting students and valuable recognition and benefits which accompany sponsorship.

The OTAA sincerely appreciates the generous contributions of our sponsors. This funding ensures students are provided opportunities to pursue their passions and develop relationships that contribute to personal and professional growth. We eagerly anticipate discussing the opportunities and mutual benefits that the Ontario Tech Accounting Association has to offer which comes from partnership with your organization.



Sydney Coombs, President

MISSION

Inspiring excellence, forging connections, and shaping leaders in accounting.



Ontario Tech Accounting Association (OTAA) connects the accounting profession with talented students at Ontario Tech University. Through generous sponsor support, we offer professional development opportunities year-round. Our events attract top Commerce students, providing employers access to exceptional talent and lasting relationships. We strive to assist sponsors in achieving recruitment, networking, and informational goals. Sponsorship brings recognition and benefits as valued partners. Sponsors ensure students pursue their passions and build personal and professional relationships. Join us to explore opportunities with the OTAA. Join us to inspire excellence and forge excellence in accounting.

VISION



By investing in sponsorship, these esteemed organizations empower students to pursue their passions and cultivate both personal and professional relationships. We cordially invite you to embark on a journey of exploration and seize the myriad opportunities offered by the OTAA.

VALUES



For the fiscal year 2023/2024, we have undertaken a resolute commitment to formidable objectives aimed at enhancing our operations. Our focus lies on orchestrating larger-scale events, refining their quality, and fostering an expanded array of opportunities.

GLANCE AHEAD



PREMIER NETWORKING EVENTS

Creating meaningful connections between students and employers is fundamental. Through our Speaker and Social Nights, students gain valuable insights into the myriad of opportunities that come from the CPA designation, whether in public accounting or industry roles. This event provides a platform for students to enhance their networking skills and cultivate professional relationships. As a Sapphire sponsor, you will have the exclusive opportunity to select the keynote speaker and serve as the title sponsor for this esteemed event, amplifying your brand's visibility and influence. We are seeking key partners for this upcoming year.

DEVELOPMENTAL WORKSHOPS

We are committed to equipping students with transferrable skill sets to excel in the workplace. As a valued sponsor, you will have the unique privilege to conduct company-specific workshops, enriching the professional development of students and obtaining recognition. Whether focusing on technical expertise, social aptitude, or overall professional skills, the open-minded learning environment fosters growth and prepares students to become well-rounded professionals.



SNEAK PEAK



INTERNSHIP SHOWCASE

A valuable event that will be hosted at the beginning of the academic year for students to learn more about firms and the opportunities they offer.



PYJAMA NETWORKING

Networking doesn't always have to be black tie. A fun networking event for students to network with top professionals in the comfort of their pyjamas. Yes, really!



CPA NIGHT

The OTAA's signature annual event offers a distinguished platform for participants to engage in formal networking opportunities of the highest caliber.



CAREERS IN ACCOUNTING

A panel event where students have the opportunity to understand the various pathways in the accounting field from professionals.

CONNECT CONFERENCE

The Connect Conference, hosted by the Ontario Tech Accounting Association (OTAA), is a premier platform for accounting professionals and talented students. Kicking things off with a catered dinner and social, a fun night takes the stress off before the big competition the next day. Through a captivating case competition on day two, delegates showcase critical thinking and problem-solving, fostering both student development and industry feedback for cash prizes and more. This two-day conference is the OTAA's biggest event, blending professional networking, engaging keynote speeches, and thought-provoking panel discussions, creating an immersive experience to enhance attendees' professional growth and foster meaningful interactions between students and professionals.

By sponsoring the Connect Conference, your organization aligns with the noble cause of supporting aspiring accountants and shaping the future of the profession. Your sponsorship serves as a testament to your commitment to student success, contributing to the overall advancement of the accounting industry. Enjoy prominent brand exposure through various conference materials, including signage and digital platforms, and have the opportunity to see our students work firsthand in a high stakes competition. Our targeted audience of accounting professionals will help to forge valuable connections.

Join us as a sponsor and embark on a transformative partnership that delivers exceptional benefits and leaves a mark on the future of the accounting profession. Together, let us shape success and inspire excellence in the world of accounting.



Nawal Mahrat, Co-chair



Olesia Vlasenko, Co-chair

SPONSORSHIP

We provide a range of sponsorship options tailored to meet your organization's unique recruiting, networking, and informational needs. The OTAA offers flexibility in **customizing a specific package** from our extensive list of benefits to align with your individual organizational objectives, upon request. We are eager to work with you to add value and get you what you need for success.

	Gold	Platinum	Diamond	Sapphire
	\$1,000	\$2,500	\$5,000	\$10,000
OTAA Benefits				
Promotion of company initiatives	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Sponsorship banner representation	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to membership pool for hiring opportunities	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Booth at major networking events	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company profile posts on social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Office hours on campus/online	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company specific workshop	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Coffee chat opportunities with students	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Keynote speaker at event	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Office tour with top performing students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Campus booth talent attraction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion filter on social media for all events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement of firm's events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly social media takeover	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Logo on OTAA Giveaway merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Connect Conference Benefits				
Sponsor branded swag giveaways	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Booth & banner during network session	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Advertisement in delegate package	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Judge invitations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Coffee chat with winning students	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Promotion filter on social media	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Pre-event session invitation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Keynote speaker(s) at the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Case competition title sponsor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Awards presented by sponsored firm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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