



CORPORATE INFORMATION PACKAGE
2016-2017



JOHN MOLSON HUMAN RESOURCES
& MANAGEMENT ASSOCIATION

www.jhma.ca

A NOTE FROM THE PRESIDENT

The John Molson Human Resources and Management Association (JHMA) is a student-run organization led by a group of dynamic students working together to organize events in order to expose students to the Human Resources and Management industries. We represent a constituency of approximately 600 students specializing in Human Resource Management as well as Management studies at the prestigious John Molson School of Business at Concordia University.

Every year, organizations and business' in the Montreal area collaborate with various universities and student-run associations. Together, they create valuable experiences, empowering events, and lasting relationships for students. JHMA would like to extend to you an invitation into our community.

Many advantages will stem from networking and connecting with a group of eager individuals so early on in their careers. We look to offer students empowering events where they can gain rich experiences, greater professional and personal networks as well as greater knowledge.

Outlined on the next few pages are our sponsorship package offers. Upon reception of this document, please contact myself, or a member of my team if you have any questions or concerns.

We look forward to meeting with you and creating a package that suits both of our needs.

Regards,
Caroline Breton
President
(514) 431-4912
c.breton@jhma.ca



THE EXECUTIVE TEAM



Caroline Breton
President



Mona Estaki
Executive



Anbarassi Ratnasamy
VP Finance



Kenza Fahmoune
VP External



Eric Tran
Associate VP External



Abera Sabaratnam
VP Events



Chrissy Roubeiz
VP Events



Viniza Thambithurai
VP Marketing



Cindy Hanna
VP Human Resources



Jude Madanat
VP Academic - HR

PARTNERSHIP BENEFITS

Exposure

Your company's name will be viewed by top undergraduate students in Canada, as well as corporate executives and top academic leaders.

Promotion

Your company will be displayed on social media and various networks to promote your image.

Recruitment

Your company will have direct access to a young and vibrant talent pool of top undergraduate students from both Human Resources and Management programs, as well as students from other majors at the John Molson School of Business for internships and potential future job opportunities.

Social Responsibility

Your company will gain socioemotional wealth as it will be viewed as giving back to the community by aiding the students of the John Molson School of Business.

Visibility

Sponsoring us will create visibility and promote brand awareness. Increase your online presence by having us promote you on our social media pages. We can do this with our:

- 1400+ likes on the JHMA Facebook page post
- Reach of each post can average to 3000 people with approximately 100 likes
- Posts on the CASA JMSB page, which is a public group with 12,000+ members

Loyola Day - Frosh



During the last week of August, first year students of the John Molson School of Business come together to celebrate the first day of Frosh: Loyola Day. This event unites 1,000 students from all over the world, and is often remembered as one of the most memorable days in any student's university experience! Each business association hosts a game at this event where students are given the opportunity to bond, as well as learn more about the association and what it has to offer throughout the year!

How your company can benefit from this event: For many students (international and out-of-province), this is the first week that they will be arriving in the beautiful city of Montreal. This is a great opportunity for your company to promote itself.

Meet and Greet

In the beginning of the fall semester, students are invited to a 6@9 hosted by JHMA. Here, Human Resources and Management majors get the opportunity to network as well as meet with the members of the association, University's faculty and Alumni in the workforce. The students will learn more about the upcoming Human Resources and Management Week, and how they can get involved during the year!

How your company can benefit from this event: During this event JHMA holds a raffle where prizes from our sponsors are won. JHMA promotes these sponsors extensively and students get to learn about what amazing products and services your company offers.



Human Resources and Management (HRM) Week



Four days of events and workshops completely dedicated to Human Resources and Management students! These events include:

- Breakfast with a Professional
- Collaboration with Career Management Services offered at Concordia University
- Networking Cocktail

Throughout these various events, students have the opportunity to learn what recruiters are looking for, what it means to be a great employee, ask questions about the HR and Management field, expand their computer skills, learn about how to get Certified by the Professional HR Order and broaden their personal and professional networks.

Managing a Small Business



JHMA has established an innovative new program that will reach out to students and benefit companies.

Students will get a chance to apply to be a Human Resource Manager and/or a Manager for a day. One student from each major (HR and Management) will be selected for each position throughout the fall and winter semesters. This will provide the opportunity for the most qualified, motivated and passionate students to be able to work alongside a current manager to gain experience in their field of study.

JHMA's 2nd Annual HR and Management Conference

In the past, the conference was the most famous and celebrated event during the year with approximately 200 students attending however it only catered to the Human Resource Management students.

This year, we have become an association that now represents more than one major meaning that this will be our 2nd Annual Conference that will be tailored toward both Human Resource Management and Management students. This is an event in which professionals in various industries come to speak to JMSB's most involved students to raise awareness about the HR and Management fields and promote their companies. This event is great for the recruitment of young and graduating students who have creative minds. Companies may find their next superstar at this event!

Last year over 20 companies participated in the conference including Monster, David's Tea, Bad Monkey Popcorn, Desjardins and many others. These partnerships gravely contributed into making it our most successful conference yet! We hope to make this years conference even more spectacular with your help!

This event may include (but is not limited to):

- Guest Speakers
- Human Resource and Management activities and workshops



Become a Manager For a Day

JHMA has established an innovative new program that will reach out to students and benefit companies!

Students will apply to be a Human Resource Manager and/or a Manager for a day, where one student from each major will be selected for each position throughout the fall and winter semesters.

The many benefits of this initiative include:

- An opportunity for the most qualified, motivated and passionate students to be able to work alongside a current manager to gain experience in their field of study.
- The student to get a feel for the culture and expectations of the job.
- Companies will have the ability to make a profound impact on the students' experience.
- Promoting the company image in a positive way.
- A tremendous opportunity for students to grow and achieve long-term benefits.

Why should your company participate in this program?

1. Get a chance to meet young, dynamic, passionate JMSB students for potential recruitment needs.
2. Promote your company, it's culture, and broaden your brand awareness at one of Canada's top business schools.
3. Give back to the community by supporting a non-profit, student run organization that works to enhance students' educational experience.

Interested in this program? Please contact Caroline Breton at c.breton@jhma.ca



JHMA's Elite

Mission

The JHMA Elite program aims to provide students with growth and perspective.

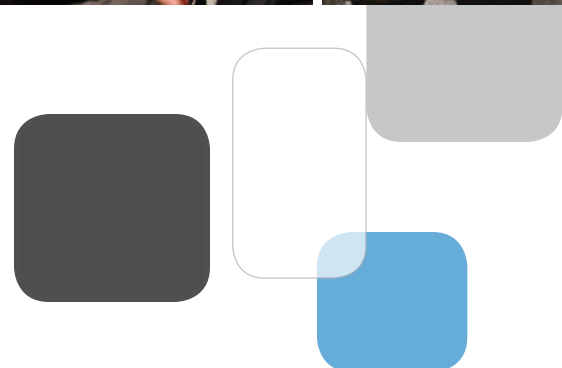
Objectives

- For HR students, it aims to provide hands on experience in developing HR frameworks and solutions.
- For Management students, it aims to provide them with necessary leadership skills to succeed as a leader.
- It will work to promote the value of implementing an HR framework within a firm to increase productivity and attain goals.
- Offer organizations a group of young, dynamic, passionate and top performing candidates.

Why should your company participate in this program?

1. Receive HR solutions and basic HR frameworks for free or at a small fee depending on your organization's HR needs. Get an extra helping hand with small special projects.
2. Increase organization's operation, productivity, and performance by investing in the firm's most valuable assets; your people!
3. Give back to the community by supporting a non-profit, student-run organization that works to enhance students' educational experience.

Interested in this program? Please contact Mond Estaki at m.estaki@jhma.ca



PARTNERSHIP OPPORTUNITIES

PACKAGE DETAILS	GOLD	SILVER	BRONZE
Price	\$1000	\$800	\$600
Brand Recognition			
JMSB lobby booth for a day	✓		
Company synopsis on JHMA website	✓	✓	✓
Social media mentions on JHMA's Facebook and/or Instagram pages	5	3	2
Newsletter mentions	5	2	1
Logo on posters/banners	Large size	Medium size	Small size
Logo on Conference tickets	✓		
Logo on other handouts	✓	✓	
Table centerpiece with company name and logo at Conference	✓		
Promotional items giveaway in Conference welcome packet	✓	✓	✓
Participation			
Speaking opportunity at Conference	✓	✓	✓
Verbal recognition at all events	✓	✓	
Company banner at...	conference & cocktail	cocktail	cocktail
Invitation to attend Conference	2 representatives	2 representatives	1 representative
Invitation to attend Cocktail	4 representatives	1 representative	1 representative
Participation in Manager for the Day Program	✓	✓	✓
Participation in JHMA's Elite Program	✓	✓	✓
Other			
Ability to promote student oriented job postings on JHMA's social media pages	✓	✓	✓

OTHER SPONSORSHIP PACKAGES
PLATINUM: \$2000
- For more detail on the benefits associated with the Platinum Sponsorship level please contact JHMA's External Affairs team.
A La Carte Partnership Opportunities
- Logo on Frosh t-shirts: \$50
- Logo on posters/banners at all events: \$85
- Company logo and synopsis to appear on website for the 2016-2017 academic year: \$100
- Promotional item giveaways in frosh welcome packet: \$25
- Three social media posts for a one month period: \$75
- JMSB lobby booth for a day: \$350 (4 hours), \$425 (6 hours), \$500 (8 hours)
- Invitation to attend Recruitment Cocktail: \$300
- Newsletter mention: \$25 per mention

Thank you for your support!

Please note that the above packages are simply suggestions of what we can offer. Custom packages are available based on your organization's specific needs. You may contact either member of our External Affairs team for further questions. We look forward to working with you.

CONTACT INFORMATION



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For any questions regarding events, contact:

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To learn more about us, visit our website at: www.jhma.ca