

LAURIER MARKETING ASSOCIATION

CORPORATE SPONSORSHIP PACKAGE 2022/2023

LMA
MAKING A STATEMENT

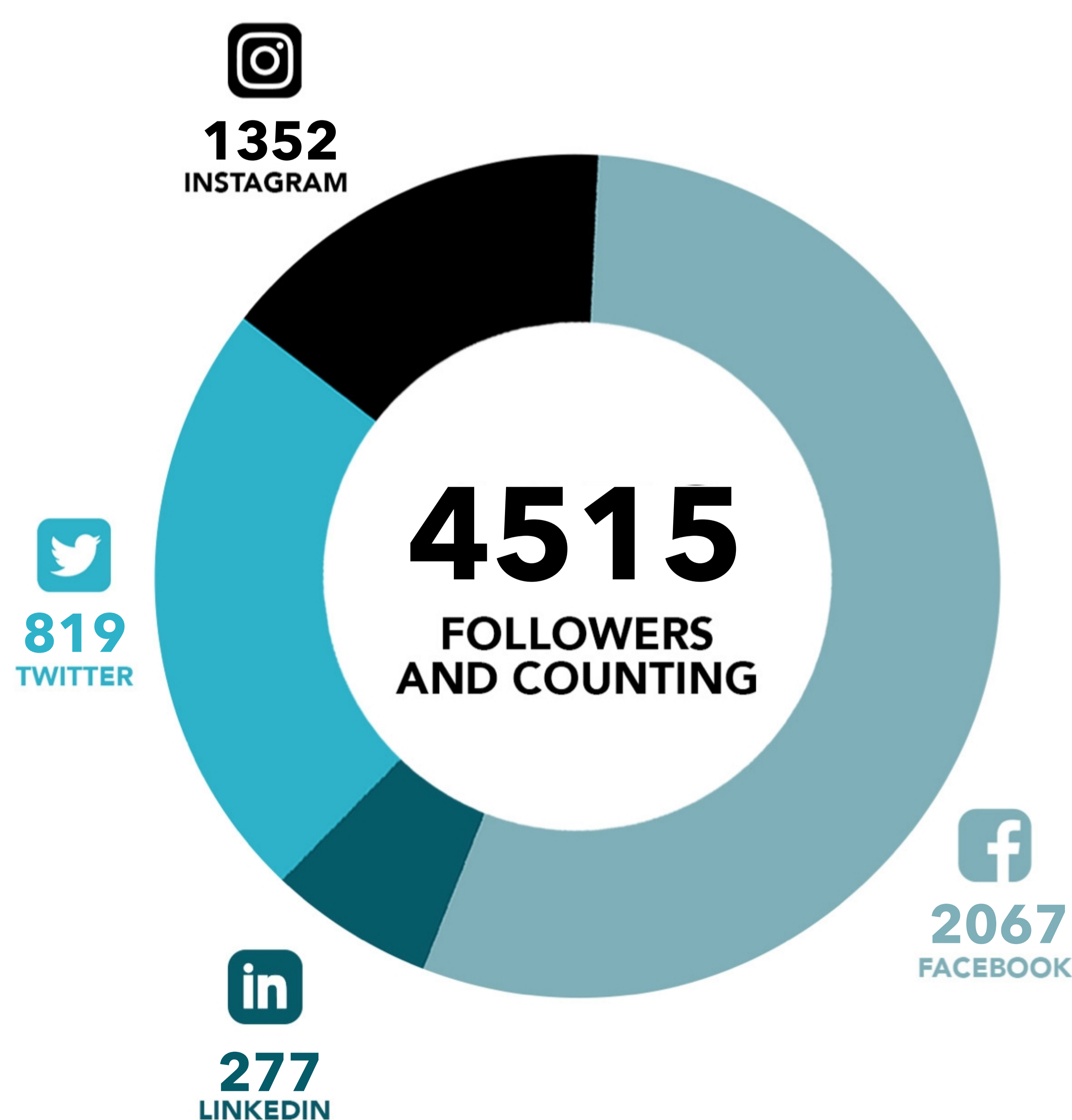
ABOUT US

WHO WE ARE

The Laurier Marketing Association is the most acclaimed student-run marketing club at Wilfrid Laurier University. Our multi-faceted approach exposes students to the various aspects of marketing, and growing trends within the industry. Events such as networking opportunities, case

competitions, and speaker panels allow some of the most talented students at Laurier to connect and build relationships with industry professionals. The commitment we have in bringing value to both our members and partners is at the heart of LMA's continued success.

A LOOK INTO THE NUMBERS



1.3 K
INSTAGRAM ACCOUNTS
REACHED MONTHLY

3.4 K
PROFILES REACHED
ON FACEBOOK

595
AVERAGE VIEWS PER
MASTERCLASS EPISODE

6.5 K
MASTERCLASS
TOTAL VIEWS

320+
2020 EVENT
ATTENDEES

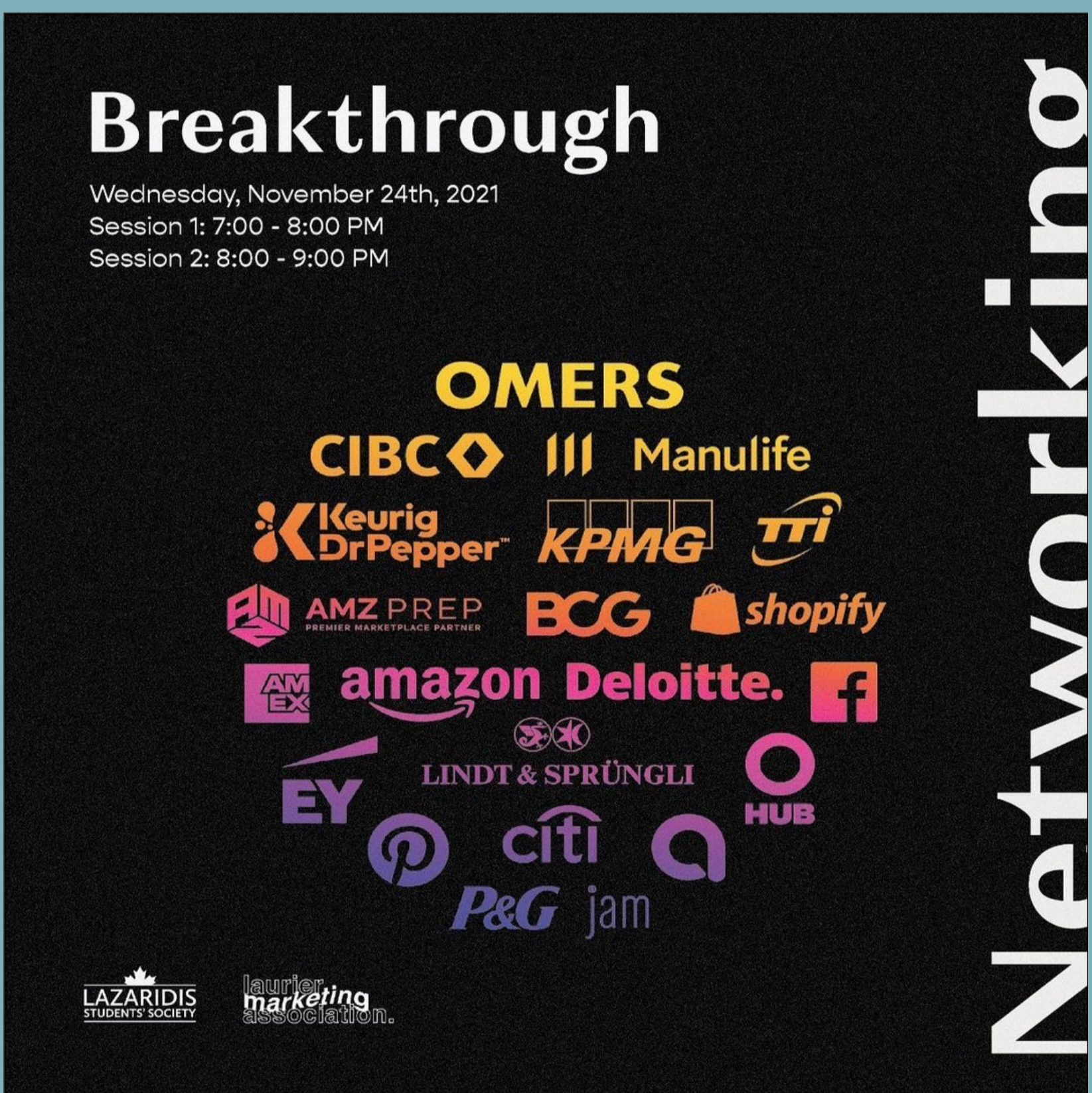


These are just a few of the opportunities for 2022/2023 LMA is looking to provide Laurier students to expand their knowledge of the marketing industry. Our agenda entails reintroducing in-person events and potentially migrating online in the case of unforeseen circumstances. That being said, we strive to remain innovative and continually improve our events based on student demand.

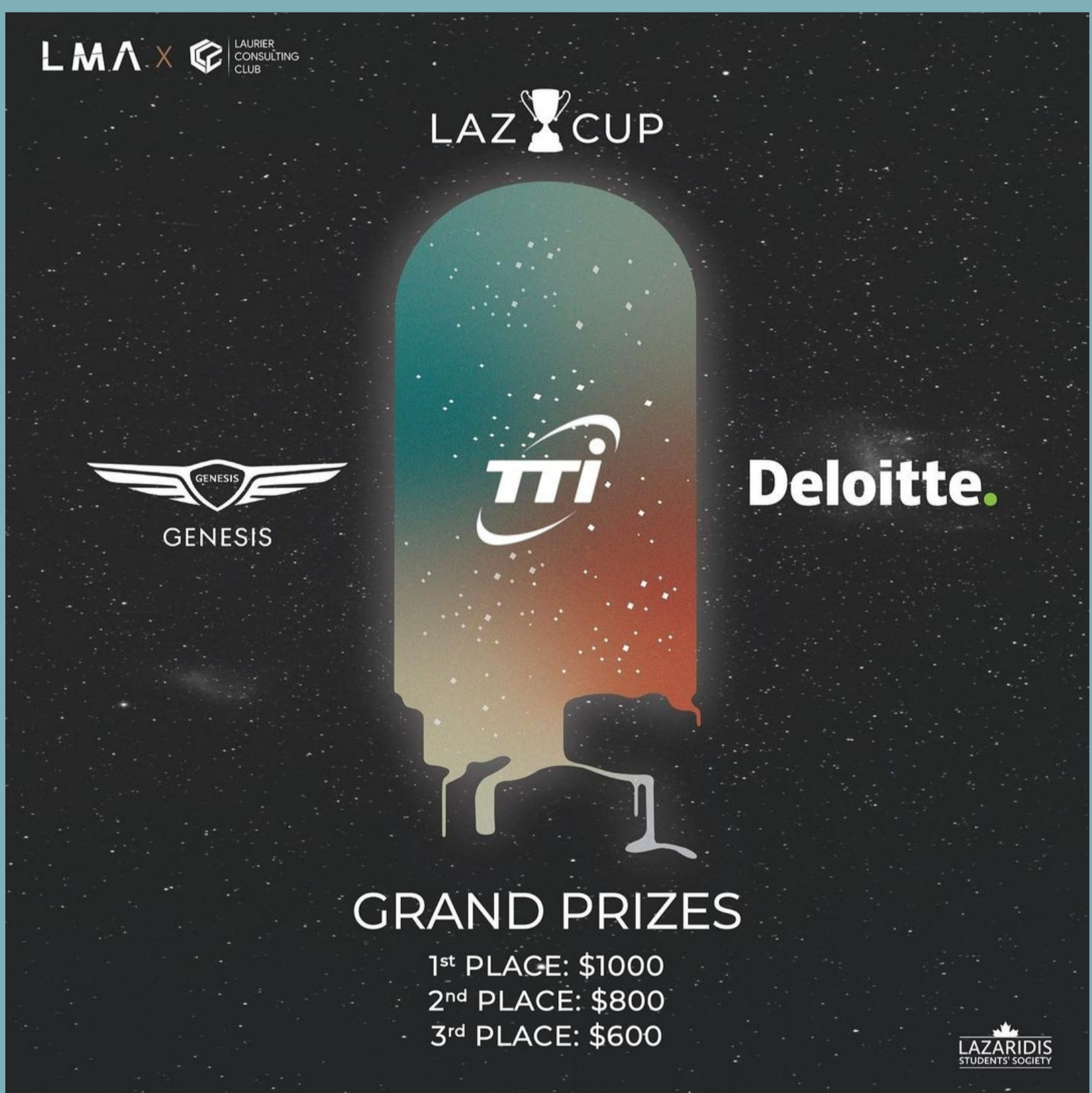
PAST CAMPAIGNS



DISCOVER



BREAKTHROUGH
NETWORKING



LAZARIDIS CUP



LMA MASTERCLASS SERIES



SPONSORS

WHAT'S IN IT FOR YOU?



EXPOSURE

You'll get to tap into the limitless potential of 17,000 Laurier Students for new Talent Opportunity (not to mention our esteemed Co-op Program).



RESOURCES

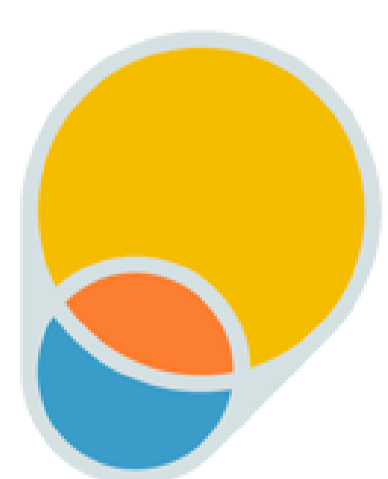
We'll provide the means for you to showcase your company and its innovative stance through digital media, venues, and branding.



IMPACT

Your organization will have the unique opportunity to impart meaningful change into the next generation of young talent.

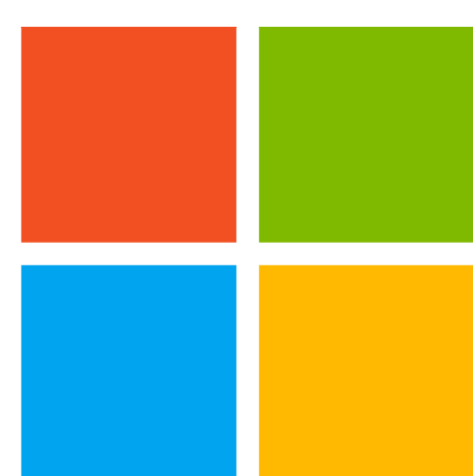
PREVIOUS PARTNERSHIP



**MOLSON
COORS** beverage
company



HERSHEY'S



Microsoft



Sun Life

P&G

Deloitte.

amazon



CONTACT US

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