



UNIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS

SPONSORSHIP PACKAGE

Business Technology Management Club



2026/2027



@btmcualberta



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BTM CLUB

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A Message From Our Presidents

The Business Technology Management Club (BTMC) is one of the largest student organizations within the University of Alberta School of Business. As technology continues to reshape industries, BTMC students are uniquely positioned to bridge the gap between innovative tech solutions and practical business needs. Our mission is to connect students with industry professionals to build strong relationships between the University of Alberta and Alberta's tech and business communities. Our initiatives include case competitions, networking events, and industry sessions designed to develop practical skills and expose students to real-world challenges. This year, we're aiming to expand these opportunities even further.

We are seeking partners who share our commitment to developing future business and technology leaders. Your support would directly fund events and programs, covering costs such as venues, materials, and awards. Beyond financial contributions, your organization's involvement—as judges, speakers, or mentors—provides invaluable insights for our students and positions your company as a leader in supporting emerging talent.

Sponsoring BTMC offers you direct access to a large pool of skilled, motivated students with an interest in business technology management—a valuable pipeline for recruitment and brand visibility within the university and the wider business community. We offer a range of sponsorship opportunities and would love to discuss how your organization can get involved. Thank you for considering our request, your involvement is deeply appreciated and will help make a meaningful difference in the student experience.

Sincerely,



Heer Patel & Mehul Balyan

Presidents

Business Technology Management Club

About Us

BTMC is one of the largest and most active student organizations within the University of Alberta School of Business. We are dedicated to showcasing how technology drives business innovation and competitive advantage. Our team brings together students with diverse expertise across Business, Computer Science, and Engineering, allowing us to design events that go beyond the classroom and appeal to students from all disciplines. From large-scale case competitions judged by industry leaders to targeted workshops and networking sessions, BTMC offers experiences that equip students with practical skills and valuable industry insights that aren't found elsewhere on campus.

Our Objective

For the 2025-2026 academic year, BTMC aims to deliver high-impact events that serve as a premier platform for industry engagement and talent development. By partnering with us, your organization signals a strong commitment to the next generation of business and technology leaders. Our case competitions and hands-on workshops challenge top-performing students to apply their skills to real-world business problems, while our curated networking events connect you directly with high-potential candidates. These initiatives not only elevate student learning but also position your brand at the forefront of business innovation and recruitment within the university community.



Meet the BTMC Team



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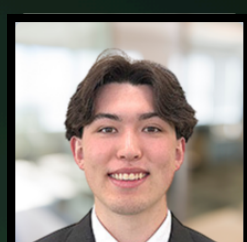
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What Do You Support?

01 Student Opportunities

Our events expose and introduce organizations to different ideas from the UofA business students. This is a great opportunity to meet bright and passionate business students who would love to connect with industry professionals.

02 Professional Outreach

As the Alberta School of Business boasts an extensive student network, supporting us gives your organization access to the entire network we have to offer, including the other 27 business student organizations, top notch aspiring young professionals, and more!

Your organization will be able to receive innovative solutions to any business problems through our case competition(s) as well as the resumes of the top students within the competition for Gold level sponsors. We will gratefully and publicly acknowledge your role in shaping the critical thinking of the future workforce on our social media platforms as well as during the event.

03 Material Costs

Aid in purchase costs of running our events such as learning fees, venue rentals, equipment rentals, and more!



Events

2026 / 2027

BusTech Speaker Series

The BusTech Speaker Series is an interactive evening connecting top business students with industry leaders. We aim to explore how emerging technologies are driving innovation, solving complex problems, and transforming traditional business sectors.

Sponsors will select one of the three industry panels below to host. Your two representatives will serve as our featured speakers, engaging in a moderated discussion covering the topics below, followed by a student Q&A and open networking.

Fintech & Banking

Exploring the digital transformation of financial services. This panel covers how emerging technologies reshape banking operations and drive financial innovation.

AI in Accounting

Focusing on the impact of AI in the accounting profession. This panel covers how AI, automation, and data analytics are enhancing audit, tax, and advisory services while transforming the way accountants work and deliver value.

Careers in Consulting

Highlighting diverse consulting specializations. This panel explores how advisors leverage technology to modernize enterprise strategy and business operations.

Sponsorship Details

Date: October 14, 2026

Location: TBD

Incentives

Sponsors will receive prominent name recognition and the exclusive opportunity to send two (2) panellists to their selected industry session.

\$500

This cost will cover all operational expenses related to hosting this panel such as catering, event materials, and the specialized setup required for the panelists.

For **additional sponsorship requests**, please reach out to btmc@ualberta.ca and our best efforts will be made to fulfill them.

Fall Case Competition



BTMC's Case Competitions have become one of the largest internal case competitions at the Alberta School of Business. This interdisciplinary event aims to provide participants the chance to hone their problem-solving, analytical, and presenting abilities. It also acts as a forum for networking, industry exposure, talent presentation, and encouraging participant collaboration.

Date: November 21, 2026

Location: Alberta School of Business

Sponsorship Tiers

<i>Benefits</i>	<i>Gold (\$1500+)</i>	<i>Silver (\$1200+)</i>	<i>Bronze (\$1000+)</i>
Title Sponsor	✓		
Resumes of top 3 teams	✓		
Option to send 3-4 judges to case competition and high level of influence on the case topic.	✓		
Option to send 2 judge to case competition	✓	✓	
Name recognition on social media and during competition	✓	✓	✓

For **additional sponsorship requests**, please reach out to btmc@ualberta.ca and our best efforts will be made to fulfill them.

Winter Case Competition



BTMC's Case Competitions have become one of the largest internal case competitions at the Alberta School of Business. This interdisciplinary event aims to provide participants the chance to hone their problem-solving, analytical, and presenting abilities. It also acts as a forum for networking, industry exposure, talent presentation, and encouraging participant collaboration.

Date: January 30, 2027

Location: Alberta School of Business

Sponsorship Tiers

<i>Benefits</i>	<i>Gold</i> <i>(\$1500+)</i>	<i>Silver</i> <i>(\$1200+)</i>	<i>Bronze</i> <i>(\$1000+)</i>
Title Sponsor	✓		
Resumes of top 3 teams	✓		
Option to send 3-4 judges to case competition and high level of influence on the case topic.	✓		
Option to send 2 judge to case competition	✓	✓	
Name recognition on social media and during competition	✓	✓	✓

For **additional sponsorship requests**, please reach out to btmce@ualberta.ca and our best efforts will be made to fulfill them.

Industry Night

Our goal with Industry Night is to create a venue for networking, information exchange, professional growth, cooperation, and community building in the BTM industry. The event's goal is to provide guests with an entertaining and casual setting in which to network, share thoughts, and form meaningful relationships.

This event follows a similar agenda to previous networking nights. The outline includes an introduction, keynote speeches from title sponsors, and catering for food and drinks. Our main event includes speakers who will be answering various questions from attendees followed by a closing speech and networking opportunities.

Date: March 2027

Location: Alberta School of Business

Sponsorship Tiers

Tier 1

\$1,200

- Option to send one keynote speaker
- Option to Send up to 3 event attendees
- Brand recognition throughout the event and across social media

Tier 2

\$1,000

- Option to Send up to 2 event attendees
- Brand recognition throughout the event and across social media

For **additional sponsorship requests**, please reach out to btmce@ualberta.ca and our best efforts will be made to fulfill them.

Past Sponsors

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Thank You

We sincerely appreciate your time and consideration.

Your generous support will undoubtedly enable our organization to thrive and create a positive impact in the business faculty, while in turn providing benefits to you.

The options are flexible, and we are open to negotiating the terms based on your needs. If you have any questions, please don't hesitate to reach out to us.

Contact Us

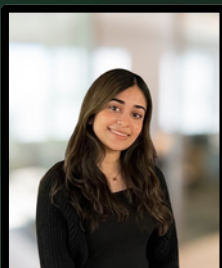
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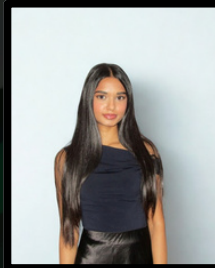


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