



UNIVERSITY OF ALBERTA
ALBERTA SCHOOL OF BUSINESS

SPONSORSHIP PACKAGE

Business Technology Management Club



2025 / 2026



@btmcualberta



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btmc@ualberta.ca



BTM CLUB

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A Message From Our President

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,

Rachel Wang

President

Business Technology Management Club

A handwritten signature in white ink, appearing to read 'Rachel Wang', set against a dark green background with a faint geometric pattern.

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

Rachel Wang
President
rachel7@ualberta.ca



Heer Patel
VP External
heer3@ualberta.ca



Mehul Balyan
External Director
mbalyan@ualberta.ca



Amal Mirza
External Director
mirza2@ualberta.ca



Amir Abtahi
VP Finance
aabtahi@ualberta.ca



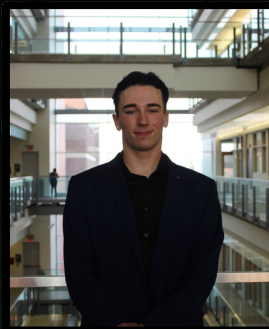
Jun Cheng Xu
Finance Director
junchen7@ualberta.ca



Shaleen Walji
VP Events
swalji@ualberta.ca



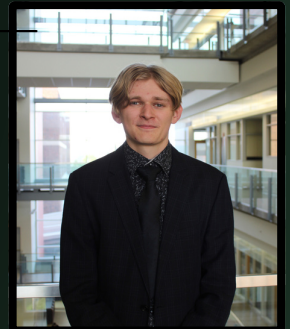
Emma Durand
Events Director
edurand@ualberta.ca



Landon Dallon
Events Director
ldallon@ualberta.ca



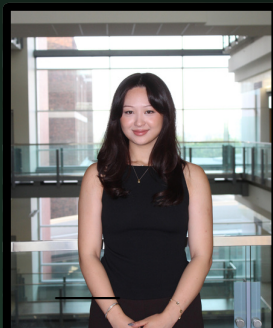
Aly Chatur
VP Academic
amchatur@ualberta.ca



Damon Whitford
Academic Director
dfwhitfo@ualberta.ca



Laiba Ali
Academic Director
aiba2@ualberta.ca



Angela Wang
VP Marketing
aw8@ualberta.ca



Fatima Waqas
Marketing Director
fwaqas@ualberta.ca



Sachie Gautam
VP Internal
sachie1@ualberta.ca



Nour Hegazy
Internal Director
nhegazy@ualberta.ca

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 2025 / 2026

Accenture x BTMC 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: October 4, 2025

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 btmce@ualberta.ca and our best efforts will be made to fulfill them.

BTM Careers Mixer

This event will feature interactive booths and discussion zones, each highlighting different aspects of Business Technology Management (BTM). Through these stations, students can explore what BTM is, discover its diverse career opportunities, and connect with faculty, industry professionals, and peers in the field.

Date: October 2025

Location: Alberta School of Business

Sponsorship Tiers

Level 1 Sponsor

\$1,000

- Optional keynote speech
- Three booths, each featuring a chosen discussion topic
- Option to send up to 4 company representatives
- Recognition in all event promotions

Level 2 Sponsor

\$500

- Two booths, each featuring a chosen discussion topic
- Option to send up to 2 company representatives
- Recognition in all event promotions

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

Enbridge x BTMC Energy 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 29, 2025

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.

2026 BusTech Summit

Our two-day Summit offers sponsors a unique opportunity to connect with top business students through interactive and high-impact programming.

Day 1 – Industry Workshops:

Companies will have the chance to lead workshops that showcase their expertise, engage directly with students, and provide insight into real-world business challenges. These sessions are designed to be interactive and educational, giving students firsthand exposure to industry trends and career paths.

Day 2 – Case Competition:

One of the largest internal case competitions at the Alberta School of Business, this interdisciplinary event brings together students to tackle a business problem in teams. Participants will refine their analytical, problem-solving, and presentation skills while gaining valuable industry exposure. The competition also serves as a platform for sponsors to scout talent, build brand visibility, and network with future professionals.

Date: January 2026

Location: Off campus – TBD

Sponsorship Tiers

Benefits	Platinum (\$2400+)	Gold (\$2000+)	Silver (\$1500+)	Bronze (\$1000+)
Case Competition Title Sponsor	✓			
Spotlight Speaking Opportunity or Exclusive Workshop Session	✓	✓		
Option to send 3–4 judges to case competition and high level of influence on the case topic.	✓	✓		
Option to send 2 judges to case competition	✓	✓	✓	
Option to send event attendees and receive name recognition	✓	✓	✓	✓

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 2026

Location: Alberta School of Business

Sponsorship Tiers

<i>Benefits</i>	<i>Gold</i> <i>(\$1200+)</i>	<i>Silver</i> <i>(\$1000+)</i>	<i>Bronze</i> <i>(\$750+)</i>
Option to send 1 keynote speaker to the event	✓		
Option to send 3+ event attendees	✓	✓	
Option to send 1-2 event attendees	✓	✓	✓
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.

Past Sponsors

 **accenture**



The KPMG logo features the letters "KPMG" in a bold, white, sans-serif font. Above each letter is a small white square, creating a grid-like effect.

 **Tantus**

ALBERTA 
INNOVATES



 **CPA** CHARTERED
PROFESSIONAL
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The AIMCo logo features the letters "AIMCo" in a bold, white, sans-serif font. A white swoosh underline is positioned beneath the letters.

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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

Primary Contacts:



Heer Patel
VP External
heer3@ualberta.ca
(780)-695-6587



Mehul Balyan
External Director
mbalyan@ualberta.ca
(780)257-3423



Amal Mirza
External Director
mirza2@ualberta.ca
(587)-982-9267

Secondary Contacts:



Rachel Wang
President
rachel7@ualberta.ca
(587)-589-8819



Robb Sombach
Faculty Liason
sombach@ualberta.ca

 btmce@ualberta.ca

 [@btmcualberta](https://www.instagram.com/btmcualberta)

 btmcualberta.com