

A dark blue silhouette of the map of Canada is centered in the background of the page.

# **FUSE SOCIETY SPONSORSHIP PACKAGE**

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**2021 INFORMATIONAL PACKAGE**

## Key Metrics

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### Alumni Network

Our invitational business program has impacted over **600+** secondary students in the last two years.



### Geography

Our programs and events have been delivered in Ontario, B.C, and Alberta.



### Operations

We currently operate in **15+** major cities in Canada.



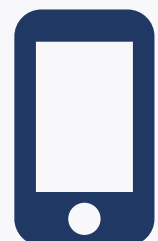
### Reach

We are currently engaged with **6000** students and have partnered with **21+** schools in the last year alone.



### Social Media

We have an online following of **3.4k+** followers on Instagram and Facebook.



## Mission Statement

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Since 2016, FUSE Society has been a federally registered not-for-profit organization run by high school students across Ontario, BC, and Alberta, fostering the next generation of leaders in business and entrepreneurship. Ultimately, FUSE Society strives to:

### 1. Improve Business Literacy

Currently, the high school curriculum does not fixate on critical and entrepreneurial thinking. We aim to cultivate an analytical mentality, challenging youth to develop innovative solutions to real-world problems.

### 2. Eliminating Financial Barriers

Because monetary expenses are obstacles many youth face when entering the world of business, we provide free resources to engage with students who lack the opportunities to gain business experience.

### 3. Preparation for Post Secondary

Recognizing that traditional lecture-based models of learning alone lack in preparing students for post-secondary, we've hosted undergraduate business admissions webinars, and hands-on training through case-based projects for students to receive insight into the holistic university experience.

## Timeline: Present

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### National Business Program

Since FUSE's founding, the National Business Program (NBP) has inspired entrepreneurship through lessons created by our experienced Academia Directors. During the 2020 cycle, the finale included an online case-competition to sharpen students' business skills.



National Business Program Finale 2020, UBC Sauder School of Business

## Timeline: Present

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### Ambassador Program

FUSE ensures youth can be involved in organizing our events and programs. We annually hire ambassadors to improve marketing, logistics, and outreach, and have been expanding our reach by recruiting ambassadors outside of our 3 major partnered provinces.

## Timeline: COVID-Present

### Fuse Circuit

FUSE Society holds a yearly online program connecting business university admissions officers to students across Canada. This year, the event garnered an attendance of 400+, and was held in partnership with admission officers from the University of Toronto, Queen's University, and The University of Western Ontario.



Ms. Hilary Potts, Ivey Admissions Director

2020-2021 FUSE Society Team

## Timeline: Founding Date-COVID

### Annual Case Competition

FUSE organizes an annual case competition using real world problems to give interactive training that develops competitors' critical and creative thinking. We hire seasoned judges to critique teams in the competition finals. For the 2019 iteration, the competition was held in the Sauder School of Business at the University of British Columbia.



## Pre-COVID

Before COVID, FUSE Society challenged traditional methods of classroom learning, using a proactive approach with the annual in-person case competition held at the UBC Sauder School of Business. Utilizing the accredited venue and interactive setting, we fostered a professional environment that allowed competitors to excel. We promoted this atmosphere to all our collective events, compelling students to pursue ambitions and immerse themselves in business.



Sir Charles Tupper Secondary School | National Business Program 2019

## COVID-Concurrent

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During COVID, FUSE Society has upheld the mission of bridging the gap between academia and the real world. Although the pandemic presented a dilemma, hindering our ability to recreate an interactive and professional in-person environment, we successfully transitioned our events online. This initial set-back became an opportunity to extend our reach nationally and further eliminate financial barriers for students seeking an enriching business opportunity.



Mr. Jeff Trapp, Rotman Admissions Officer | FUSE Circuit Admissions Webinar



# SPONSORSHIP BENEFITS

We seek to represent your company:



## Bolster Communities

Inspire the new era of business leaders across the nation.



## Mold the Future

Support student communities with poor access to business education resources.



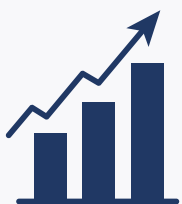
## Illuminate Your Brand

Increase your brand awareness by displaying your logo on FUSE Society's website and social media platforms.



## Communicate Your Story

Commission a spokesperson to represent your company.



## Understand Our Audience

Gain insight into our high school attendees, audience, and alumni to support your company's vision and market direction.



## The National Business Program

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This nationwide program has a primary focus of providing high school students with the foundation to think critically, work on real-life business problems, and experience the ins and outs of cracking a case study. Over a month's duration, students will have the opportunity to learn fundamental case skills through our proprietary curriculum and engage in healthy competition.

### Possible Contributions:

#### **Monetary Donations:**

- Monthly fees for online subscriptions (Zoom, Slack) to conduct online events
- NBP memorabilia for participants
- Advertising budget to avail ourselves to emerging business leaders

#### **Gift Cards:**

- Recognition for successful participating students
- Honorarium for speakers and judges

We appreciate the time you spared for reviewing our sponsorship package, and for recognizing the importance of promoting Canada's future generation of business leaders. The current school curriculum relies heavily on lecture-based lessons and falls behind in ensuring that students acquire the proficiency needed for success outside of class. Through working with us, youth across the nation, some who are underrepresented and would otherwise lack opportunities, can learn about business and financial literacy, gaining the chance to interact with the real world.

To make this vision into a reality, we depend on organizations like yours to support our cause. We are confident in fulfilling our mission of opening the door for hundreds of students to take their first step into the world of business, and we hope they can take that step along with you.



Case Competition Judges | National Business Program 2020



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CACTUS CLUB CAFE





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