

ACE *the* CASE

—
2022 IMA
Student Case
Competition

SPONSORSHIP
OPPORTUNITIES



IMA Middle East Student Case Competition 2022

The IMA Middle East Student Case Competition 2022 (SCC) gives university students across the Middle East and Africa an opportunity to form a team and respond to a global business case study. This recognized and much awaited case competition allows students to put their business acumen to the test and present an analysis in front of distinguished professionals. This year's case gives participants the chance to be selected for the Grand Finals, where the winning team will have the opportunity to compete with peers from Europe, India, and Southeast Asia.

Competition Commences

October 20, 2021 until February 9, 2022

Why you should sponsor:



Create visibility for your brand



Support future leaders



Gain extensive exposure across universities in the region



Market to select target groups



Get the opportunity to seek bright talents

Platinum Sponsorship – \$3,500

Pre-Event Activities

- Sponsors' logo on competition landing page
- Company boilerplate and link on competition landing page (300 words)
- Acknowledgement of sponsor in all PR and media campaigns for the event
- Sponsor's logo on pre-event email communication

Final Event Branding

- Sponsor's logo on event signage
- Acknowledgement of sponsor during the final regional event
- Finalist award presented by sponsor

Post-Event Activities

- 1 dedicated sponsor email communication to SCC entrants
- Post-Event PR communication – mentions where possible

Grand Final Event (exclusive to Platinum Sponsor)

Final Event Branding

- Sponsor's logo on event signage
- Acknowledgement of sponsor during the grand final event
- Opportunity to display company banners during the final event
- Insertion of marketing material supplied by the sponsor in the event kit

Post-Event Activities

- 1 dedicated sponsor email communication to SCC entrants
- Post-Event PR communication – mentions where possible

Gold Sponsorship – \$2,000

Pre-Event Activities

- Sponsors' logo on competition landing page
- Company boilerplate and link on competition landing page (250 words)
- Acknowledgement of sponsor in all PR and media campaigns for the event
- Sponsor's logo on pre-event email communication

Final Event Branding

- Sponsors' logo on event signage
- Acknowledgement of sponsor during the final regional event

Post-Event Activities

- Post-Event PR communication – mentions where possible

Silver Sponsorship – \$1,000

Pre-Event Activities

- Sponsors' logo on competition landing page
- Company boilerplate and link on competition landing page (150 words)
- Sponsor's logo on pre-event email communication

Final Event Branding

- Sponsors' logo on event signage

Sponsorship Packages

Activity: Regional event	*Platinum \$3,500	**Gold \$2,000	**Silver \$1,000
Pre-Event Activities			
Sponsors logo on competition landing page	✓	✓	✓
Company boilerplate and link on competition landing page	300 (words)	250 (words)	150 (words)
Acknowledgement of sponsor in all PR and media campaigns for the event	✓	✓	✗
Sponsors logo's on pre-event e-mail communication	✓	✓	✓
Final Event Branding			
Sponsors logo on event signage	✓	✓	✓
Acknowledgement of Sponsor during the final regional event	✓	✓	✗
Finalist award presented by sponsor	✓	✗	✗
Post-Event Activities			
1 dedicated sponsor email communication to SCC entrants	✓	✗	✗
Post-Event PR communication – mentions where possible	✓	✓	✗

*Platinum sponsorship includes both Regional Final and Grand Final events.

**Gold and Silver sponsorship packages available for Regional Final event only.

Sponsorship Packages

	*Platinum \$3,500	**Gold \$2,000	**Silver \$1,000
Exclusive to Platinum Sponsor			
Grand Final Event			
Sponsors logo on event signage	✓	✗	✗
Acknowledgement of Sponsor during the grand final event	✓	✗	✗
Opportunity to display company banners during the grand final event	✓	✗	✗
Insertion of marketing material supplied by the sponsor in the event kit	✓	✗	✗
Post-Event Activities			
1 dedicated sponsor email communication to SCC entrants	✓	✗	✗
Post-Event PR communication – mentions where possible	✓	✗	✗

SPONSOR AGREEMENT

ORGANIZATION INFORMATION

Organization name _____

Contact _____

Title _____

Address _____

City, State _____

Zip _____

Phone _____

Fax _____

Email _____

Company URL: _____

SPONSORSHIP OPPORTUNITY REQUESTED

Platinum

Gold

Silver

Authorized Signature: _____

Date: _____

Submit your sponsorship application to Hanadi Khalife on hkhalife@imanet.org

For sponsorship queries, please contact:

Hanadi Khalife

Senior Director, MEA and India Operations

hkhalife@imanet.org

+971 4 429 6017

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About IMA

IMA® (Institute of Management Accountants) is one of the largest and most respected associations focused exclusively on advancing the management accounting profession. Globally, IMA supports the profession through research, the CMA® (Certified Management Accountant) and CSCA® (Certified in Strategy and Competitive Analysis) programs, continuing education, networking, and advocacy of the highest ethical business practices. Twice named Professional Body of the Year by The Accountant/International Accounting Bulletin, IMA has a global network of about 140,000 members in 150 countries and more than 350 professional and student chapters. Headquartered in Montvale, N.J., USA, IMA provides localized services through its four global regions: The Americas, Asia/Pacific, Europe, and Middle East/India. For more information about IMA, please visit www.imanet.org.



The Association of
Accountants and
Financial Professionals
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