



Smith MBA 

NATIONAL CASE COMPETITION

Sponsorship Package

14- 15 November 2026
Queen's University



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NATIONAL CASE COMPETITION

About the Competition

Hosted by Smith School of Business at Queen's University, this national competition brings together top MBA students to tackle complex, real-world challenges critical to Canada's prosperity.



Date & Location

- Saturday, November 14 & Sunday, November 15, 2026
- Smith School of Business, Queen's University, Kingston, Ontario



Format:

In-person event, featuring two rounds in one day:

- Morning: Teams present in groups, top teams from each stream will advance
- Afternoon: Final round



Who's It For:

MBA students from across Canada who are passionate about solving complex challenges, driven to create national impact, and eager to connect with like-minded peers and industry leaders.



Sponsorship Packages

Benefit Description	TITLE	GOLD	SILVER	BRONZE
	\$10,000	\$5,000	\$2,500	\$950
Premium logo placement on all event materials	✓			
Featured LinkedIn spotlight	✓			
Featured speaker opportunity	✓			
Travel/accommodation reimbursement	✓			
Two judging panel seats	✓			
Early access to resume book	✓			
Photo booth / activation branding	✓			
Branded promotional video	✓			
Company-branded award opportunity	✓	✓		
Sponsor video inclusion	✓	✓		
One-on-one student networking opportunities	✓	✓		
One judging panel seat		✓		
Recruitment promotion visibility	✓	✓		
Networking table visibility	✓	✓	✓	



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Benefit Description	TITLE	GOLD	SILVER	BRONZE
	\$10,000	\$5,000	\$2,500	\$950
Thought leadership / sponsor spotlight	✓	✓	✓	
Logo placement on select event materials	✓	✓	✓	
Resume database access	✓	✓	✓	
Sponsor-provided giveaways or swag	✓	✓	✓	✓
Recognition during opening & closing ceremonies	✓	✓	✓	✓
Website sponsor feature/listing	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓
Invitation to networking events	✓	✓	✓	✓
Post-event sponsor recognition	✓	✓	✓	✓
Name/logo in sponsor thank-you materials	✓	✓	✓	✓



Sponsorship Benefits

What you'll gain



Brand Visibility & Thought Leadership

Position your brand as a champion of responsible leadership and corporate citizenship. As a sponsor, you'll gain visibility across all conference materials, the school's public website, social media platforms etc.



Engage Top MBA Talent from Across Canada

A unique opportunity to connect with high-potential MBA students from leading Canadian business schools. With over 100 delegates expected from Universities like Queen's, Western, University of Toronto, McGill, etc. this is your chance to engage purpose-driven talent.



Inspire the Next Generation of Leaders

At the heart of the event is a shared goal: to empower every delegate to leave inspired and ready to lead with purpose in their careers and communities. By supporting this event, you're not just investing in a student initiative; you're shaping the mindset and trajectory of Canada's future business and societal leaders.



Past Participating **Business Schools**

Rotman



DeGroot
SCHOOL OF BUSINESS
EDUCATION WITH PURPOSE



McGill



TELFER



IVEY

Our Team



Jade Farr
Chair



Mason Spencer
Co-Chair



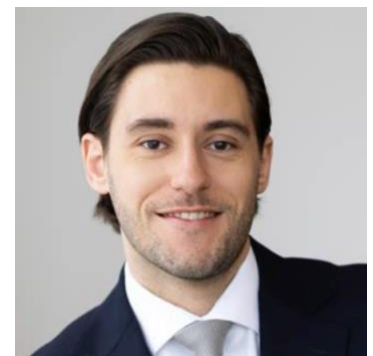
Chelsea Bruno
Partnerships Director



Alec Lafrance
Partnerships Director



Allison Hulme
Communications Director



Ben Sutton
Social Director



Kanika Alawat
Program Director



Salwa Siddiqui
Program Director



Tarun Sharma
Finance Director



Competition

Mission & Theme

Our mission

The Smith National MBA Case Competition brings together top MBA minds to tackle one defining national challenge each year, pushing students to design real solutions for a stronger, more inclusive and competitive Canada.

Competition theme

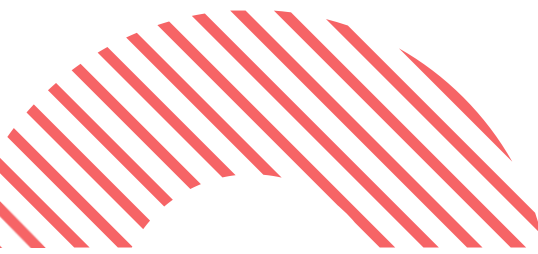
"Forging Canada's Future, One Idea at a Time"

Canada is at a turning point: facing economic uncertainty, technological disruption and growing social divides. As trust erodes and citizens question their future here, one critical question emerges:

"How can individuals and businesses contribute to building a more prosperous, livable and united Canada?"

Each year's case will explore a key area of national impact, selected from topics such as economic growth, national competitiveness, healthcare improvements, social cohesion or talent retention. Your solution should reflect bold innovation and integrated thinking that drive real change.

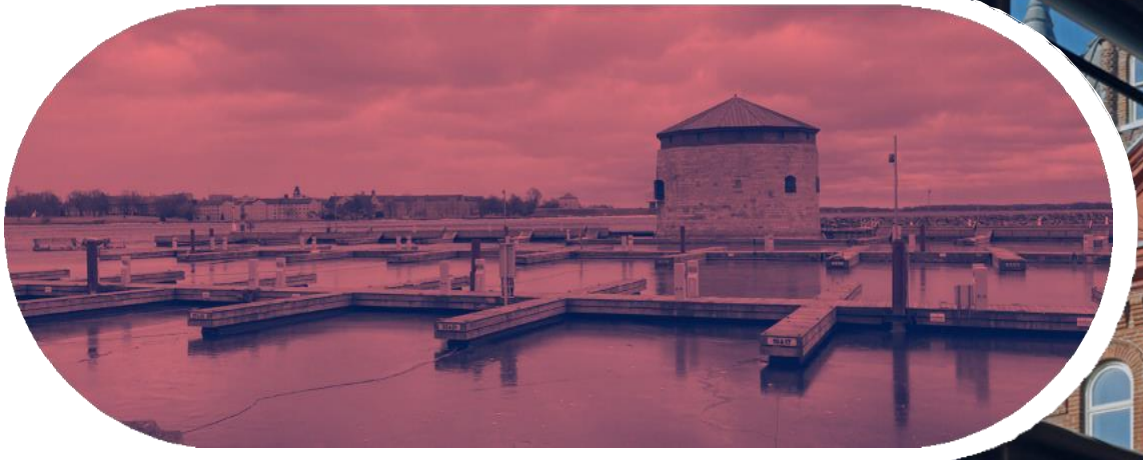
This year's challenge focuses on rewiring Canada's trade corridors, asking participants to redesign critical infrastructure systems to enhance supply-chain reliability, trade diversification, and national resilience. Students will develop integrated solutions spanning infrastructure investment, operational reform, and data-sharing strategies to improve corridor performance and national productivity.





Competition day agenda

Time	Saturday		Sunday	
			Stream 1	Stream 2
9:00 AM	Arrivals		Round 1 Presentations Each team presents for 15 minutes with a 5-minute Q&A. Top 4 teams advance to Final Round	
10:00 AM				
11:00 AM				
12:00 PM	Registration Welcome Kickoff of the event, team check-in and room assignment		Lunch & Networking	
1:00 PM	Team Preparation Case Prompt is released, develop your slide deck, and submit		Smith MBA Alumni & Sponsor Session Meet our alumni and sponsors and learn more about their experience and opportunities	
2:00 PM			Finalists Announced & Finalist Team Preparation	Smith MBA Alumni & Sponsor Session
3:00 PM			Final Round Presentations Each finalist team has 25 minutes with a 5-minute Q&A	Meet our alumni and sponsors and learn more about their experience and opportunities
4:00 PM				
5:00 PM	Break		Winners Announced & Awards Ceremony	
6:00 PM				
7:00 PM	Welcome Reception & Opening Ceremonies Meet the organizing committee & other delegates			
8:00 PM				
9:00 PM	Social Event			



See you in Kingston!

Thank you for your interest in the Smith National MBA Case Competition. We look forward to welcoming you to Queen's University for a weekend of big ideas, strong collaboration, and lasting connections.

Whether you're competing, sponsoring, or judging, you are helping shape Canada's future.

Smith MBA Case Competition Organizers



Smith MBA 

NATIONAL CASE COMPETITION

Smith School of Business, Queen's University

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 smith.queensu.ca/mba_programs/mba/case-competition