



# **INNOVATIVE BUSINESS ASSOCIATION**

## **2025 – 2026**

### **CORPORATE PARTNERSHIP PROGRAM**



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# A LETTER TO SPONSORS

**Dear Sponsors,**

The Innovative Business Association (IBA) is a vibrant student association within the University of Toronto Mississauga Management (UTMM). It remains one of the largest and most prominent student groups on the Mississauga campus, consistently delivering outstanding programming and initiatives for undergraduate business students.

Our commerce and management students represent some of the university's most exceptional individuals who demonstrate themselves as 'leaders of today', establishing a foundation of excellence and innovation that holds immense value for industries and organizations like yours. Your support of IBA will not only benefit current students but also set a precedent for future students, showcasing your strong commitment to investing in and supporting students for organizational success, as well as your tangible dedication to professional and career development.

There are various ways in which you can extend your support. These include participating in a networking event, serving as a judge at a case competition, or providing financial sponsorship. Regardless of your choice, we assure you that you will find an initiative that aligns with your organizational values and goals. Whether held in-person or virtually, our programming consistently demonstrates excellence.

**Partnering with IBA will grant you access to top talent and enable your organization to directly connect with business students who are eager to learn more about you. We eagerly anticipate your participation in joining us!**



**CLOVETH SMITH**

Director, Student Development & Work-Integrated Learning Management, UTMM



**TANYA KIRSCH**

Director, Associate Professor, Teaching Stream (Finance), UTMM

As Director of Undergraduate Programs, I, together with our UTM faculty I am always impressed by the conscientiousness of our students in the classroom and the way in which this is put to work outside the classroom through the extensive range of extra-curricular activities they lead. The Innovative Business Association (IBA) is a cornerstone of the extracurricular offering for our Commerce and Management students. They organize a variety of events, including case competitions, networking functions, and speaker series', among the myriad activities designed to develop the skills needed to be successful in the workplace.

I strongly encourage your company to support the IBA. The IBA is an award-winning student organization on our campus, in recent years having won the Principal's Award of Excellence and the UTM Student Group Award in Innovation. **Your partnership will support IBA, and also associate your company with a strong, dynamic student-led society, providing your business with exposure in a variety of events.**





## ABOUT IBA

The Innovative Business Association is an academic society at the University of Toronto Mississauga that strives to build valuable opportunities for students to network and develop skills oriented to the vast fields of business.

The founding values of honour, excellence and dignity are fundamental to the Innovative Business Association's (IBA) ethos. IBA's cross-curricular approach aims to set new standards in all-round educational excellence for the leaders of tomorrow. Traditionally known as the Undergraduate Commerce Society (UCS) and Student Management Association (SMA), with a longstanding heritage and an exceptional reputation, we strive to shape future business leaders by supplementing with resources that nurture professional development in all our students.

The Innovative Business Association is strongly committed to balancing academic excellence with an inclusively diverse and rich extra-curricular program, well known as the Professional Skills Development Program (PSDP). With our strong recognition, we will reach a wide audience of students and talent which your organization can showcase and, enable you to be an important contributor to the inspiration of tomorrow's business leaders. We take pride in our relationships with our corporate partners and renowned faculty.

**WANT TO KNOW  
MORE ABOUT US?**



SCAN ME





# OUR ACCOMPLISHMENTS



**The Student Group  
Award for Innovation**



**Principal's Award  
of Excellence**



**Dean's Choice  
Award**



**Academic  
Society of the Year**



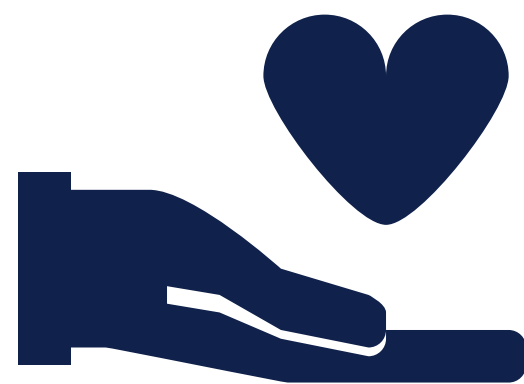
**UTM's Largest  
Academic Society  
(3100 + students)**



**100+ Student  
Leaders**



**Network of  
1500+ Alumni**



**4 Corporate Social  
Responsibility Events**



**2200+ Attendees  
at Our Events Annually**



**20+ Events  
Organized Annually**



**35+ Sponsors  
Annually**



**15+ On-Campus  
Collaborations**



**40-year-long  
Legacy at UTM**





# PROFESSIONAL DEVELOPMENT

IBA Professional Development events provide valuable opportunities to explore a variety of career-enhancing designations, post-graduate info-sessions and a chance to connect with university staff and fellow students

## BIZMENTORSHIP

BizMentorship connects first and second-year undergraduates with experienced upper-year students in a supportive environment that fosters guidance, knowledge sharing, and professional growth. Mentees gain valuable academic and career insights, while mentors strengthen leadership and coaching skills by shaping future peers. The initiative helps develop future-ready talent, enhance leadership skills, and build brand presence among emerging business professionals, creating value for both participants and partners alike.



## BEYOND THE LECTURE

Beyond the Lecture is an academic engagement initiative that fosters dialogue between students and faculty outside the classroom. By providing direct access to professors and TAs in an interactive setting, the event encourages academic exploration, mentorship, and informed course selection. It supports the development of well-rounded graduates prepared for future success. Partners gain visibility while aligning with an initiative that promotes education and community investment among emerging talent.



## MASTER YOUR MONEY

Launched in 2025, Master Your Money is IBA's newest initiative dedicated to financial literacy and personal finance. The event equips students with confidence in managing money through expert-led sessions and interactive panels on budgeting, investing, credit, and long-term planning. Its inaugural year featured representatives from TD Canada Trust, Road to Freedom, IG Wealth Management, Ten Accounting, Capgemini, Empire Life, EY, Dell Technologies, Scotiabank, and Volaris Group, among others.







# CASE COMPETITIONS

IBA takes great pride in its ongoing role as the host of the three largest case competitions on the UTM campus, along with three complementary case workshops

## READY, SET, MARKET (RSM)

RSM 2024 brought together 140+ students for one of IBA's longest-running and most celebrated case competitions. This event aims to foster networking opportunities and enhance the participants' professional skill set, encompassing a diverse range of abilities such as problem-solving and presentation skills. The immersive day-long conference strives to captivate business students by challenging them to tackle a genuine marketing problem posed by a sponsoring organization.



## FINANCE INNOVATION COMPETITION (FINCOMP)

FinComp offers delegates firsthand exposure to the fast-evolving FinTech industry, simulating real-world decision-making through the lens of industry professionals. In 2025, participants reimaged Disney's future, with representatives from BlackRock, J.P. Morgan, OТПP, Apple, PwC, Deloitte, and more providing mentorship and networking. FinComp continues to stand as a flagship platform for innovation, strategy, and industry connection.



## SHOW ME THE GREEN (SMG)

SMG engages students in tackling pressing global issues through sustainability, innovation, and strategy. For 2025, SMG was rebranded as Crisis Control Challenge (CCC), marking a new chapter in the competition's history. This year, over 200 students analyzed NVIDIA's response to DeepSeek AI's model R1, supported by 40+ industry representatives from Air Canada, Microsoft, PepsiCo, SickKids, Canada's Big 5 banks, and the Big 4 firms. The competition champions creative solutions that drive sustainable business practices and forward-thinking impact.







# NETWORKING NIGHTS

IBA remains committed in its mission to connect hundreds of students with industry professionals through a diverse range of networking events.

## BIZBANQUET

BizBanquet is IBA's ultimate networking event, that unites students and industry professionals in an evening of recognition, connection, and opportunity. BizBanquet 2025 featured representatives from Deloitte, EY, KPMG, IBM, Capgemini, RBC, BCG, PwC, P&G, Canada Life, SAP, and more, creating opportunities for meaningful conversations and career exploration. The event serves as a launchpad for lasting relationships within the business community.



## WOMEN IN BUSINESS

Women in Business showcases accomplished female leaders and highlights the importance of diversity in leadership. The event provides students with connections and skill development through panels and workshops. In 2025, Women in Business featured representatives from PwC, Planetary Technologies, Softchoice, McKinsey, BCG, RBC, Dell, P&G, KPMG, Canada Life, and more. WIB continues to highlight the importance of representation while inspiring students to pursue their goals with resilience and purpose.



## ACCOUNTING EXPO

Accounting Expo is an interactive event for students interested in accounting. Industry professionals serve as guest speakers, sharing expertise and insights into various accounting disciplines. Participants explore financial accounting topics through presentations, discussions, and Q&A. Accounting Expo enhances students' knowledge, skills, and understanding of accounting principles in real-world contexts, helping to build a solid foundation for a successful accounting career.







# NETWORKING NIGHTS

IBA remains committed in its mission to connect hundreds of students with industry professionals through a diverse range of networking events.

## BANKING EXPO

Banking Expo is designed for students eager to explore the dynamic world of banking and finance. The event features industry experts and recruiters who share insights through discussions, presentations, and workshops, covering a range of banking domains. Students gain exposure to career pathways, industry trends, and practical skills. An exclusive networking session further allows attendees to connect with professionals, receive mentorship, and build knowledge to excel in future careers.



## CONSULTING EXPO

Consulting Expo introduces students to the dynamic consulting industry through discussions, presentations, and workshops led by industry professionals. The event highlights the diverse nature of consulting, providing attendees with insights into career pathways, industry practices, and essential skills. An exclusive networking session connects students with representatives for mentorship and guidance, offering practical knowledge and hands-on experience that empower participants to navigate the consulting field and prepare for successful future careers.



## FIRM VISITS

Firm visits provide students with firsthand exposure to leading organizations, offering opportunities to explore career paths, connect with professionals, and experience workplace culture. Last year, IBA made history with its first-ever firm visit to EY's Downtown Toronto office, giving students a rare inside look at a Big Four firm. Students engaged with professionals and recruiters, learned about consulting, auditing, and recruitment, and left inspired to pursue future opportunities.







## TIMELINE FOR THE YEAR

### SEPTEMBER

- ✓ Bizmentorship

### OCTOBER

- ✓ Accounting Expo
- ✓ Women in Business
  - Beyond the Lecture

### NOVEMBER

- ✓ Banking Expo
- ✓ Ready Set Market – Case Competition
- ✓ Firm Visit Series 1
- ✓ BizBanquet

### DECEMBER

### JANUARY

- ✓ Consulting Expo
- ✓ FinComp – Case Competition

### FEBRUARY

- ✓ Master Your Money

### MARCH

- ✓ Show Me the Green – Case Competition

### APRIL

- BizFormal
- Executive Team Elections

#### Key symbols:

- ✓ Networking-oriented events and events with a networking portion

#### Please note:

The exact dates of the events are going to be published closer to the events themselves.





## PARTNERSHIP OPPORTUNITIES

Conference Presentation & Speaking Opportunities		Standard	Premium	
1	Priority consideration for presenting at either opening or closing ceremonies of preferred events (limited spots)		✓	
2	Representation on the judging panel for the case of your choice (limited spots)		✓	
3	Exclusive rights to host a workshop at an event of your choice (limited spots)	✓	✓	
4	Opportunity to participate as a guest speaker for Project Innovate – IBA's Podcast (limited spots)	✓	✓	

Student Interaction & Exposure		Standard	Premium	
5	Advertise at select events, including one major event and two minor events of your choice		✓	
6	Access to resumes of student delegates attending case competitions		✓	
7	Legacy Sponsor Exposure		✓	
8	Logo placement on virtual backgrounds, banners, or presentation deck at an event of your choice	✓	✓	
9	Exclusive opportunity to interview, meet and collaborate with participants at IBA events	✓	✓	
10	Inclusion of promotional material in delegate packages for events	✓	✓	



Promotion, Social Media & Co-Branding Opportunities		Standard	Premium	
11	Recognition as a sponsor on delegate name tags for preferred events		✓	
12	Instagram and LinkedIn posts (1 per 3 months) + Instagram Story (3 slots over 3 months)		✓	
13	Mention of partnership status in emails to event attendees for all IBA events	✓	✓	
14	Certificate of community involvement (for participation in ESG-related initiatives)	✓	✓	
15	Feature in the IBA Newsletter	✓	✓	
16	Your logo displayed on the IBA Website with links to your website	✓	✓	

Stand-Alone Options	
17	Exclusive right to host an info session virtually or in-person (upon request)
18	Customized packages are available (upon request)

**Note:** Sponsorship opportunities are flexible and can be tailored to meet your specific needs. Sponsors may choose to support individual events on a per-event basis, without any obligation to commit to all events. We encourage you to connect with us to explore options that best align with your goals.

## OTHER WAYS TO CONTRIBUTE



Networking  
Representatives



Information  
Sessions



Guest  
Speakers

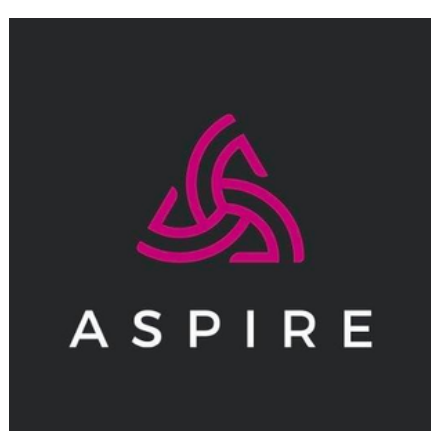




## OUR SPONSORS



Master of Management &  
Professional Accounting







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