



2012 Nicol Entrepreneurial Award Partnership Opportunities

Introduced in 1997, the Nicol Award is the result of the burning entrepreneurial passion of founder Wes Nicol, a successful Ottawa-based business leader. Wes' vision was to create a unique, national-award program for young entrepreneurs, that:

- Recognizes, celebrates, and champions the entrepreneurial spirit
- Mirrors real-world pressures and conditions that an entrepreneur faces in getting the financial backing and support they will need to get started
- Attracts the brightest students from multiple disciplines: business, engineering, philosophy, science, art, and others
- Helps to develop the next generation of entrepreneurs to drive the Canadian economy

This competition has become a respected annual event that consistently attracts the brightest up-and-coming entrepreneurs in the country. The original Award was endowed at Carleton University, Wes' alma mater, and has been a successful annual event at the Sprott School of Business since. This year, sixteen Canadian universities will participate in local and regional competitions that culminate in the six top teams coming to Ottawa for the National Competition on March 27, 2012. The Gala dinner event is televised several times after the event on Rogers TV.

This year we are honoured to have Annette Verschuren as our keynote speaker. Annette was formerly president of The Home Depot Canada and Asia, overseeing the growth of the company's Canadian operations from 19 to 180 stores between 1996 and 2011. She, also, served as executive vice-president at Canada Development Investment Corporation, privatizing crown corporations, before joining Imasco Ltd. as vice-president, corporate development. Immediately prior to joining The Home Depot, Ms. Verschuren was president and co-owner of Michaels of Canada. Annette is the Chair of the Governor General's Canadian Leadership Conference 2012 and is on the Board of Liberty Mutual, Icyne Inc., Habitat for Humanity and the Conference Board of Canada.

We offer two levels of partnership opportunities:

DOCTORATE SPONSOR (\$7,500)

- Recognition from the podium
- One table of 10 at Gala
- Option to invite up to two of the competing students as guests at your table
- Invitation to your table to attend the Post-Gala VIP Reception
- Logo and link to corporate website from the Nicol Award website
- Logo on all Nicol Award promotional materials, including two Citizen ads
- Mention in Nicol Award "newscast", played at gala and in the Nicol Award show televised several times after the event by Rogers TV
- Full page ad in Gala program (premium position's based on first come first served)
- Largest format logo on Sponsor Slideshow at Gala and in Gala program

MASTER SPONSOR (\$2,500)

- Recognition from the podium
- One table of 10 at Gala
- Logo and link to corporate website from the Nicol Award website
- Invitation to your table to attend the Post-Gala VIP Reception
- Logo on all Nicol Award promotional materials, including two Citizen ads
- Medium format logo on Sponsor Slideshow at Gala and in Gala program

Corporate Tables of 10 are also available for purchase at \$1400 per table.