



**Cor Van Raay**  
**4<sup>th</sup> Agribusiness Case Competition**  
**Sponsorship Opportunities**  
Oct. 26-27, 2018

University of  
Lethbridge



**Lethbridge**  
**College**



## INTRODUCTION

The University of Lethbridge and Lethbridge College are proud to cohost the fourth annual Cor Van Raay Agribusiness Case Competition, the first of its kind in Western Canada. This event is tailored for college and university undergraduate students from Lethbridge College, University of Lethbridge and other post-secondary institutions throughout western Canada. These students come from a range of disciplines including Agricultural Studies, Economics, Commerce and Business programs.

A chosen Agribusiness case will be distributed. Students will compete in teams of up to five and have four hours to analyze a written case and develop an innovative solution. Students will then deliver a 15 minute presentation to a panel of judges to demonstrate a working knowledge of agribusiness and agriculture.

Students participate in a variety of professional development activities that will strengthen students' teamwork, problem solving and networking skills, while introducing them to professionals in the industry. These activities include applying their theoretical knowledge to develop a practical solution for the chosen case; practising their presentation and public speaking skills; networking opportunities with industry professionals, sponsors, faculty and students; as well as numerous opportunities to learn about the business of agriculture and potential career paths in the agribusiness sector.



Population growth coupled with ongoing technological change and improved prosperity is impacting the challenges and skills required to be successful in agriculture and agribusiness on a global stage. Cor Van Raay has donated \$5 million to Lethbridge College and the University of Lethbridge, jointly, to establish the Cor Van Raay Southern Alberta Agribusiness program. With the establishment of this program we will be able to produce graduates who are ready for the diverse current and emerging career opportunities within the agricultural industry on a regional, provincial, national and international stage.

The Cor Van Raay Southern Alberta Agribusiness Program, a joint program offered by the College and the University, will be focusing on agriculture-related education opportunities in the areas of Ag-economics, business development, entrepreneurship, finance, human resource management, commodity and future trading and general management and leadership with a focus on agricultural innovation. The primary objective of this program is to create future opportunities to educate upcoming generations in agribusiness practices that enable them to successfully operate wide ranging businesses in the agricultural sector. We are currently working to establish a major in Agricultural Enterprise Management (AEM) at the Dhillon School of Business.

In September, Lethbridge College will launch the new AEM diploma. AEM is expected to reach a broad range of students with diverse backgrounds and will connect them in new ways with the agricultural industry. The AEM program goes well beyond a theoretical approach including blended and experiential learning as well as applied research, working with and for the agricultural industry to help solve real-world problems.



# EVENT AGENDA

## Networking Event and Keynote Speakers

Friday Oct. 26<sup>th</sup> 5:30 – 9 p.m.

Markin Hall Atrium, University of Lethbridge



## Case Competition

Saturday Oct. 27<sup>th</sup> 7:30 a.m. – 5:30 p.m.

Markin Hall, University of Lethbridge



## Mixer, Gala Dinner, and Awards

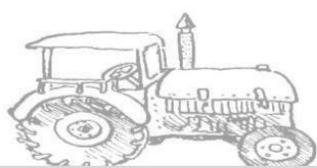
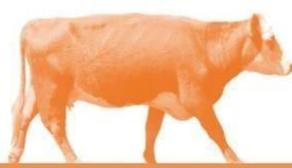
Saturday Oct. 27<sup>th</sup> 5:30 - 9 p.m.

Garden Court, Lethbridge College



# OPPORTUNITIES FOR SUPPORT

There are several opportunities for individual and corporate sponsorship for the 2018 Cor Van Raay Agribusiness Case Competition. If you are interested in being one of our valued sponsors, below are the available sponsorship opportunities.

 <ul style="list-style-type: none"> <li>• Optional 5 minute welcome presentation at Saturday's Gala</li> <li>• Opportunity to judge Presentations</li> <li>• Master of ceremonies recognition Friday and Saturday evening</li> <li>• Enlarged logo with prime placement on all promotional material including social media</li> <li>• Optional sponsor table located in prime location on Friday evening</li> <li>• Invitation to networking event on Friday evening and the opportunity to watch student presentations Saturday</li> <li>• 8 priority tickets for gala dinner on Saturday</li> <li>• Opportunity to donate swag for the swag bags for participants</li> <li>• Option: resumes of competitors</li> </ul> <p style="text-align: center;"><b>\$3000</b> (2 available)</p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">GOLD SPONSOR</p>	 <ul style="list-style-type: none"> <li>• Master of ceremonies recognition Friday and Saturday evening</li> <li>• Logo placement on the second tier of all promotional material</li> <li>• Optional sponsor table located in second choice location on Friday evening</li> <li>• Invitation to networking event on Friday evening and the opportunity to watch student presentations Saturday</li> <li>• 4 tickets for gala dinner on Saturday</li> <li>• Opportunity to donate swag for the swag bags for participants</li> <li>• Option: resumes of competitors</li> </ul> <p style="text-align: center;"><b>\$1500</b> (6 available)</p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">SILVER SPONSOR</p>	 <ul style="list-style-type: none"> <li>• Logo placement on the third tier of all promotional material</li> <li>• Invitation to networking event on Friday evening and the opportunity for one person to watch student presentations on Saturday</li> <li>• 2 tickets for gala dinner on Saturday</li> <li>• Opportunity to donate swag for the swag bags for participants</li> <li>• Option: resumes of competitors</li> </ul> <p style="text-align: center;"><b>\$500</b> (8 available)</p> <p style="text-align: center; font-weight: bold; font-size: 1.2em;">BRONZE SPONSOR</p>
---	---	--



# CONTACT INFORMATION

Amber Christianson  
University of Lethbridge – Markin Hall M4076  
(403) 332-4419  
[agribusiness@uleth.ca](mailto:agribusiness@uleth.ca)

