



FUSE SOCIETY

SPONSORSHIP PACKAGE

2025 EDITION

**BRIDGING BUSINESS ACADEMIA
AND THE REAL WORLD**

SECTION 1 | BY THE NUMBERS

SECTION 2 | WHAT IS FUSE?

SECTION 3 | PAST EVENTS & INITIATIVES

SECTION 4 | WHY SPONSOR US?

SECTION 5 | HOW TO CONTRIBUTE

SECTION 6 | CONTACT INFORMATION

SECTION 7 | PAST SPONSORS

Since its founding, FUSE Society has engaged students from diverse demographics across Canada. **Here is our impact:**



6500+ past attendees



100+ schools taught



3,400+ followers across LinkedIn, Instagram, and Facebook



Established in **3 provinces** - Alberta, British Columbia and Ontario

3500+

website views annually

20+

on our dedicated team

FUSE Society's mission is comprised of three major pillars:



IMPROVE BUSINESS LITERACY

We aim to bridge the gap between the classroom and the real world, cultivating an analytical mentality and challenging youth to develop innovative solutions to real-world problems.



ELIMINATING FINANCIAL BARRIERS

With free resources to combat monetary obstacles, our goal includes materials to engage with students who lack the opportunities to gain business experience



PREPARATION FOR POST SECONDARY

Our events strive to provide students with insight into the holistic university experience.

FUSE Society is a federally registered, youth-led non-profit that strives to bridge the gap between business academia and the real world. Since its founding in 2016 by two Vancouver high-school students, FUSE targets business literacy through:

1

Distributing free, case-based learning tools and workshops to high school business classes in the form of National Business Program (NBP).

2

Connecting high school students to business post-secondary options through our FUSE circuit.

3

Inspiring application of business knowledge and case analysis skills through annual FUSE case competitions.

FUSE CIRCUIT



FUSE Society hosts an annual online program connecting business university admissions officers to inquiring high school students across Canada.

In the past year, the event garnered **over 400 attendants**, and was held in partnership with admissions officers from the **University of Toronto, York University, and The University of Western Ontario.**

AMBASSADOR PROGRAM

FUSE ensures passionate youth can be involved in organizing our events and programs. We annually recruit ambassadors from across the country to improve marketing, logistics, outreach, and engage them in the development of our initiatives.

We have been expanding our reach by recruiting ambassadors from outside our 3 major provinces to broaden FUSE's national impact.



NATIONAL BUSINESS PROGRAM (NBP)



Since **FUSE's** founding, our initiatives have been spearheaded by the **National Business Program (NBP)** which has educated and inspired high school students from all across Canada with business literacy skills. Our program has been used in **over 100 schools** across **3 provinces**.

Lessons created by our experienced Academia team sharpen students' personal finance and entrepreneurship knowledge in preparation for a multitude of case competitions.

FUSE FINALE COMPETITION

FUSE organizes an annual case competition, **FUSE Finale**, using real company problems to provide an interactive competition experience that develops competitors' critical and creative thinking.

In past years we have **partnered with Vancity, Leons and more** to provide students with real world business case experience. Over **150 students** competed in Finale last year from **3 provinces** - marking a **60% increase** from prior years.





COMMUNITY INVOLVEMENT

Fuse has connected with over **100+ schools** and **6500+ students** across Ontario, British Columbia, and Alberta. Your contributions will allow us to bring high quality business-focused curriculum, hands-on activities, and events to allow student's to reach their full potential in the field of business. Your company will also be able to connect directly with our competitors with **employee involvement opportunities** such as speaking and judging at competitions.



CSR Impact

Sponsoring FUSE demonstrates your company's CSR values in **action**. Your initiative in supporting business education for youths highlights your dedication to investing in the **future leaders** of industries.

Sponsoring FUSE not only amplifies the company's reputation but also builds long-lasting relationships with future generations and communities across Canada. This further exemplifies the company's dedication to being a **proactive** leader and a **prominent** corporate citizen.



Customized Benefits

FUSE offers tailored sponsorship benefits to meet your company's goals and values. Whether you are interested in employee volunteering opportunities or more engagement with youths in various ways, we can **collaborate to develop a plan that fits your objectives**.



SPONSORSHIP TIERS

| BENEFITS | SILVER | GOLD | PLATINUM | PRIME |
|---|--------|-------|--------------|--------------|
| Logo and link on the FUSE Society website | ✓ | ✓ | ✓ | ✓ |
| Posts on Social Media platforms (Instagram, Facebook, LinkedIn) | ✓ | ✓ | ✓ | ✓ |
| Recognition during FUSE event(s) opening or closing ceremony | ✓ | ✓ | ✓ | ✓ |
| Logo on event guides & schedules | | ✓ | ✓ | ✓ |
| Judge representation during FUSE Finale from your company | | | ✓ | ✓ |
| Email Blasts: logo and website on email footers | | 1x | 2x | 3x |
| Logo on NBP resources sent to over 50 schools | | | ✓ | ✓ |
| Live presentation or workshop at FUSE Finale | | | ✓ | ✓ |
| Promotional Company Video on our Website and/or at Ceremonies | | | ✓ *30 sec | ✓ *60 sec |
| Main sponsor of Circuit and/or Finale | | | | ✓ |
| Feature on Finale case study | | | | ✓ |
| Sponsorship that lasts the full FUSE Society year | | | | ✓ |
| SPONSORSHIP AMOUNT | \$100 | \$500 | \$750 | \$1,000+ |

By sponsoring us, you'll be contributing to our mission, and helping us:

1

BOLSTER COMMUNITIES

Help financially support events and initiatives for our over 250+ yearly event attendees

2

MOLD THE FUTURE

Support student communities with poor access to business education resources.

FUSE Society also offers a variety of sponsorship benefits; we seek to represent your community by:

1

ILLUMINATING YOUR BRAND

Increase your brand awareness by displaying your logo on FUSE's website and our social media platforms with 3400+ followers

2

COMMUNICATING YOUR STORY

The opportunity to speak at our opening and/or closing ceremonies will allow you to connect with our platform and communicate your campaign's story.

3

UNDERSTANDING OUR AUDIENCE

A connection with FUSE will help you gain insight into our high school attendees, audience, and alumni to support your connection to youth in the community.

MONETARY DONATIONS



Monthly fees for online subscriptions (Zoom, Slack) to conduct online events and internal communication



Prizes and recognition for event winners



Advertising budget to avail ourselves to emerging business leaders

GIFT CARDS



Raffle draws incentives for event participants



Honorarium for speakers and judges



Scholarships for designated program opportunities

We **greatly appreciate** your time in reviewing our sponsorship package and your recognition of the importance of promoting business leaders and business skills outside the classroom.

To turn **FUSE's vision** into a reality, we depend on organizations like yours to support our cause. Our partners and sponsors provide the necessary resources, tools and expertise of achieving our mission, allowing us to open the door for hundreds of students to take their first step into the world of business.

We hope you consider **joining us as a sponsor** and taking this step alongside FUSE Society.

 contact@fusesociety.ca

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PLATINUM SPONSORS



GOLD SPONSORS



CASE PARTNERS



PRIME SPONSORS





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