

SPONSORSHIP PACKAGE

2026-2027



BUSINESS INNOVATION AND AI COMMITTEE

An Official Subsidiary of CASA · John Molson School of Business · Concordia University



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ABOUT US

About BIA

The Business Innovation and AI Committee is a student-led organization at Concordia University's John Molson School of Business and an official subsidiary of CASA. We bring together students from across all business disciplines around a single, urgent question: how is artificial intelligence reshaping the way business is done, and how can students be ready for it?

Born from FINDAC, Concordia's first financial data science club, BIA evolved through direct student demand and industry signals. Our rebrand reflects a deliberate strategic expansion: from a technically-focused finance club to a broad, accessible hub for AI in business, covering AI literacy, prompt engineering, automation, agentic AI, and practical business applications across every major.

We are built on the belief that the next generation of business leaders doesn't just need to understand what AI is, they need to know how to use it. BIA is the space where that happens.

ENTREPRENEURIAL MINDSET	APPLIED LEARNING	INDUSTRY CONNECTION
Initiative, curiosity, and strategic thinking are at the core of everything we do.	Students go beyond theory, working on real challenges and building practical AI skills.	We connect students directly to professionals, companies, and opportunities.

OUR HISTORY

History of BIA

From a pioneering financial data science club to Concordia's official hub for AI in business, here is how BIA came to be.

2025

FINDAC Founded

- ◆ 6 educational seminars on ML, neural networks, transformers, and AI ethics.
- ◆ Sold-out panel and networking event with over 90 attendees.
- ◆ Partners: National Bank, RBC, Microsoft, VFFICE, Raymond James.
- ◆ 40 membership applications received from JMSB students.



April 2026

2026-2027

Rebranded to BIA, Accepted by CASA

- ◆ FINDAC strategically expanded its mandate to cover all of AI in business.
- ◆ Rebranded as the Business Innovation and AI Committee.
- ◆ Officially accepted as an official subsidiary of CASA at JMSB.

Looking Ahead

- ◆ 4 flagship events: AI Fundamentals, Case Competition, AI in Business Conference, BIA's Den.
- ◆ Launch of the Research Team working on real company mandates.
- ◆ Expanding industry partnerships and the Board of Directors.

OUR MANDATE

What We Stand For

BIA's mandate is to help business students understand how artificial intelligence is reshaping industries, and to equip them with the knowledge, tools, and perspective needed to succeed in a rapidly evolving professional world.

<p>AI Literacy & Applied Skills</p>	<p>Through seminars and workshops, we teach students how AI actually works, from large language models to prompt engineering, model selection, and workflow automation. The goal is not just to understand AI, but to use it with confidence and intention.</p>
<p>Research Team & Real Mandates</p>	<p>BIA's research team is composed of high-potential students selected through a rigorous process. They work on real company mandates, solving business problems and delivering practical, AI-driven solutions, giving students hands-on experience that sets them apart.</p>
<p>Events, Panels & Competitions</p>	<p>From flagship networking events and industry panels to case competitions and pitch competitions, BIA creates high-impact opportunities for students to engage with professionals, showcase their abilities, and build meaningful relationships.</p>
<p>Industry Bridge</p>	<p>BIA serves as a bridge between the academic world and the business community. By bringing industry professionals onto campus and facilitating access to partner firms, we strengthen the connection between JMSB students and the rapidly evolving AI landscape.</p>

PARTNERSHIP VALUE

Why Partner With BIA

AI in business is no longer a niche conversation, it is the defining shift of our generation. BIA sits at the center of that conversation at Concordia, making us a uniquely strategic partner for organizations that want to engage the next wave of business talent.

- 01** **Broader, More Diverse Talent Pool**
 BIA reaches students across all JMSB disciplines, finance, marketing, consulting, operations, entrepreneurship and more. Our mandate is not niche; it is as broad as AI's impact on business itself.
- 02** **Validated Student Interest**
 In our first year, we delivered 6 educational seminars, hosted a sold-out panel and networking event with 90 tickets sold, and received 40 club membership applications, all before officially joining CASA.
- 03** **Industry-Relevant Programming**
 Every BIA initiative is designed around skills and topics that matter in today's business environment: AI tools, automation, agentic AI, prompt engineering, and real-world problem-solving through our research team.
- 04** **Authentic Campus Presence**
 BIA creates focused, professional settings where meaningful student-industry interaction happens, not just brand exposure, but genuine relationship-building with motivated, curious students.
- 05** **Growing Platform**
 As an official CASA subsidiary, BIA now has the infrastructure, visibility, and institutional backing to scale. Partners who join early gain positioning as BIA grows into a flagship presence at JMSB.

EVENT 01

AI FUNDAMENTALS

Navigating the Future With the Right Mindset

Event Overview

AI Fundamentals is BIA's fall flagship networking event, bringing together students and industry professionals for an evening of expert-led panel discussions and open networking. The event explores how artificial intelligence and data-driven thinking are reshaping the way businesses operate, and what it means for the students entering that world.

Why It Matters for Partners

This event provides partners with direct visibility among a highly engaged, cross-disciplinary student audience. Panel discussions focus on practical applications, emerging AI trends, and career implications, bridging academic learning with real industry perspective. It is the opening moment of BIA's academic year and sets the tone for everything that follows.

Partner & Sponsor Benefits

- Brand visibility in front of a broad, motivated student audience
- Panel participation opportunity alongside industry leaders
- Booth presence during open networking session
- Direct interaction with students across all JMSB disciplines
- Social media recognition and on-stage acknowledgement
- Year-round logo placement on the BIA website

EVENT 02

CASE COMPETITION

Real Problems. Real Talent. Real Results.

Event Overview

BIA's case competition challenges student teams to solve a real-world business or AI-related problem developed in collaboration with industry partners. Teams analyze the case under time constraints and present their recommendations to a panel of professional judges, making it BIA's premier talent identification event.

Why It Matters for Partners

The competition closely mirrors the analytical and problem-solving environments used in consulting, finance, and technology roles. It gives partner organizations a live view of candidates' thinking, teamwork, and communication skills, making it one of the most effective early recruitment and talent identification tools available on campus.

Partner & Sponsor Benefits

- Option to co-design the case with BIA around a real business challenge
- Participation as a judge, direct exposure to top student talent
- Live evaluation of candidates in a high-pressure setting
- Access to student resume booklet for post-event recruitment
- Networking mixer and award ceremony following presentations
- Year-Round logo placement on the BIA website

EVENT 03

THE AI IN BUSINESS CONFERENCE

BIA's Flagship Event of the Year

Event Overview

The AI in Business Conference is BIA's most prestigious event, a full-scale conference featuring three expert-led panels exploring how AI is redefining business across industries. The conference brings together professionals, students, and entrepreneurs for an evening of high-impact dialogue and open networking.

Why It Matters for Partners

For partners, this is the highest-visibility opportunity BIA offers. The conference attracts the largest and most cross-disciplinary audience of the year, creating a professional, high-caliber environment where brand presence carries real weight. It positions your organization at the center of one of the most important conversations in business today.

Partner & Sponsor Benefits

- Maximum brand visibility at BIA's most prestigious, large-scale event
- Panel participation opportunity across multiple expert-led discussions
- Booth presence during the open networking session
- On-stage recognition in front of the full conference audience
- Media coverage and year-round social media acknowledgement
- Year-round logo placement on the BIA website

EVENT 04

BIA'S DEN

The AI Pitch Competition

Event Overview

BIA's Den is an open, university-wide pitch competition where student teams present original product or business concepts that incorporate AI, in front of a live audience and a panel of professional judges. The event is open to students across all universities, significantly expanding BIA's reach and creating a dynamic, public-facing showcase of student innovation. Think Shark Tank, reimagined for the AI generation.

Why It Matters for Partners

BIA's Den is unlike any traditional case competition, it is a live show. The open format, multi-university reach, and entrepreneurial energy make it the most visible and media-friendly event on BIA's calendar. For sponsors, it offers a unique opportunity to engage with the next generation of entrepreneurial AI talent in an exciting, high-energy setting.

Partner & Sponsor Benefits

- Prominent brand presence at a high-energy, public-facing live event
- Participation as a judge, direct exposure to entrepreneurial talent from multiple universities
- Access to student resume booklet and post-event recruitment opportunities
- Media coverage reaching beyond Concordia's campus
- Social media acknowledgement and on-stage recognition
- Year-round logo placement on the BIA website

SPONSORSHIP OPPORTUNITIES

Partnership Overview

Partnering with BIA means placing your organization at the intersection of business and AI, the most actively evolving space in today's professional world. Our partners gain on-campus visibility, direct access to a driven and diverse student talent pool, and meaningful opportunities to engage with the next generation of business leaders before they enter the workforce.

We offer two partnership models: an Annual Partnership for organizations seeking sustained campus presence throughout the year, and Single Event Sponsorships for targeted engagement at specific events. All partnerships are subject to personal tailoring.

<p>ANNUAL PARTNER</p>	<p>\$8,000</p>	<p>Year-round brand visibility, priority access to all events, VIP benefits including exclusive Office Tour access. Ideal for organizations with sustained recruitment needs or strong interest in early talent engagement.</p>
<p>SINGLE EVENT SPONSOR</p>	<p>\$1,500-\$3,500</p>	<p>Targeted engagement at one of BIA's four major events. Available at Gold, Silver, and Bronze tiers with varying levels of visibility, representatives, and privileges.</p>

ANNUAL PARTNERSHIP

BIA Annual Partner, \$8,000

Designed for organizations seeking sustained campus presence, long-term brand positioning, and continuous access to BIA's growing, cross-disciplinary student community throughout the full academic year. Ideal for firms with recurring hiring needs or a strong commitment to early talent engagement in the AI-in-business space.

Privilege	Included
Year-round brand visibility across all BIA platforms and events	✓
Priority participation across all four BIA flagship events	✓
Representatives per major event	4+
On-stage recognition at all flagship events	✓
Panel participation opportunities	✓
Booth setup at all networking events	✓
Access to student resume booklet	✓
Access to targeted student mailing list	✓
Social media acknowledgement across all events	✓
Year-round logo placement on the BIA website	✓
Media coverage	High
EXCLUSIVE: Office Tour for your firm (VIP benefit)	

* Partnerships are subject to personal tailoring.

SINGLE EVENT, EVENT 01

AI Fundamentals

Best Suited For

Organizations looking for targeted visibility and direct engagement with a broad, cross-disciplinary student audience interested in AI and business.

Privilege	Gold	Silver	Bronze
Event participation	✓	✓	✓
Number of representatives	4	3	2
On-stage acknowledgement	✓	✓	,
Panel participation opportunity	✓	,	,
Booth setup during networking	✓	✓	,
Access to student resume booklet	✓	✓	✓
Social media acknowledgement	✓	✓	✓
Media coverage	High	Mid	Low
Investment	\$3,500	\$2,500	\$1,500

* All partnerships are subject to personal tailoring.

SINGLE EVENT, EVENT 02

Case Competition

Best Suited For

Organizations interested in using a live, real-world setting to evaluate analytical thinking, problem-solving, and communication skills for early-stage talent identification.

Privilege	Gold	Silver	Bronze
Participation as judge or observer	✓	✓	✓
Number of representatives	3	2	1
Option to co-design the case	✓	,	,
On-stage acknowledgement	✓	✓	,
Access to student resume booklet	✓	✓	✓
Direct recruitment positioning	✓	✓	,
Social media acknowledgement	✓	✓	✓
Media coverage	High	Mid	Low
Investment	\$3,500	\$2,500	\$1,500

* All partnerships are subject to personal tailoring.

SINGLE EVENT, EVENT 03

The AI in Business Conference

Best Suited For

Organizations looking for maximum visibility and direct engagement with the largest, most prestigious audience on BIA's calendar.

Privilege	Gold	Silver	Bronze
Event participation	✓	✓	✓
Number of representatives	4	3	2
On-stage acknowledgement	✓	✓	,
Panel participation opportunity	✓	,	,
Booth setup during networking	✓	✓	,
Access to student resume booklet	✓	✓	✓
Social media acknowledgement	✓	✓	✓
Media coverage	High	Mid	Low
Investment	\$4,000	\$3,000	\$2,000

* All partnerships are subject to personal tailoring.

SINGLE EVENT, EVENT 04

BIA's Den, The AI Pitch Competition

Best Suited For

Organizations looking to engage with entrepreneurial student talent from across multiple universities in a high-energy, public-facing live pitch competition.

Privilege	Gold	Silver	Bronze
Event participation	✓	✓	✓
Number of representatives	4	3	2
Participation as judge or observer	✓	✓	,
On-stage acknowledgement	✓	,	,
Booth setup during event	✓	,	,
Access to student resume booklet	✓	✓	✓
Social media acknowledgement	✓	✓	✓
Media coverage	High	Mid	Low
Investment	\$4,000	\$3,000	\$2,000

* All partnerships are subject to personal tailoring.

VIP BENEFITS & ADD-ONS

Office Tour & Optional Add-Ons

EXCLUSIVE OFFICE TOUR

Annual Partner & Gold Sponsors Only

The BIA Office Tour is an exclusive, behind-the-scenes experience that BIA organizes for a curated group of high-potential students at partner firms. Students visit the company's offices, engage with professionals across key departments, and gain a genuine understanding of how the organization operates at the intersection of business and technology.

For partner firms, the Office Tour is one of the most effective ways to build early brand affinity, showcase company culture, and establish meaningful relationships with motivated talent, long before formal recruitment begins. This benefit is exclusively available to Annual Partners and Gold-tier sponsors.

Optional Add-Ons

Available to all BIA partners, subject to availability.

Add-On	Availability
Resume booklet access only	All partners
Dedicated recruitment email to BIA members	All partners
Booth-only option at networking events	Event dependent
Sponsored workshop or information session	Limited
Custom recruiting challenge or case add-on	Limited

OUR PARTNERS

Current Partners

BIA is proud to be supported by organizations that believe in student growth and innovation. Our current partners helped us build the foundation for what BIA is today, and they continue to play an active role in shaping the opportunities available to our students.



GET IN TOUCH

Contact Us

Interested in partnering with BIA? We'd love to connect and build something meaningful together. Reach out to us to discuss the right partnership for your organization.



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