

2020 - 2021



QUEEN'S ACCOUNTING ASSOCIATION

SPONSORSHIP PROSPECTUS



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MESSAGE FROM THE LEADERS

DEAR PROSPECTIVE SPONSORS,

We are pleased to introduce you to the Smith School of Business' premier accounting body, the Queen's Accounting Association (QAA). Well known and respected within the Commerce Society, we are an executive team comprised of 22 highly talented and committed students. Our mission is three-fold: to educate students about the accounting profession, present them with different opportunities in the accounting field, and support career development by connecting sponsors and students.

As a QAA 2020-2021 sponsor, you will have the unique opportunity to get involved with a wide variety of networking and educational events that we host throughout the academic year. Given the impact of COVID-19 on university gatherings, a number of events have been adapted to take place in a virtual setting, or tentatively postponed to the winter semester. You will be able to obtain continuous exposure to some of the highest calibre students in the country through our various promotional activities.

On behalf of QAA, we are thrilled to formally invite you to partner with us as we continue to connect students from a variety of faculties at Queen's University. Our membership- and student-base consists of a multitude of students who are interested in pursuing their CPA designations and a successful career in the accounting profession. Please take a moment to review the sponsorship opportunities that we are pleased to offer. If you have any questions and/or proposals for other tailored opportunities, we encourage you to reach out to our Industry Liaison Director.

Kind regards,



LILY ATKINSON
CO-CHAIR



ROBERT SCOTT
CO-CHAIR



NICHOLAS GULLEY
SPONSORSHIP DIRECTOR

About QAA

Backed by the largest membership base of any student-run organization within the Commerce Society, QAA has developed a highly reputable and distinguished position within the Queen's Smith School of Business. As the school's premier accounting body, the QAA Executive Team strives annually to maximize the benefits conferred to both our corporate sponsors and student members.

For our members and the broader student body, we ultimately strive to inform, connect, and help students land their dream jobs as they begin their long, rewarding careers. To achieve this, each year we host a series of highly successful networking and educational events. These unique events allow us to keep the student body informed about the value of CPA designations, the career opportunities that lie ahead, and to provide them with the means of connecting with firms that can help achieve career goals. That being said, these events are not only valuable for students, but beneficial to our sponsor firms.

By partnering with QAA, you immediately gain access to a talented base of students eager to pursue opportunities in the accounting profession. The Industry Liaison Team would be delighted to speak with you about any of the events discussed below and how a strategic partnership with QAA can help advance your firm on campus at Queen's University.



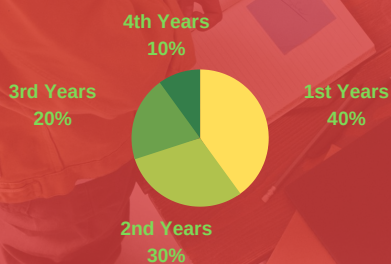
CPA Night 2020



Accounting Case Competition 2020

Queen's Accounting Association by the Numbers

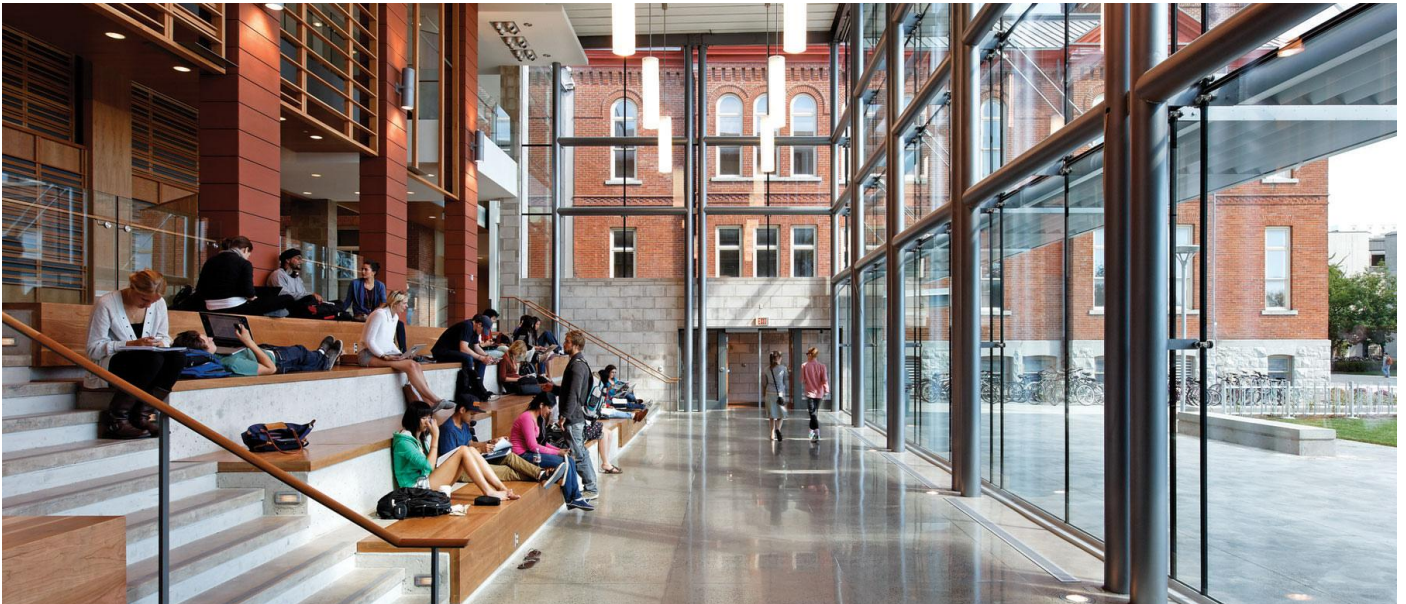
**500+ STUDENTS
ATTENDED OUR EVENTS
LAST YEAR**



*year composition of
our events*



**25% OF THE
GRADUATING CLASS
WENT INTO FULL-
TIME ACCOUNTING**



Why Sponsor QAA?



#1 Reach

Inform students about your firm and why you are the employer of choice. Through our online presence, promotional and print materials, you will have the opportunity to regularly communicate with over 500 students.



#2 Recruit

Be the first to recruit top level talent and establish your presence in the Queen's community, through both virtual and in-person channels, for the duration of the academic year.



#3 Network

Develop long-lasting meaningful relationships with a diverse group of high calibre students in each graduating year.



#4 Presence

Establish or enhance your firm's presence in the Queen's community and ensure you are at the forefront of students' minds when seeking employment.



Promotional Sponsorship Levels

Two-Tiered Sponsorship Opportunities

	Gold (\$500)	Silver (\$250)
Company event promotion on the QAA Facebook page	✓	✓
Company logo and description on the QAA website	✓	✓
Receive a copy of the QAA Members Resume Booklet	✓	✓
Company logo presented at all QAA events	✓	
Company highlighted on the QAA Instagram page	✓	
Company highlighted on the QAA LinkedIn page	✓	

QAA can offer your firm the unique opportunity to gain exposure and promote your events and job opportunities at the Smith School of Business. Our two-tiered structure has been designed for the 2020-21 academic year to meet your promotional needs regardless of the academic environment. The Silver tier, for only \$250, will allow your firm to advertise on QAA's Facebook page, have their logo and company description on the QAA website, and receive a copy of our Members Resume Booklet. The Gold tier, for \$500, will include all the Silver tier promotional benefits plus the additional opportunities to have your firm logo presented at all of QAA's non-sponsored events and have your logo highlighted on our Instagram and LinkedIn pages.

How to Reach Us

On behalf of the QAA team, we thank you for your time and consideration. We hope that you will accept our invitation to sponsor our association and help us make this year the most successful to date. For more information about partnership opportunities with QAA, feel free to contact our Industry Liaison Team who would be happy to discuss the sponsorship opportunities available to your firm for the upcoming academic year.



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