

BCIT

BCIT®

INNOVATE

**BCIT STUDENT INNOVATION CHALLENGE
SPONSORSHIP OPPORTUNITIES**

BRITISH COLUMBIA
INSTITUTE OF TECHNOLOGY

BCIT STUDENT INNOVATION CHALLENGE

bcit.ca/applied-research/students/innovate

BCIT Student Innovation Challenge is an annual competition providing students from across the institute to launch their entrepreneurial ideas, inventions, or applied research projects. The goal of the challenge is to create an inclusive space for innovation, encouraging students to turn their bright ideas into business plans and prototypes of commercial products.

The challenge is divided into three categories, Entrepreneurship, Applied Research and Sustainability. All participating students are offered the opportunity to attend entrepreneurship workshops and collaborate with faculty and researchers.

We invite you to become a sponsor and experience student innovation from its inception all the way to success.

You will have a unique opportunity to position your brand in front of 50,000 students, 18 - 25 year old demographic across five campuses and 380 programs – daily!

INDUSTRY SPONSORED PRIZES

| | |
|-----------|---------|
| 1st Place | \$3,000 |
| 2nd Place | \$1,500 |
| 3rd Place | \$500 |

100 PARTICIPANTS IN THREE CATEGORIES

Entrepreneurship, Applied Research and Sustainability

SPONSORSHIP DEADLINE

Feb 14 2025

FUNDRAISING GOAL

\$25,000

EXAMPLES OF THRIVING BUSINESSES THAT EMERGED OUT OF THE BCIT STUDENT INNOVATION CHALLENGE.



2019 WINNER: [DRIVE Hockey](#)



2019 WINNER: [Jones Baby and Co](#)



2021 WINNER: [Tea Gems](#)

SPONSORSHIP BENEFITS

For the best value, please confirm your sponsorship by December 2, 2024. Promotion of your company will begin from the point of sponsorship confirmation until the end of the challenge on April 2025. Promotions are negotiable to best fit your company's needs.

| | DISCOVERER \$500+ | INNOVATOR \$2,500+ | TRAILBLAZER [only 2 available] \$5,000+ |
|--|----------------------|-----------------------|---|
| HOSTING AND PARTICIPATION OPPORTUNITIES | | | |
| Attend closing award ceremony | ◆ | ◆ | ◆ |
| Attend the final round of pitches in | | ◆ | ◆ |
| Be a judge during the pitch round | | ◆ | ◆ |
| Lead sponsor for Applied Research or Entrepreneurship category. | | | ◆ |
| Announce the winner at the awards ceremony | | | ◆ |
| Present the award to the students | | | ◆ |
| Photo opportunity at the awards ceremony with BCIT President, promoted via social media channels | | | ◆ |
| LOGO AND NAME RECOGNITION | | | |
| Logo featured on all BCIT promotional print materials, social media, rave cards and posters | ◆ | ◆ | ◆ |
| Company logo and link featured on BCIT website | Logo | Logo/Link | Logo/Link |
| Name and logo featured at closing award ceremony | Logo | Logo/Link | Logo/Link |
| Verbal recognition of company at the closing award ceremony | ◆ | ◆ | ◆ |
| Name mention on BCIT social media channels | ◆ | ◆ | Logo/Link |

THANK YOU

This partnership will provide invaluable support to the future innovators and we welcome your feedback and opportunity to discuss this partnership further, please contact:

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bcit.ca/innovate

