



SFU Finance Student Association

# **SPONSORSHIP PROPOSAL**

*Presented to: Prospective Partner*

2025-2026

Prospective Partner  
Vancouver, BC

Dear Prospective Partner,

Thank you for taking the time to connect with the SFU Finance Student Association (FINSA). We are deeply grateful for your support in fostering the next generation of finance professionals.

At SFU FINSA, we represent one of the most sought-after concentrations among more than 4,000 BBA candidates at the Beedie School of Business. Our alumni have earned strong placements at leading firms such as TD Securities, RBC Global Asset Management, Barclays Investment Bank, and BCI.

We are dedicated to delivering impactful events and initiatives that provide students with invaluable opportunities to explore career paths, connect with industry professionals, and develop the practical skills required to succeed in the finance industry. With your support, we can continue empowering Beedie students by equipping them with the tools and experiences needed to excel in their future careers.

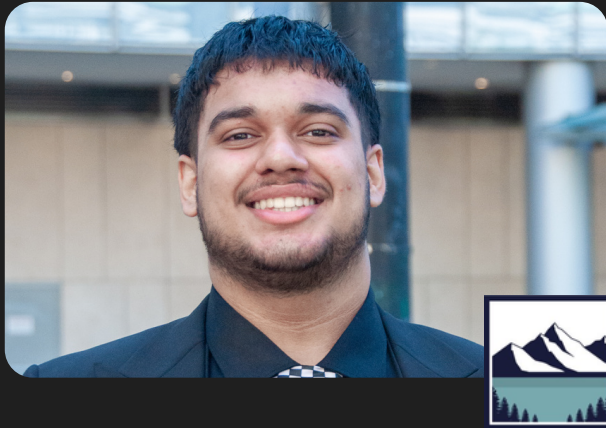
We are excited to share our vision and demonstrate how a partnership with FINSA can create lasting value for both our organizations and drive meaningful growth together.

Sincerely,

Sahej & Minh  
Co- Presidents of FINSA



# Outreach Team



**Gurshaan Saini**

*Vice President of Corporate Relations*

Alpine Vistas Capital  
2025 Summer Analyst



**Jason He**

*Vice President of Corporate Relations*

BMO  
2025 Summer Analyst



**Minh Nguyen**

*Co-President*

Willowbrook Capital  
2025 Summer Analyst



**Sahej Chilana**

*Co-President*

KPMG  
2025 Winter Intern



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# ABOUT US

FINSA is a student-led organization under the Beedie School of Business at SFU. We aim to **add value to student experiences** by providing students with opportunities for networking and professional growth along with education surrounding the finance industry

## Past Placements

Our members have gone on to **join various functional teams**—including investment banking, commercial banking, and corporate development—at leading firms such as TD Securities, Scotiabank Global Markets, Barclays, KPMG, BCI, and BMO



## Past Sponsorships

We are fortunate and grateful to have received support from companies such as RBC, Orbis, CPA, and other firms



# Online Reach

We've built a strong and growing presence across social media, where our platforms **connect** sponsors and partners with an engaged audience of students and young professionals passionate about finance and business. Below are some of our **key metrics** that highlight this growth.



Followers



Average accounts reached per post



Total Views

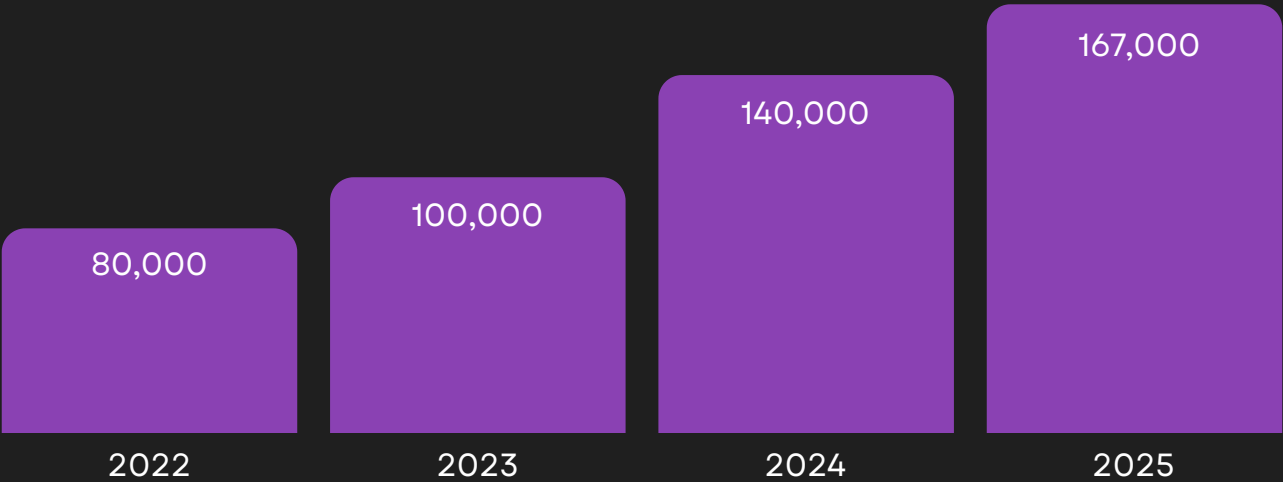


Followers



Monthly Impressions

Instagram Average View Growth



# EVENT SCHEDULE

## 2024 - 2025



### September 2025

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#### Opening Act

- Networking event
- Panel discussion presented by senior professionals from leading firms
- Explore careers in finance
- 110+ attendees

### October 2025

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#### Real Estate Night

- Networking event
- **Explore opportunities** for finance students interested in Real Estate
- Opportunity to gain practical skills

### December 2025

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#### Community Outreach

- Fun volunteering opportunity to give back to our community
- Ronald McDonald House Charity

### January 2026

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#### RBC Night

- Exclusive networking night for SFU students with RBC professionals
- Strengthen the relationship between RBC and FINSA
- 80+ attendees

#### Baker Tilly Office Tour

- Direct insights into the firm's operations, values, and career paths
- Opportunity to develop and enhance professional etiquette in a real-world setting
- Increased awareness of the CBV designation and its career benefits

# EVENT SCHEDULE

## 2025 - 2026 (cont.)

### February 2026

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#### **Bull's Cage Stock Pitch Competition**

- Flagship stock pitch competition in SFU
- Providing students a platform to showcase their passion and technical knowledge for capital market
- Enhance their career prospects

#### **Capital Market Night**

- Networking event with professionals from investment bank, private equity,...
- Providing students with a deeper understanding into **Vancouver capital market landscape**

### March 2026

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#### **Valuation Workshop**

- Engaging student conversations
- Equipping students with basic valuation techniques
- Distributing learning materials to participants

#### **Industry Night**

- Providing students with a better comprehension into the finance industry
- Allowing students to meet professionals in a more casual setting
- Enhance their career prospects in a highly competitive field.

### April 2026

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#### **Office Tour**

- Providing students with a better insight into the finance industry
- Giving student opportunity to visit the actual office
- Enhancing their career prospects

## Opening Act

Opening Act

Professionals 15+

Platform In-person

October 2025

Attendees 100-150

### Description

- The **largest** finance event in SFU attracting over 100+ students and 15+ professionals
- Guest speakers are senior professionals coming from leading institutions in Canada

### Values

- Students can explore various career paths, gain insight into different industries, and network with professionals, creating valuable connections with potential employers.
- Employers can meet early talents and introduce them to future **employment opportunities**



# PILLAR EVENTS (Con't)



## RBC Night

RBC Office

Professionals 10+

Platform In-person

January 2026

Attendees 80+

### Description

- Exclusive collaboration event between FINSA and RBC
- Built on the success of the previous 2024 RBC Night

### Values

- Students can explore various career paths, gain insight into different arms within RBC, and network with professionals, creating valuable connections for future opportunities
- Maintain a long-lasting relationship between FINSA, RBC, and the broader SFU community



# PILLAR EVENTS (Con't)



## Bulls Cage Stock Pitch Competition

Development Series +  
Networking

Companies  
per workshop

1

Platform

In-person

February 2026

Attendees

80+

### Description

- The flagship stock pitch competition at SFU, attracting the university's top talent to compete for \$3,500 in prizes
- Judged by senior professionals from Canada's leading banks

### Values

- Students have the opportunity to showcase their technical expertise, market knowledge, and presentation skills to seasoned banking professionals in the region
- Past competitors have successfully launched careers in capital markets at firms such as Barclays, BCI, CIBC, and TD Securities,...



# SPONSOR BENEFITS

## Brand Exposure

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Your organization will be endorsed through our various social media platforms and printed promotional material. The expected target audience consists of **4,000+** Beedie students, from our Burnaby, Surrey, & Vancouver's campuses

## Student Engagement

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Through our events and workshops, industry professionals will be able to interact with students driven by their passion for success

## Long Lasting Relationship

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At FINSA, we strive to build lasting partnerships by listening to your needs and working alongside you to create opportunities that grow our community together



# SPONSORSHIP TIERS



| Benefits                                                                          | Platinum         | Gold             | Silver           | Bronze          |
|-----------------------------------------------------------------------------------|------------------|------------------|------------------|-----------------|
| Company Logo, Profile, & Website Link on The FINSA Website                        | 200 word profile | 150 word profile | 100 word profile | 50 word profile |
| Free Admissions to our Events                                                     | 4                | 3                | 2                | 1               |
| Logo on All Events Brochures                                                      | ✓                | ✓                | ✓                | ✓               |
| Verbal Recognition at the Events                                                  | ✓                | ✓                | ✓                | ✓               |
| Community Event Partnership                                                       | ✓                | ✓                | ✓                | ✓               |
| Distribution of Advertisement and Recruitment Material at an Event of Your Choice | ✓                | ✓                | ✓                |                 |
| Social Media Outreach: Post of Your Choice                                        | ✓                | ✓                | ✓                |                 |
| Job and Volunteer Positions on FINSA Website                                      | ✓                | ✓                |                  |                 |
| A Tailored Event                                                                  | ✓                | ✓                |                  |                 |
| Tailored Marketing Campaign on Our Platform                                       | ✓                |                  |                  |                 |
| Exclusive Strategic Partnership throughout One Fiscal Year                        | ✓                |                  |                  |                 |

# Contact Us



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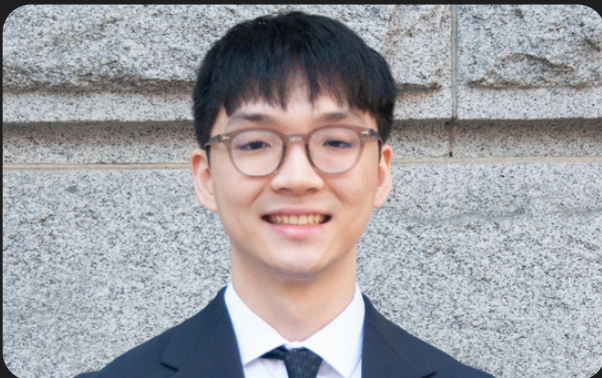


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