

THIS IS YOUR INVITATION TO THE

# MLSE

## CASE COMPETITION

PRESENTED BY GLOBAL PARTNERSHIPS

### SHAPE THE FUTURE OF SPORTS MARKETING IN CANADA

*Do you believe sport shapes communities?*

Are you ready to flex your **marketing** and **strategy** acumen?

Can you build a partnership with the potential to impact  
**20,000,000** passionate sports fans?

### THIS IS YOUR OPPORTUNITY!



This year, the Global Partnerships department at Maple Leaf Sports & Entertainment will be hosting an **immersive case competition**, challenging student teams across the country to build an integrated marketing partnership strategy for one of our sports properties.



Teams of 2-5 will be invited to pitch their strategies to MLSE executives in the hopes of securing a coveted **paid Summer Associate position at MLSE next summer.**



Put on your game faces and bring your creativity, strategic thinking and Big Ideas, this is a case competition like no other. Learn more about the opportunity at our Virtual Kick-Off Event!

**REGISTRATION  
DEADLINE:**

MONDAY  
**NOV  
15<sup>th</sup>**

**11:59PM**

**VIRTUAL  
KICK-OFF EVENT:**

FRIDAY  
**NOV  
19<sup>th</sup>**

**4-5PM**

**1ST ROUND  
COMPETITION:**

FRIDAY  
**NOV  
26<sup>th</sup>**

**12-6PM**

**REGISTER HERE:**



**LIVE**

