

JDC West 2013 - Bid Proposal

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What is JDC West?



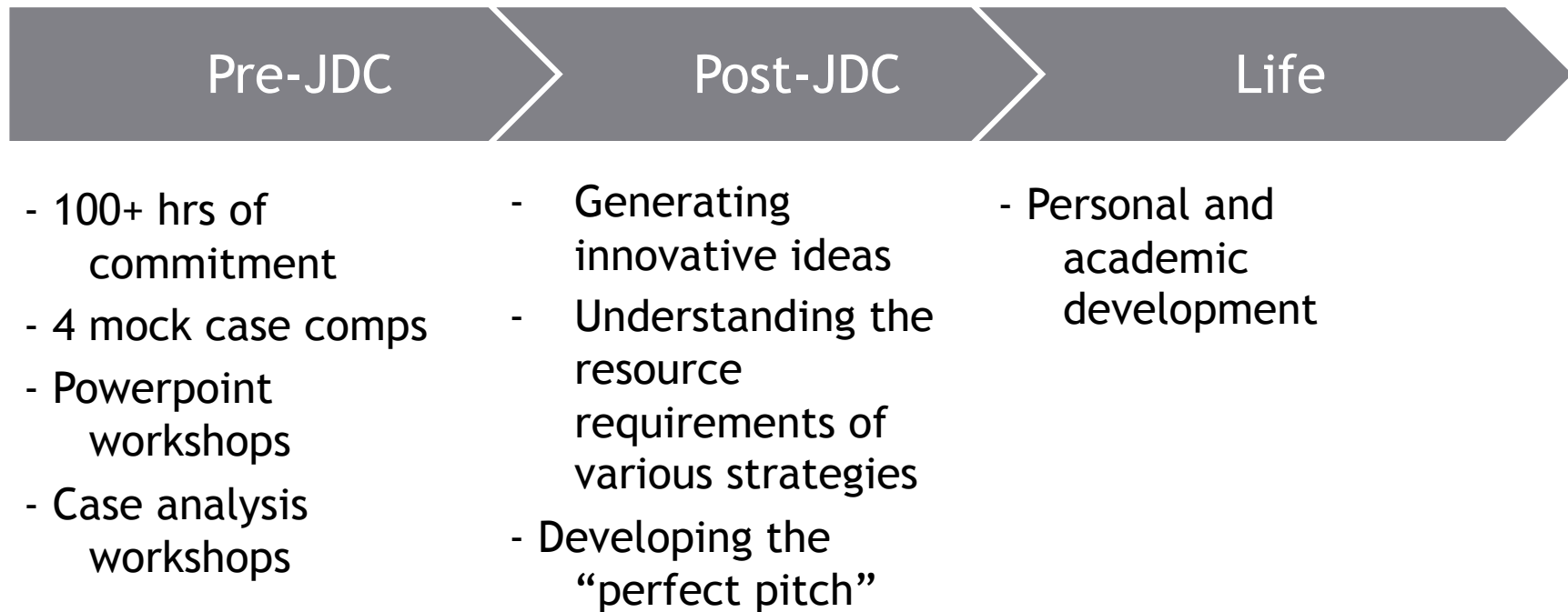
3 days of **competition**, socials, and fun

Academics	Athletics	Social
<ul style="list-style-type: none">• Accounting, BusStrat, Entrepreneurship, Finance, HRM, IB, Marketing, MIS, NPO, Tax• 3 hr cases• Debate• 2 days of competition	<ul style="list-style-type: none">• 2 athletic sporting competitions• 2 days of competition	<ul style="list-style-type: none">• 12 social challenges• 2 days of competition

Development of critical thinking skills and leadership potential

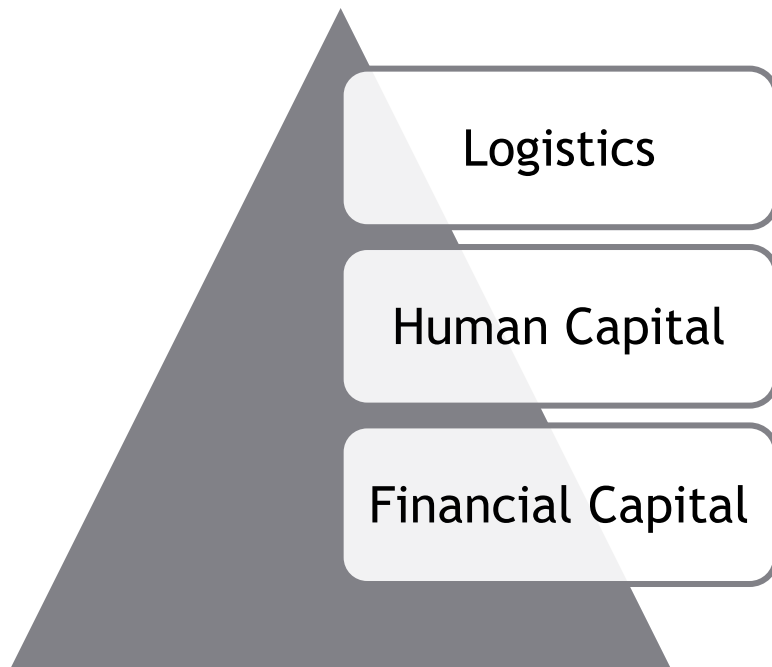
➤ Western Canada's largest student run business competition

What is the JDC West experience?



➤ Goal: Developing students personally and academically

Scope - What is required to host JDC West?



Hotel - 480 room nights, 5 meals, night events

Transportation - 600 students, multiple trips

Venues - Night events, Gala

Executive (10), Organizing committee (15), Event volunteers (100)

Budget of about \$400,000, sponsorship of over \$200,000

➤ Darn - that looks like a lot of work!

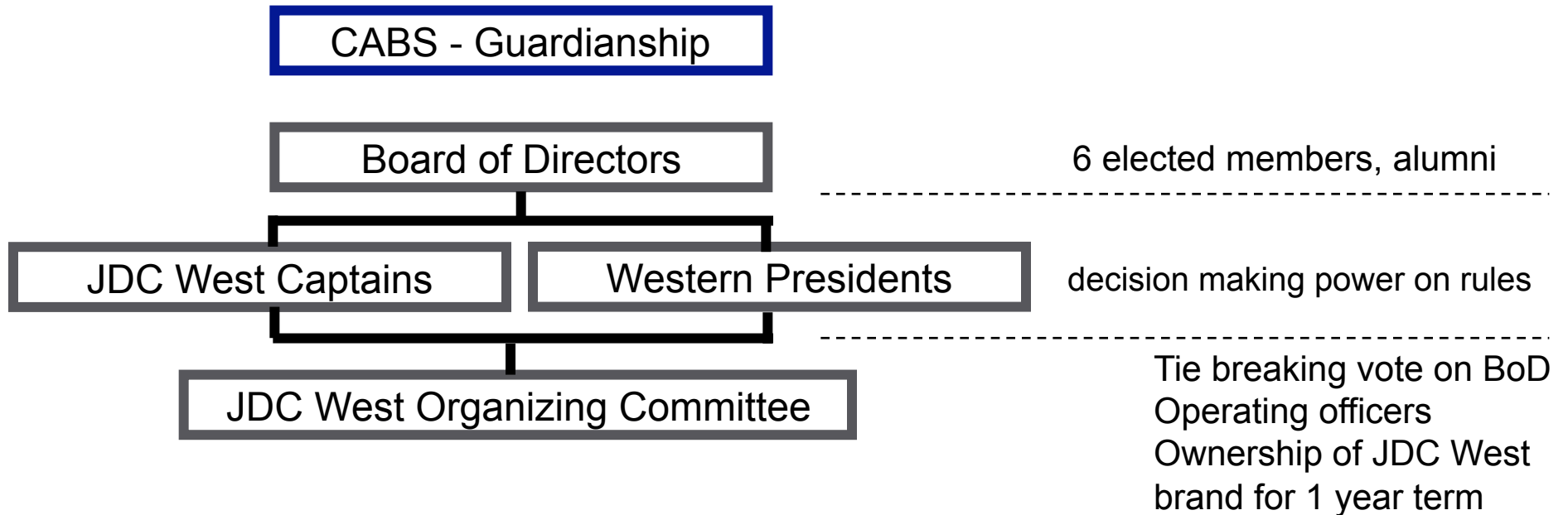
Why do we want to host JDC West 2013?



- Generating innovative **and practical ideas**
- Understanding **the impact of various strategies**
- Developing the “perfect pitch”
- Personal and academic development
- **Professional development**
- **Think like a consultant**

➤ “Brinin’ it back home” will allow Sauder to use it’s resources to take JDC West to the next level

What is the new JDC West Structure?



➤ JDC West is a non-profit incorporated company operating independently

Who are we?



Andy (external)	Pia (internal)
Corporate Relations	Hotel Relations
Finances	Logistics and Events
Liaising with captains (post bid)	Academics
Athletics	Liaising with school/CUS/Dean (pre/post bid)

➤ Official JDC West 2013 Bidders

What are our bidding goals?



Andy (external)

- Letters of support (university bodies, city, corporate partners)
- Athletics identified and venues selected
- Preliminary budget drafted

Pia (internal)

- Multiple hotels reserved and quoted
- Night event themes planned and venue availability confirmed
- Academic case sourcing investigated

 Create a memorable bid package with an unmatched value proposition

What is the official bid process?



Included in the Bid Package

Vision
Hotel availability confirmed
Night event themes and venues identified
Sports and any changes planned
Letters of support
Sponsorship plan
Rough budget

WBSC (August 26-28)

➤ Western Presidents vote on the most favorable bid package to determine host school

What are we looking for?



Resource based relationship:

1. Formal support
2. Resource sharing (building usage, CR contacts, talent pool)
3. Marketing Resources

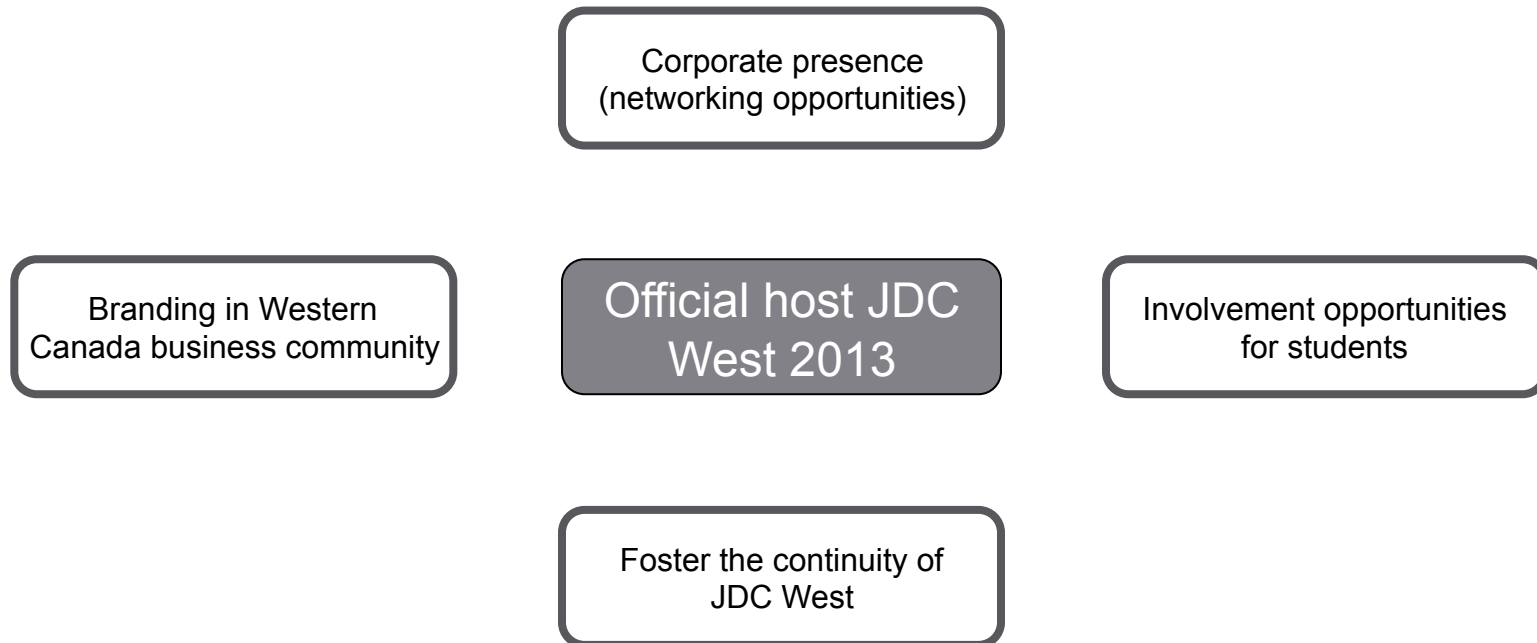


Funding based relationship:

1. Fixed funding
2. Ability to choose sponsorship amount/level

➤ Vision: JDC West 2013 - “Hosted by the Sauder School of Business and the Commerce Undergraduate Society”

What's the value for the CUS?



➤ The value lies in “brinin’ the competition back home”



Thanks!

Questions?