

Leadership Tournament

February 2008

Be the Leader - Find the Leaders

AIESEC UK are offering a limited number of exceptional companies the opportunity to network with students of the highest calibre from 5 top UK universities;

- Bristol
- Cambridge
- LSE
- Oxford
- UCL

Throughout this exciting tournament company representatives will network, train and develop up to 300 pre-selected students. Across 5 local Heats and a National Final each company will be guided by experienced and professional AIESEC members, working together to deliver a challenging and outstanding leadership experience.

How does it work?

The Leadership Tournament, designed by AIESEC to enable corporate leaders to network with students of the highest caliber, developing the students' skills and knowledge while assessing the employability of each individual student. This is a fantastic opportunity for employers to meet leaders of the future.

Tournament Overview.

- **Defining the applicants** – As a valued customer AIESEC UK will develop an application process to suit your company's requirements. AIESEC UK will structure and manage the complete application process, yet to ensure you gain as much out of this as possible we will work closely with you to tailor the process accordingly.
- **5 Local Heats** – representatives from 2 companies will attend each Local Heat. Each Heat will involve presentations, workshops and a case study (hosted by the companies and AIESEC). Each heat will consist of 60 students that have been pre-selected through a rigorous application process. The students will be split into 12 groups of 5 and assessed by the companies on a 'team by team' basis. You decide who the leaders are! Each Heat will last one day and conclude with a networking drinks party where the selected 2 teams will be notified.
- **National Final** – representatives from all companies will attend. The winning 10 teams from the Local Heats will be expected to undertake a further case study assessed by the companies. The National Final will last one day and will involve, company advertising, presentations, case study and networking drinks party where the winners will be announced.

Why work with AIESEC UK?

AIESEC, the world's largest student organisation, is based in **97 countries and territories**, present in over **800 universities** and located in **25 UK campuses** with a National Office based in London. AIESEC is an international platform for young people to discover and develop their potential. Students practice their leadership skills while organising and participating in international work placements.

We have over 25 years experience organising events across the UK. Being a student organisation means we have **exclusive access** to students and graduates on campus. All our events are marketed on campus through highly motivate and devoted AIESEC members.

What do the companies receive?

This fantastic tournament allows companies exclusive interaction with dedicated and focused students. Get involved and receive:

- Opportunity to structure the content of the application process to suit your needs
- Access to 300 successful pre-selected applicants - post tournament
- Present training/workshops/seminar sessions at the Local Heats and National Final
- Network with students of the highest caliber
- Email to assigned Local Heat successful applicants before and after the Heat takes place.
- Email to applicants after the National Final
- Company logo on assigned Local Heat marketing materials including posters and flyers
- Company logo, hot-link and profile (120 words) on Leadership Tournament website
- Company banner on Local Heat website (sub-site)
- Company profile and logo in Leadership Tournament Booklet handed to all 300 applicants
- Lecture shout-outs organised and performed by AIESEC brand managers
- Opportunity to write articles for Leadership Tournament Booklet
- Opportunity to host and sponsor post event networking drinks
- Company stand at the National Final
- Lunch for company representatives at Local Heat and National Final
- Refreshments
- Sponsorship opportunities
- Company mention on all electronic marketing

How much does it cost?

This is fully inclusive - there are no hidden extras! = £5,000

Sponsorship and Advertising

AIESEC have designed this tournament to ensure the companies and students gain as much out of this exciting experience. As a company representative you can opt to have further exposure through additional sponsorship and advertising. Tailor your involvement to suit your budget, below are the opportunities available;

Local Heat Sponsor

Stand out from the crowd. This enables companies to have a presence at the Local Heats that they are not assigned to and includes the following:

- Email to pre-selected Local Heat applicants
- Option to attend and take part in the Local Heat
- Logo on all Local Heat specific marketing including flyers and posters
- Banner on main website
- Banner on Local Heat specific website (sub-site)

= £1,000

National Final Sponsor

Be the exclusive sponsor of the National Final and have a presence at ALL the Local Heats.

- Exclusive sponsor of the National Final
- Email to all pre-selected Local Heat applicants
- Company logo on all Local Heat specific marketing including flyers and posters
- Company logo on all banners advertising the tournament
- Company logo on all signage
- Company logo on front cover of Leadership Tournament Booklet
- Banner on main website
- Banner on all Local Heat websites (sub-sites)
- Exclusive sponsor of the National Final website
- Larger stand area at the National Final
- Exclusive email sent on company's behalf to all finalists prior to the National Final
- Delegate bag insert at each Local Heat and National Final

= £3,000

Leadership Tournament Booklet

This booklet will be an essential tool for all 300 applicants attending the Local Heats and those attending the National Final. It will contain the following;

- Message from the AIESEC UK President
- Information about AIESEC
- Schedule and Information about the Tournament
- Company profiles and logos
- Useful articles, such as, How to write a CV, Be a Leader etc
- Company advertising throughout
- Note pad (including notes, contact page etc)

Cost of advertising

- Full Page Advert = £1,000
- Back Page Advert = £1,200
- ½ Page Advert = £600
- ¼ Page Advert = £350

Additional Sponsorship

- Logo on all T-shirts (worn by AIESEC brand managers and staff at each Heat and Final) = £500
- Delegate Bag insert (per Heat/National Final) = £150
- Company logo on delegate bags = TBC
- Campus Promotional Day - Seminar and stand =£500

Booking Details

To book your place or if you have any questions please contact Rochelle Perry on 020 7549 1804 or email rochellep@aiesec.co.uk