

2026

REVIVE



SPONSORSHIP PACKAGE



UNIVERSITY OF
TORONTO
SCARBOROUGH

MANAGEMENT
Experience to Lead



**THE
MARKETING
GROUP**

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ABOUT THE MARKETING GROUP

The Marketing Group (TMG) is University of Toronto Scarborough's sole hub for all things marketing. TMG is dedicated to **bridging the gap between students and the marketing industry** by offering hands-on experiences, industry insights, and professional development opportunities. TMG hosts **three** annual flagship events that connect students with the marketing industry.

ANNUAL STUDENT EVENTS

REVIVE

REVIVE is our largest event, a **marketing simulation competition** with interactive challenges, networking opportunities, and an evening gala.

TASTE OF MARKETING

Taste of Marketing is a **panel and networking night** where students explore career paths and connect with professionals.

NEW YEAR, BETTER YOU

New Year, Better You is a **personal branding workshop** that helps students strengthen their professional presence and build confidence.

EDI COMMITMENTS



100%
POC IN OUR
EXECUTIVE TEAM



71.4%
WOMEN IN
LEADERSHIP

14+ YEARS

Serving the
management
community

COMING SOON: Office tours bridging campus and corporate, with real-world insights

Our sponsors play a **vital** role in upholding these values. By partnering with TMG, sponsors help make our events **come to life**, amplify underrepresented voices, and support initiatives that foster diverse talent in the marketing industry. Together, we create spaces where future marketers from all backgrounds can thrive.



A LETTER FROM OUR PRESIDENTS

To Our Valued Prospective Partner,

On behalf of **The Marketing Group (TMG)**, thank you for considering a partnership with us. We're excited to introduce the meaningful opportunities your support can unlock, not only for our club, but for the next generation of marketing leaders.

TMG is the official marketing student organization at the University of Toronto Scarborough, dedicated to empowering students with the knowledge, skillset, and network to succeed in the fast-paced world of marketing. Through industry-led workshops, flagship simulation-based competitions like **REVIVE**, and exclusive networking events, we aim to bridge the gap between the classroom and the real world.

As a sponsor, your organization will gain direct exposure to top undergraduate talent and a highly engaged student audience. Our members represent a diverse, ambitious, and creative cohort of students eager to break into marketing, brand strategy, advertising, sales, and digital innovation. Sponsoring TMG opens doors for your brand to not only build awareness, but also recruit exceptional talent and support initiatives that champion professional development, innovation, and inclusion in the marketing space.

Thank you once again for considering this opportunity. We look forward to the possibility of building a collaborative and lasting partnership with your organization.

Warmly,
Ethan Louie & Nicole Kologlu



Ethan



Nicole

*Co-Presidents, The Marketing Group (TMG)
University of Toronto Scarborough*



2026 REVIVE

JAN 31ST 2026

WHAT IS REVIVE?

REVIVE is the University of Toronto Scarborough's fastest-growing **simulation competition**, returning stronger than ever for 2026!



100+
STUDENT ATTENDEES
(REVIVE 2025)



70
TEAMS
(REVIVE 2025)



20K
CAMPUS
IMPRESSIONS



MANAGEMENT
STUDENT ATTENDEES

WHAT MAKES REVIVE DIFFERENT?

Unlike traditional case competitions, REVIVE is a **unique simulation** experience designed to build and test **real-life strategic marketing** decision-making.

HOW DOES REVIVE WORK?



Through immersive challenges powered by **BrandPRO**, a globally recognized marketing simulation used by top MBA and executive education programs



REVIVE participants step into the role of brand managers and executives



Competitors navigate market dynamics, deepening their understanding of **competitive strategy, consumer insights, and brand management.**

REVIVE'S IMPACT

REVIVE cultivates a **diverse and dynamic environment** for aspiring marketers across Ontario.



It **connects students with mentors and industry professionals**, we equip the next generation of CMOs, strategists, and brand leaders with essential skills, experience, and networks.



ROAD TO REVIVE 2026

COMPETITION INFO SESSION

JAN 14TH



BrandPro offers all participants a **one-week trial period** to experience the platform



In this trial period, participants run a virtual company, **simulating five years**, and **receive feedback** on their performance



This increases the participants' exposure to the software, and help fortify their **strategic marketing skills** for the competition.



Participants gets a chance to gain valuable insights from **previous winners** as they share their proven strategies advice on how to achieve success

REVIVE

JAN 31ST



OVERVIEW

This one-day event will include the **immersive marketing simulation**, followed by an **inspiring awards ceremony**.

Unparalleled opportunity for our participants to **network with leading industry professionals**

And for our esteemed **sponsors** to deliver impactful **keynote speeches, present awards, and showcase their commitment** to nurturing the next generation of marketing talent.

SCHEDULE

10:30 am	Introduction
11:30 am	Round 1
12:15 pm	Round 2
1:00 pm	Round 3
1:45 pm	BREAK
2:30 pm	Round 4
3:15 pm	Round 5
4:00 pm	Commute
5:30 pm	GALA



OUR REACH

The University of Toronto is the **top ranked** and **#1 most employable** university in Canada. The home of U of T's only competitive undergraduate business co-op program with **1200+** diverse students, both empower and support the leaders of tomorrow.

TMG REACHES:



700+

ATTENDEES AT 7
TMG EVENTS IN
THE PAST YEAR



4K+

ONLINE USERS
ACROSS ALL
PLATFORMS



36K+

VIEWS ACROSS
ALL PLATFORMS



4

EXTERNAL
UNIVERSITY
ATTENDEES



98.5%

OF ATTENDEES
ARE
MANAGEMENT
STUDENTS



OUR IMPACT



REVIVE is the University of Toronto Scarborough's FASTEST growing simulation-based competition, returning for 2026!



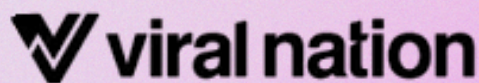
WHY SPONSOR REVIVE?

Rooted in TMG's strong EDI values, REVIVE creates a **diverse and inclusive space** for emerging marketers across the GTA to gain critical experience, mentorship, and industry exposure.

For sponsors, supporting REVIVE means **investing in the next generation of marketing leaders** while actively contributing to a more equitable and representative future in the industry.



PAST TMG PARTNERS



SPONSORSHIP TIERS

	BRONZE	ROSE GOLD	PLATINUM
Sponsored Contributions	\$200-\$499	\$500-\$999	\$1000+
Branding on all social media, newsletter, and event promotions (websites/socials)			
Logo displayed during event sessions			
Opportunity to partner for any year-round events			
Networking opportunities (sending a representative to our event)			
Ad placements on campus			
Opportunity to present awards to the top winning teams			
Recognition as PRIZE SPONSOR			
Opportunity to include marketing materials in participant gift bags			
Recognition as TITLE SPONSOR			
Keynote speaker opportunity at REVIVE			
Opportunity to hold a workshop for students (recruitment, product promotion, networking)			



CONTACT US



<http://utsctmg.ca>



utscthemarketinggroup@gmail.com



[the.marketing.group](https://www.instagram.com/the.marketing.group)



ETHAN LOUIE
Co-President



NICOLE KOLOGLU
Co-President



**AATHAVI
SUNTHARAMPILLAI**
VP of Business
Development



SHABNAM ALLI
VP of Business
Development



ZARA RAHMAN
Director of Corporate
Relations



PREEONTY CHRISTY
Director of Corporate
Relations

