



2026 - 2027

SPONSORSHIP PACKAGE

Working towards a more sustainable future.

John Molson Sustainable Enterprise Committee • Concordia University



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Who are we?

The John Molson Sustainable Enterprise Committee is a student-led organization at Concordia University, founded in 2008. We work at the intersection of innovation and impact, empowering students to embed sustainability into every aspect of business.

From high-impact projects to industry collaboration, we're building a community where future leaders turn purpose into action. JSEC exists to inspire, educate, and activate students to lead responsibly and think beyond the bottom line.



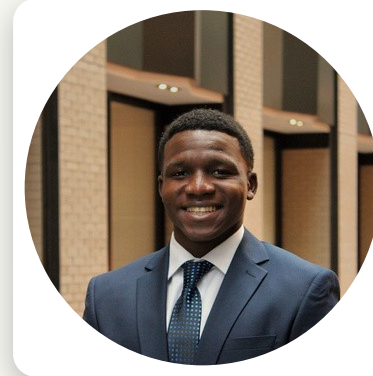
A message from our Co-Presidents

Sustainability is often reduced to recycling and composting, but it represents something far broader — environmental challenges, social equity, and economic development. At its core, it is about responsibility, and that drives everything we do.

Our sponsors are essential to the work we do, and your support allows us to continue delivering real value to students. We invite you to explore the opportunities outlined in this package, and thank you for investing in the students who will carry our mission forward.

Hacer Dila Polat & Jonathan Bekouliom

Co-Presidents, JSEC 2026-2027



Jonathan Bekouliom

Co-President



Hacer Dila Polat

Co-President



OUR EVENTS

A full year of sustainability programming

SEP 30, 2026

Networking Cocktail Event

Meet-and-greet kicking off the mentorship program.

OCT 22, 2026

Case Competition — Fall

Students tackle a real sustainability case, judged by industry pros.

NOV 12, 2026

Sustainable Finance Conference

90+ attendees · ESG, green bonds & sustainability reporting.

NOV 19, 2026

Company HQ Shadowing Day

Mentees get real-world workplace exposure at partner companies.

FEB 18, 2027

Case Competition — Winter

A second, company-sponsored case competition.

APR 3, 2027

Youth Summit on Sustainable Business

200+ participants · JSEC's flagship event of the year.

Dates confirmed per the 2026-27 Events timeline; external venues to be announced.

EVENT SPOTLIGHT

Sustainable Finance Conference

 November 12, 2026 • 6:00–8:30 PM

 90+ attendees

JSEC's Sustainable Finance Conference immerses students in key topics at the intersection of finance and sustainability, including ESG & impact investing, green bonds, and sustainability reporting. A series of expert-led panels and Q&A sessions is followed by a networking cocktail, bringing together students and industry professionals for meaningful connections.



EVENT SPOTLIGHT

Beginner Case Competitions



Fall: Oct 22, 2026 Winter: Feb 18, 2027



40+ attendees per competition

Students tackle a real-world sustainable business issue presented by a corporate or non-profit partner — from ESG strategy to green finance and responsible sourcing. Working in teams, participants craft research-backed solutions and present them to a panel of industry judges, gaining direct exposure to real business scenarios and professional feedback.

The Winter edition is company-sponsored, adding industry credibility and real-world stakes.



FLAGSHIP EVENT

Youth Summit on Sustainable Business

This year's edition is hosted in collaboration with partner universities, bringing together student leaders, industry professionals, and sustainability advocates from across campuses and industries. Previous panelists have included CEOs, Presidents, and Managing Partners at large firms across Canada — endorsed by Mark Carney in 2026.

April 3, 2027 • 1:15–7:00 PM 200+ participants • One of Canada's largest student-led sustainability conferences

OUR PROJECTS

Ongoing initiatives, year-round



Planted In Business

PODCAST

JSEC's podcast exploring sustainability through a business lens — ESG, green finance, trade policy, supply chains, and energy transitions. Hosted by two JSEC members with occasional guest speakers including professors, corporate partners, and industry mentors.



Mentorship Program

20+ PARTICIPANTS

Pairs aspiring business students with industry professionals passionate about sustainability. Through structured one-on-one sessions, mentees gain real-world guidance, career insights, and direct exposure to how sustainability is practiced professionally. Concludes with a networking event for all mentors and mentees.

OUR IMPACT

The numbers behind our year

300+

Attendees across events

4

Major events per year

20+

Mentorship participants

5,200+

Followers across platforms

DIGITAL ENGAGEMENT

200k+

Yearly digital impressions

303k+

Instagram impressions

40k+

Facebook impressions

30k+

LinkedIn impressions

40–55% non-follower reach across campaigns

Three reasons to join us



Access Top Talent

Engage with students through events, workshops, and networking opportunities. Building these connections creates a talent pipeline, ensuring access to a pool of potential future employees.



Build Your Brand on Campus

Showcase your brand to a passionate and engaged audience. Leverage our campus presence, social media reach, and sustainability-focused events to connect with environmentally conscious consumers.



Drive Real Impact

Sponsor support gives back to the community and invests in the future generation, demonstrating corporate social responsibility and a genuine commitment to nurturing young talent.

SPONSORSHIP OPPORTUNITIES

Partnership tiers

	LEAF \$1,000	TREE \$1,500
Logo on all event & project materials	✓	✓
Tabling session at JMSB	✓	✓
Spot at all JSEC networking events	✓	✓
Mentorship Program (up to 2 mentors)	✓	✓
Public thank-you post (Instagram & LinkedIn)	✓	✓
Title sponsorship of one signature event*	—	✓
CV collection access (all major events)	—	✓

*Excludes Youth Summit • In-kind sponsorships also accepted — please reach out to discuss.

Event-specific opportunities

Youth Summit on Sustainable Business

\$750

Flagship event bringing together 200+ participants — one of Montreal's largest youth-led sustainability conferences.

- Host a booth/table to connect with students & professionals
- Brand visibility on event materials (online & at the event)
- Invite a representative to join a panel or roundtable

Sustainability Case Competition

In-kind / Custom

Students solve a real-world sustainable business issue presented by a partner, in teams, judged by industry professionals.

- Case is based on or written by your organization
- Brand visibility on event materials (online & at the event)
- Engage with high-potential students

Planted in Business (Podcast)

In-kind / Custom

Year-long podcast exploring sustainability across finance, trade, supply chains, energy, and beyond.

- Monthly brand recognition across episodes
- Opportunity for a guest-speaker appearance
- Reach an engaged, sustainability-minded audience

PAST JSEC SPONSORS

Trusted by organizations who share our mission

Addenda Capital

Crédit Agricole CIB

Farm Credit Canada

Société environnementale de
Côte-des-Neiges

Spice Bros

Mackenzie Investments

Poulet Rouge

HUMA

...and many more!



Let's build
something
sustainable
together.

info@jsecjmsb.ca

CONTACT US

External Affairs Team

ST

Sarah Tremblay

VP of External Affairs

sarah.tremblay@jsecjmsb.ca

JZ

Jay Zhang

Director of External Affairs

jay.zhang@jsecjmsb.ca

MC

Marie-Nicole Cernescu

Director of External Affairs

marie.cernescu@jsecjmsb.ca

Presidents: Hacer Dila Polat (h.polat@jsecjmsb.ca) • Jonathan Bekouliom (j.bekoullom@jsecjmsb.ca)