

**IgNITE Sponsorship  
Benefits Package  
2020 – 2021**



## About IgNITE

The IgNITE Medical Case Competition is a one-day online conference held annually in February and hosted by students from the University of Ottawa. It is organized for the brightest high school and university students across the world with the goal of providing students with the opportunity to develop and present novel research proposals, network with industry leading professionals, and gain valuable research experience. At IgNITE we recognize the dual dependence of scientific research and the medical profession. That is why we felt compelled to create a platform that showcases and rewards some of the brightest young minds.

This year, IgNITE gained international recognition with over 500 competitors from Canada and the United States participating in the competition alone. Furthermore, as a bilingual and culturally diverse competition, our goal is to provide students an opportunity for personal and professional development irrespective of their geographical location or the language that they speak.

As a result of these ambitious goals we have made significant changes to our platform in order to promote the IgNITE Medical Case Competition to the premier undergraduate case competition in Canada. Some of the most notable distinctions have been outlined below:

1. We have increased the Prize Values for the top 3 competitors with the first-place team receiving \$1000, second place \$600, and third place \$400. These are among the most lucrative prizes for student-led organizations.
2. We provide each team with a mentor who has extensive experience in research to guide them through the entire case competition process. Our mentors include graduate, medical, and upper year science students. Few, if any other conferences, offer this level of support and guidance.
3. We provide a case package with an in-depth breakdown of three advanced scientific techniques to all of our competitors. This knowledge will allow our students to enter the lab with valuable skills that many novice researchers will lack. Few, if any other conferences, take the time to explain and prepare students like IgNITE.
4. We have invited some of the leading professionals within the field of the theme of this year's conference, Regenerative Medicine.



We are confident that this framework will lead to success, but we also recognize the key role sponsor partnerships have in achieving success. Below, we have provided a more in-depth breakdown of the case competition structure along with the benefits associated with partnering with IgNITE.

Thank you for your consideration and support. We look forward to hearing from you.

Sincerely,

The IgNITE Sponsorship Team



## COVID-19 Impact

At IgNITE we prioritize our participants' safety above all else, thus we have transitioned to a completely online event this year.

Due to the current situation with the COVID-19 pandemic, it is unfeasible and unsafe to hold our annual conference in person at the University of Ottawa as done in previous years. The provincial restrictions not only limit the size of the gathering, but international and domestic travel restrictions impact participants who do not live in Ottawa. In order to make the event accessible to everyone at this crucial time, the IgNITE Medical Case Competition will be delivered as a one-day web conference, in which all the activities and opportunities available in the in-person conference will be provided online. We want to assure you that your support as a sponsor will still be equally important and will be recognized to the highest standard no matter the situation. Our team is working hard to finalize the details of the online conference, as it will be a new experience for all of us! We are making it our priority to keep sponsors informed of any updates we have regarding the event.

One benefit of an online style event in terms of accessibility is that competitors are no longer limited by their geographical location. This allows the brightest students from all over the world to join us in recognizing the development of research projects that have the potential to change the field of Regenerative Medicine!



## Benefits

Benefits	Platinum	Gold	Silver	Bronze
Name and logo of organization on IgNITE website	✓	✓	✓	✓
Name and logo of organization on any IgNITE promotional posters.	✓	✓	✓	✓
Name and logo on the online abstract booklet	✓	✓	✓	✓
Name and logo on the online abstract booklet	✓	✓	✓	✓
Name and logo on 'Day Of' guide	✓	✓	✓	✓
Logo and link to website of organization on the IgNITE website	✓	✓	✓	
Video advertisement during the event	✓	✓		
Logo on the posters of IgNITE participants on day of conference	✓	✓		
Social media support and acknowledgement from official IgNITE accounts	✓	✓		
Honourable mention during the closing ceremonies	✓			
Funding social media promotion of IgNITE social platforms. Logo included on promoted post	✓			



## Sponsorship Tiers

Tier	Donation Amount to Achieve Status
Bronze	\$500
Silver	\$1000
Gold	\$1500
Platinum	\$2000+

## Why IgNITE?

Our mission is to provide the most ambitious minds with the opportunity to gain valuable research experience and present their novel ideas. What sets us apart is our focus on representing our bilingual community, the diversity of our participants, and the one-on-one mentorship we offer. In addition to this, IgNITE provides the most unique learning opportunity by teaching competitors three of the most useful and common lab techniques that they will use in their future research careers. This year, the three techniques are: Immunofluorescence, Western Blot and CRISPR-cas9. By inviting participants from all across the world, we are confident that we will have one of the largest case competition platforms in Ontario. Currently, we have 12 official branches in various universities across Canada, with many others in the process of joining our team. Moreover, with our supportive system of mentors, ambassadors, and executives, all of our sponsors are exposed to a larger community than the typical research competition conference. By supporting IgNITE, sponsors will help make our competition even more accessible in future years by reducing registration fees, and allowing us to invest in a larger online platform that can accommodate more students. Through IgNITE, we hope to inspire young minds to join the research community and find solutions to some of the most pressing current-day issues in the field of medicine such as COVID-19.

## Ways to get Involved

**Financial:** Monetary contributions will go towards the grand prizes, general organization of the event and paid promotions on social media.

**Gifts:** Will be a used for prizes and any promotional contents.

**Promotions:** Any and all promotions are appreciated to help IgNITE reach as many students and professionals.

**Equipment/Experiences:** Showcase your brand through an interactive event organized at IgNITE.



## How to Become a Sponsor

1. Please respond to IgNITE via email [sponsorship@ignitecompetition.org](mailto:sponsorship@ignitecompetition.org)
  - a. Kindly attach a filled-out copy of a completed sponsorship application form (provided in initial email from IgNITE) including all necessary information.
  - b. If your contribution includes a gift/item, please inform us in the application form. We can work out a time that is convenient for you to pick up any items.
  - c. Please provide any additional information that may be relevant in the “additional information” section of the application form
  - d. If you opt for a sponsorship benefit that requires a logo, please attach a jpeg or PDF image to the email.
2. Please send a cheque payable to IgNITE Medical Case Competition.
  - We would greatly appreciate it if you could send us a cheque as soon as possible following the agreement to sponsor the event.
3. Additional Information for Sponsors
  - a. If, for any reason, sponsorship contributions go unused, sponsors will be reimbursed.
  - b. We want all of our sponsors to take advantage of all the benefits that we provide. Certain benefits have to be organized in advance to be best incorporated into the event. We ask that you inform us by **February 12, 2021** if you are opting to take advantage of any time sensitive benefits, which include: hosting a workshop, having a booth at the event, having your logo/name on the back of the nametags, and having your logo on the posters of participants. If you wish to add a message into the ‘word from our sponsors’ section of the case package, we would have to be informed by **October 31, 2020**.
4. Meetings can be arranged with our sponsorship team should Sponsors have any questions or concerns regarding their involvement in IgNITE.

## Contact Information

<p><b>Yudhvir Bhatti</b> Vice President of Sponsorship <a href="mailto:sponsorship@ignitecompetition.org">sponsorship@ignitecompetition.org</a> (647)-981-5232</p>	<p><b>Aditya Prashar</b> Vice President of Sponsorship <a href="mailto:sponsorship@ignitecompetition.org">sponsorship@ignitecompetition.org</a> (613)-914-8145</p>
<p><b>Danny Bojic</b> Co-President and Founder <a href="mailto:admin@ignitecompetition.org">admin@ignitecompetition.org</a> (647)-834-4164</p>	<p><b>IgNITE Social Media</b> <a href="#">Facebook</a>      <a href="#">Website</a> <a href="#">Instagram</a>      <a href="#">Linkedin</a></p>

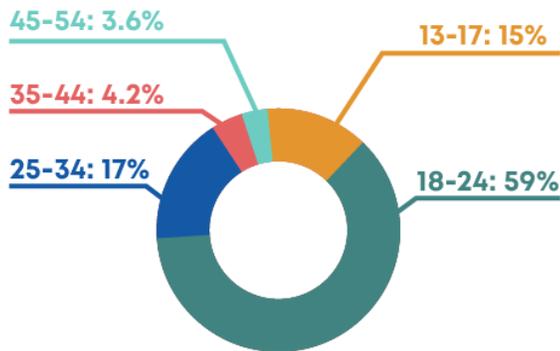
# Social Analytics

We have a growing global social media presence of more than **5000** subscribed students!

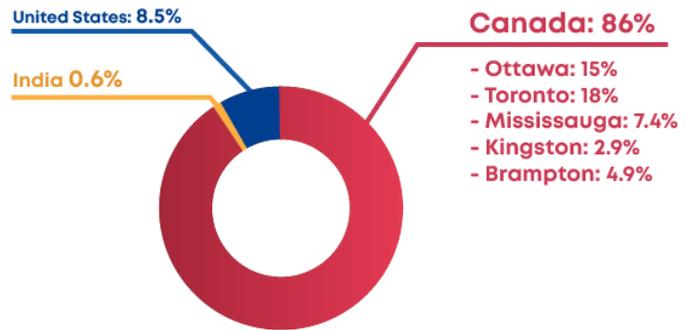
## Instagram

5414 followers

### Average Age



### Locations



• Average post reach (3 times per week): 2790

• 3300 profile visits per week

• 9698 accounts reached per week

## Facebook

336 likes & 376 followers

Average post reach: 3500 per week

## LinkedIn

235 followers, 140 page views per month, 800 post impressions

## Website

Over 3000 website visits per month