

# Queen's Sales Association

## SPONSORSHIP PACKAGE



2024 - 2025

Smith  
SCHOOL OF BUSINESS  
Queen's University



# Queen's Sales Association

## About Us

Queen's Sales Association (QSA) is Canada's premier undergraduate sales association, linking Queen's students with leading sales firms. QSA offers workshops, speaker events, and networking opportunities to boost career readiness. Committed to fostering sales expertise and career success, past QSA sponsors include Pepsico, IBM, Manulife, and Telus.



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## Value Proposition

Partnering with Queen's Sales Association enhances your brand visibility across platforms, reinforcing your industry leadership and educational support in sales. This collaboration provides direct access to top talent at Queen's University, facilitating effective recruitment and alignment with your company's values. QSA's emphasis on practical sales skills prepares students for various industries, connecting you with future business leaders.





# QSA Events

## Office Tours



The Queen's Sales Association Office Tours offer students exclusive access to two top offices in downtown Toronto, such as Fidelity and Mackenzie Investments visited in 2023.

This full-day event includes a case competition to enhance problem-solving skills and networking with industry professionals, providing valuable career insights and connections.



## Sales Summit

The Sales Summit at Queen's is a full-day event featuring a keynote speaker, a panel of top sales professionals, practical workshops, and a rigorous case competition. Sponsors engage directly with students and professionals through networking, access to resumes, brand advertisement, and the opportunity to shape future sales leaders.

## \$100 Partnership Opportunity

As a General Partner with QSA, showcase your brand through event and social media advertising, access top Smith School of Business resumes, and receive promotional support for recruitment initiatives. Our brand team will promote your events and hiring efforts to our student network.







# THANK YOU

## CONTACT US



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