gbsn.org/beyond



Sponsorship & Partnership Opportunities



Business schools are ideally placed to be the nexus between government, business, and civil society in shaping a collective response to our most critical challenges.

Pivot. Shift. Disrupt. Buzzwords employed for years as descriptors of the ways in which business would adjust, shape, and innovate in sometimes proactive and often reactive ways. However, the biggest disrupter of the last century was not industry specific nor selective in its interruption. Some of the loudest pre-pandemic forecasts all came to bear in an accelerated fashion as Covid–19 wreaked havoc around the globe. Inequality in global supply chains, access to healthcare, agriculture and food security, all emerged in a perfect storm to expose our shortcomings. These events accessorabted by war and the trajectory of nationalism, have left us with much to do.

What is clear is this: If we just improve access to what already exists, we are not doing enough. A siloed approach to this confluence of challenges will be a dereliction of our collective duty. The ways in which we collaborate, do, and teach must change if we are to promote peace and diplomacy, advocate for globalization, and respond to climate change. As leaders in business education this is not only our responsibility but a task fully within our abilities to lead. This is at the heart of GBSN Beyond.

We will confront these challenges together in-person and online.



The COVID-19 pandemic compelled us to acknowledge a global need for cooperation as existing inequalities present multiple challenges. In order to create a space to tackle these critical challenges, GBSN Beyond was born.

With an innovative approach to what a conference can be, GBSN Beyond convenes over 2,500+ virtual participants and over 100+ participants in-person from over 35+ countries. GBSN Beyond features three parallel track experiences delivered virtually during the month of October, leading up to a 3-day conference. This year, the parallel track experiences will be held virtually and the 3-day conference will be online and in-person, hosted by both the Rotterdam School of Management and LUISS Business School, November 7-9. These track experiences are designed for Learners, Educators, and Leaders.

By connecting business schools to government, business and civil society, we hope to translate current experiences into lessons for sustainable development.

Pre-Conference 3 PARALLEL TRACKS

OCT 1-29

The extreme effects of technological progress on the world economy, combined with demographic change and globalization, have led to a critical societal problem: how to arm people with the needed skills to have a hand in the economy – now and in the future.

Each parallel track includes a core learning experience that take place virtually over the month of October, leading into a 3-day Conference, November 7-9.



For leaders from business, academia, government and civil society who are looking to collaborate on developing talent that is needed today.

Leadership Track

Featuring Impact Roundtables

For scholars, lecturers, trainers and academic faculty across disciplines who are looking to connect with like minded colleagues on teaching innovations.

Educators Track

Featuring Microsim Development Lab

Learners Track

For students and lifelong learners across disciplines who are looking to reskill, upskill and learn how business can make a positive impact on society.

Featuring The Social Logistics Challenge

A vibrant hub of exchange, learning, collaboration and discussion.

Complex problems are often best solved with diverse perspectives, expanding the possible solutions through multiple inputs. The conference offers a program that engages participants in discussions about how to innovate across sectors and create models that address the climate crisis, inequalities in global supply chains, access to healthcare, agriculture, food security, and more.

The program is designed with the intent to push participants to embrace the notion of adaptability and collectively work together to develop sustainable solutions that go Beyond the Classroom, Beyond the Credential and Beyond Business.





2,500+

Virtual Attendees



100+

Organizations Represented



35+

Countries Represented



100+

In-Person Attendeees





The audience



University leaders, including Rectors, Deans, Directors and Administrators from developed, emerging and frontier markets



Learners from all disciplines, including undergraduate, graduate and PhDs from developed, emerging and frontier markets



Faculty and lecturers from universities in developed, emerging and frontier markets



Professionals from industry, civil society, and government dedicated to addressing economic and social challenges effectively and efficiently

Sponsorship & Partnership

Each Circle of Giving offers the opportunity to actively engage and support activities that directly contribute to making an impact on communities across the globe in the areas of healthcare, climate change, human rights, sustainable finance, financial technology, social logistics, and more.

Active Participation in GBSN Mission & Vision

By participating in *GBSN Beyond*, your organization will directly contribute to the acceleration of the development of new programs, improvement of current programs and initiatives that will close the skills gap.

Exhibit and Showcase

Reach new audiences and solidify existing relationships by exhibiting virtually and / or in-person at *GBSN Beyond's* Innovation Marketplace. Showcase your initiatives and messages on a global platform from one location.

Share Your Impact Story

Reach new audiences and solidify existing relationships by exhibiting virtually and / or in-person at *GBSN Beyond's* Innovation Marketplace. Showcase your impact initiatives and your organization's message on a global platform from one location.

Benefactor

Support students, faculty, administrators and entrepreneurs from the developing world by offering them the opportunity to participate in *GBSN Beyond* by becoming an institutional benefactor.

Be a Change Maker

Support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.



Choose from a variety of packages that offer various benefits and opportunities and gain the biggest value with the largest impact for your organization.

Leadership Circle

\$15,000

Impact Circle

\$10,000

Community Circle

\$8,000

Mission Circle

\$5,000

Innovation Circle

\$3,000

Leadership Circle (\$15,000)	Impact Circle (\$10,000)	Community Circle (\$8,000)	Mission Circle (\$5,000)	Innovation Circle (\$3,000)
x4 in-person conference tickets (value at \$1200 USD each)	x3 in-person conference tickets (value at \$1200 USD each)	x2 in-person conference tickets (value at \$1200 USD each)	x1 in-person conference tickets (value at \$1200 USD each)	x1 in-person conference tickets (value at \$1200 USD each)
Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access	Unlimited virtual event access
Access to pre-conf track experiences	Access to pre-conf track experiences	Access to pre-conf track experiences	Access to pre-conf track experiences	Access to pre-conf track experiences
Offer ×1 institutional registration for school in the developing world	Offer x1 institutional registration for school in the developing world	-	-	-
Speaking opportunity	Speaking opportunity	-	-	-
Branded plenary session sponsor	Branded plenary session sponsor	Branded breakout session sponsor	-	-
Logo placement on login page, website & registration page	Logo placement on login page, website & registration page	Logo placement on website	Logo placement on website	Logo placement on website
Full page AD in printed program	Half page AD in printed program	Quarter page AD in printed program	-	-
AD placement in x1 eNewsletter	AD placement in x1 eNewsletter	-	-	-
Featured article in x1 eNewsletter	-	-	-	-
AD in x1 episode <u>OR</u> participate in a 30-min podcast episode	AD in x1 podcast episode	-	-	-
60-sec Video Reel played during ple- nary session (virtual and in-person)	60-sec Video Reel played during ple- nary session (virtual and in-person)	60-sec Video Reel played during plenary session (virtual and in-person)	-	-
Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics	Virtual booth with live video chat, lead generation, data analytics
Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference	Exhibit table at in-person conference
Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails	Logo placement in all GBSN Beyond emails
Branded sponsor of Conf Bag	Branded sponsor of Conf Bag	-	-	-
Branded sponsor of 1 conference health & well-being activity	Branded sponsor of x1 conference health & well-being activity	Branded sponsor of x1 track health & well-being activity	-	-
Choice of one free Be Remembered add-on opportunity	Choice of one free Be Involved addon on opportunity	Choice of one free Be Noticed add-on opportunity	-	-

Add-On

for engagement

How it works: The following add-ons provide sponsors with additional visibility and engagement with conference participants and are available on a first come, first served basis. Sponsors must choose a base sponsorship circle before they are eligible to select an add-on. Leadership, Impact, and Community Circles of Giving each come with one free add-on as listed. Extra fees will be associated if multiple add-ons are selected.



Be Remembered - \$15,000 / Included in Leadership Circle of Giving

Water Bottles (1) - Be the face of sustainability for the conference. Reusable water bottles and filling stations branded with your logo, given to all participants to use and take home. Bottles provided by GBSN.

Conference Bags (1) - Be the brand that means business. Bags branded with your logo filled with conference materials for each participant to use and take home. Portfolios provided by GBSN.

Gala Dinner (1) - Be the brand behind the entertainment. The annual Gala Dinner where attendees enjoy local cuisine, entertainment, and networking. GBSN coordinates promotion, catering, and logistics.



Be Involved - \$10,000 / Included in Impact Circle of Giving

Health & Well-Being Activity (1) – Be part of participants' health and well-being experience. Brand a morning bike ride, yoga session, meditation session, etc. You may work with GBSN to incorporate other forms of visibility during the site visit.

Post-Conference Site Visit (1) – Be part of participants' Amsterdam experience. Brand the post-conference site visit on November 9 for up to 30 people (i.e. Networking Tour sponsored by Your Company). Opening Welcome Reception (2) - Be the branded sponsor of the event that kicks off the conference. GBSN coordinates promotion, catering, and logistics.



Be Noticed - \$8,000 / Included in Community Circle of Giving

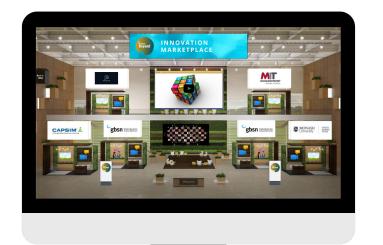
Lanyards (1) - Be in every networking moment. Conference lanyards branded with your company's logo. Lanyards provided by GBSN.

Networking Tea Break (4) – Be the break they've been waiting for. Branded signage featured throughout food service area.

Networking Lunch (2) – Provide the mid-daymeal they've been waiting for. Branded signage featured throughout food service area. Lunch will be delivered networking style.

Wifi (1) - Branded sponsor of the wifi provided to conference participants within the venue.

PPE Supplies (2) - Branded sponsor of PPE supplies, i.e. masks and sanitizer provided to conference participants.



Why should I sponsor or partner?

Support GBSN Beyond to affiliate your organization with a dynamic, innovative experience that draws the attention of students, faculty and leaders from academic institutions; professionals from civil society and industry from all over the world. Your support also helps GBSN continue its important work, improving management and leadership talent with education and training.

Supporting GBSN Beyond allows you to:



Enhance your network with influential educators, students, and leaders in the development, corporate and public sectors



Build awareness and maximize exposure of your organization, activities, impact and services to a global and diverse audience



Observe and discuss the latest data, market trends and research findings on the future of global talent development, employability and education, including the impact of COVID-19



Directly participate in the development of actionable solutions through collaboration, innovation, and learning



Visibility as a change maker in sustainable economic and social development efforts





Institutional Benefactor

By becoming an Institutional Benefactor, you not only award access to all students, faculty and administrators from your institution to participate in *GBSN Beyond*, but you also provide the opportunity to another institution's students, faculty and administrators to participate in *GBSN Beyond*. In addition, Institutional Benefactors have the opportunity to develop and host a session or activity for both institution's faculty, students or administrators including your own. GBSN will support the coordination and communication in addition to providing the platform.

Event Partner

Become a *GBSN Beyond* association partner and offer your community the opportunity to engage with global leaders in academia, government, and industry to collectively explore the critical role of business and entrepreneurship education in our global future. By becoming an event partner, you commit to supporting *GBSN Beyond* through communication and promotion. In addition, event partners can offer their member base a 20% discount on registration.

This partnership is designed as a way for organizations to collaborate and exchange opportunities, resources and services with each other. *GBSN Beyond* can provide meaningful opportunities of engagement for your stakeholder base.





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Contact Us

If you are interested in any sponsorship or partnership opportunities, or if you would like to discuss other opportunities to support activities that enable the creation of new knowledge, provide meaningful experiences, and build relationships that can transform management education, as well as provide broad visibility to your organization as a champion and change maker for economic and social development.

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