



GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

SPONSORSHIP PACKAGE

January 29 - January 31, 2025

Goodman School of Mines

Laurentian University

Sudbury, Ontario, Canada



GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

HIGHLIGHTS FROM #GGC2024



BE A PART OF THE NEXT GOODMAN GOLD CHALLENGE

www.goodmangoldchallenge.com

goodmangoldchallenge@laurentian.ca



GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

THE GOODMAN GOLD CHALLENGE

The Goodman Gold Challenge (GGC) is a unique mining investment competition for undergraduate students. Unlike other competitions, participants will evaluate the investment potential of three mining companies currently trading on the TSX or TSX-V and recommend to their top tier clients a single company for their portfolio.

The challenge will provide undergraduate students with a real-life experience, putting their academic credentials to a vital test. The challenge will offer students a once-in-a-lifetime opportunity to interview three mining company CEOs about the current and projected financial strength of their company and why it belongs on their Tier I client list.

Teams will be competing for the cash equivalent of four (4) ounces of gold!

WHO IS INVOLVED?

- Up to 12 Universities from across North America
- Top Mining Engineering, Geology, Business and Finance Students
- Business Executives
- Industry Leaders

WHY BE INVOLVED WITH THE GOODMAN GOLD CHALLENGE?

- Invest in the future workforce
- Help students gain real life experience
- Provide an opportunity for students to network among their peers and industry executives and professionals
- Help students understand the importance of the full mining cycle



Thank you to our 2024 Sponsors!

OUR SPONSORS | NOS COMMANDITAIRES

TITLE SPONSOR | COMMANDITAIRE PRINCIPAL



OPENING GALA | GALA D'OUVERTURE



CASE COMPANY SPONSORS | COMMANDITAIRES D'ÉTUDES DE CAS



GOLD SPONSORS | COMMANDITAIRES D'OR



Capital Markets



BREAKFAST SPONSOR |
COMMANDITAIRE DU PETIT DÉJEUNER

GOLD COIN SPONSOR |
COMMANDITAIRE DES PIÈCES EN OR



SNACK SPONSOR |
COMMANDITAIRE DE GRIGNOTINES

TEAM WORKROOM SPONSOR |
COMMANDITAIRE DE SALLE DE TRAVAIL



MINE TOUR SPONSOR |
COMMANDITAIRE DE LA TOURNÉE
DE MINE



MEDIA COVERAGE

Northern Ontario Business - BC foursome crowned winners of Laurentian U gold challenge

https://www.northernontariobusiness.com/industry-news/training-education/bc-foursome-crowned-winners-of-laurentian-u-gold-challenge-8209913#google_vignette

Sudbury.com - Queen's U team wins Laurentian gold challenge

<https://www.sudbury.com/local-news/queens-u-team-wins-laurentian-gold-challenge-6515053>

The Sudbury Star - Students go for gold at annual Goodman challenge

<https://www.thesudburystar.com/news/local-news/students-go-for-gold-at-annual-goodman-challenge>

CBC - The Goodman Gold Challenge investment competition tests the skills of undergraduate students

<https://www.cbc.ca/player/play/2168855619574>

Laurentian University - Students Shine During The Fourth Annual Goodman Gold Challenge

<https://laurentian.ca/news/goodman-gold-challenge-2020>

Northern Ontario Business - Gold mining investment challenge set for February 2020

<https://bit.ly/3dF8cAP>

Northern Ontario Business - Uof T Team Snags Top Marks at 2018 Gold Challenge

<https://www.northernontariobusiness.com/regional-news/sudbury/u-of-t-team-snags-top-marks-at-2018-gold-challenge-825640>

Sudbury.com - Uof T Team Snags Top Marks at 2018 Gold Challenge

<https://www.sudbury.com/local-news/u-of-t-team-snags-top-marks-at-2018-gold-challenge-827850>

Sudbury.com - Cash Equivalent of Four Ounces of Gold up for Grabs in this University Competition

<https://www.sudbury.com/local-news/cash-equivalent-of-four-ounces-of-gold-up-for-grabs-in-this-university-competition-821879>

Sudbury Mining Solutions - Planning begins for 2018 Goodman Gold Challenge

<http://www.sudburyminingsolutions.com/planning-begins-for-2018-goodman-gold-challenge.html>

Ted Rogers School News - TRSM Places second in Goodman Gold Challenge

<https://www.ryerson.ca/tedrogersschool/news-events/2018/02/TRSM-places-second-in-Goodman-Gold-Challenge/>

Canadian Mining Journal- Goodman Gold Challenge set Later Month

www.canadianminingjournal.com/news/content-goodman-gold-challenge-set-later-month/

Mining.com - Go for Gold with the Goodman Gold Challenge

<http://www.mining.com/web/go-for-gold-with-the-goodman-gold-challenge/>

Kinross World

<http://www.kinrossworld.kinross.com/en/kinross-search?tags=2541>

Samssa - Goodman Gold Challenge Set Later Month

<https://samssa.ca/content-goodman-gold-challenge-set-later-month-sudbury/>

24h Gold

<http://www.24hgold.com/english/contributorext.aspx?id=8200479386H11690>





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: \$20,000

NOT AVAILABLE

- Official Goodman Gold Challenge (GGC) Sponsor
- The Goodman Gold Challenge Presented by ____
- Your company logo and name prominently displayed throughout the challenge
- Advertised on the GGC website
- Logo on GGC's website with a direct link to the company's website
- Logo on the Miner Lunchboxes given to students as participation gifts
- The Goodman Gold Challenge Presented by ____
- Advertised as the title sponsor on social media
- Advertised as the title sponsor in press releases issued to the media
- Advertised on the title page of the GGC handbook
- The Goodman Gold Challenge Presented by _____
- Space to place a full page colour ad on the inside front cover of the handbook
- Official Sponsor of the Closing/Awards Ceremony
- Opportunity to address the audience at the closing ceremony (10 minutes)
- 8 tickets to the closing ceremony
- Exclusive booth space at the closing ceremony (must be supplied and staffed by sponsor)
- 8 tickets to the opening Gala
- 8 tickets to the Wednesday evening social
- Opportunity for one company representative to sit on the judging panel during the initial and final team pitches
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)





GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

OPENING GALA: \$10,000 **NOT AVAILABLE**

- Advertised as the Official Sponsor of the Opening Gala
- Advertised on the GGC website
- Logo on GGC's website with a direct link to the company's website
- Advertised on social media as the official sponsor of the opening gala
- Advertised as the official sponsor of the opening gala in press releases issued to media
- Space to place a full page colour ad on the inside back cover of the GGC handbook
- Exclusive booth space at the opening gala (must be supplied and staffed by sponsor)
- 8 tickets to the opening gala
- 8 tickets to the Wednesday evening social
- 2 tickets to the closing ceremony
- Opportunity to address the audience during the opening gala (10 minutes)
- Opportunity for one company representative to sit on the judging panel during the initial and final team pitches
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)





GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

CASE COMPANY SPONSORS: 3 AT \$8,000

- Advertised as one of the three Official Case Company Sponsors
 - CEO or CFO of the company will have 20 to 30 minutes to pitch their business to the competing teams
 - CEO or CFO will meet with each team individually (5 to 10 minutes per team) where competitors may ask further questions (Teams will then conduct due diligence and industry research to determine which company they believe is the best investment decision, which will then be presented to a panel of judges) Advertised throughout the competition as a case company sponsor
 - Branded signage at opening and closing ceremonies provided by GGC
 - Advertised on the GGC website as a case company sponsor
 - Logo on GGC's website with a direct link to the company's website
 - Space to place a 1 /3 page colour advertisement in the GGC handbook
 - Advertised as a case company sponsor in social media
 - Advertised as a case company sponsor in press releases issued to media
 - 2 tickets to the opening gala
 - 2 tickets to the closing ceremony
 - 2 tickets to the Wednesday evening social
 - Opportunity to provide branded merchandise in gift bags for participating students (up to 48)
- *Case Company Sponsors will be announced to the competitors and to the public six (6) weeks prior to the challenge. This will allow for competitors to conduct initial research of the organizations as well as ensure complete transparency and fairness between competing teams.*





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

GOLD SPONSORS (JUDGES): 12 AT \$6,000

- Advertised as a Gold Sponsor throughout the Challenge
- A company representative MUST sit on the judging panel during the initial and final team pitches
- Branded signage at the opening and closing ceremonies provided by GGC
- Advertised on the GGC website
- Logo on GGC's website with a direct link to the company's website
- Advertised on social media as a gold sponsor and judge for the event
- Advertised as a Gold Sponsor and judge in press releases issued to media
- Space to place a ¼ page colour advertisement in the GGC handbook
- 2 tickets to the opening gala
- 2 tickets to the closing ceremony
- 2 tickets to the Wednesday evening social
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

GOLD COIN SPONSORS: 1 AT \$3,000

- Sponsor of 1/4 ounce gold coins given as a prize to the members of the top 3 teams
- Advertised as an official gold coin sponsor throughout the Challenge
- Branded signage at opening and closing ceremonies provided by GGC
- Advertised on the GGC website
- Logo on GGC's website with a direct link to the company's website
- Advertised as a gold coin sponsor in social media
- Advertised as a gold coin sponsor in press releases issued to media
- 2 tickets to the opening gala
- 2 tickets to the closing ceremony
- 2 tickets to the Wednesday evening social
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)

Gold Coin Sponsors are on a first-come basis. The first organization to become a Gold Coin Sponsor will be rewarding the winning team with the gold coins, the second organization to sponsor will be rewarding the second place team, and the third organization to sponsor will be rewarding the third place team. The participants from the top three teams will all receive 1/4 ounce gold coins sponsored by each respective organization.





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

SOCIAL EVENING SPONSOR: 1 AT \$4,500

- Social Evening Sponsor after Opening Gala (Wednesday, January 29th, 2025)
- Branded signage at the venue provided by GGC
- Option to set up an information kiosk at the venue entrance (must be supplied and staffed by sponsor)
- Opportunity to give a 10-minute presentation during Social Evening
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as the Social Evening Sponsor
- 2 tickets to the Opening Gala
- 8 tickets to the Wednesday evening social
- 2 tickets to the closing ceremony
- Branded signage at the opening and closing ceremonies provided by GGC
- Additional tickets to the opening gala and closing ceremony can be purchased at a discounted price

BAR SPONSOR: 1 AT \$3,500

- Bar Sponsor during the Closing Ceremony (Friday, January 31st, 2025)
- Branded signage at the bar provided by GGC
- **Opportunity to display promotional material at bar (material provided by sponsor)**
- Advertised on the challenge schedule in the GGC Handbook
- Advertised on GGC's website as the official Bar Sponsor
- Branded signage at the opening and closing ceremonies provided by GGC
- 2 tickets to the closing ceremony
- Tickets to the opening gala, the Wednesday social event, and extra tickets to the closing ceremony can be purchased at a discounted price

Two (2) drink tickets will be given to each attendee that is of drinking age at the Closing Ceremony.





GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

LUNCH SPONSORS: 2 AT \$3,000

- Lunch Sponsor in the Great Hall @ Laurentian University (Thursday or Friday)
- Branded signage at the Great Hall entrance provided by GGC
- Option to set up an information kiosk at the Great Hall entrance (must be supplied and staffed by sponsor)
- Opportunity to give a 3-minute speech during the lunch
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as an official lunch sponsor
- 8 tickets to the lunch
- 2 tickets to the closing ceremony
- Branded signage at the opening and closing ceremonies provided by GGC
- Tickets to the opening gala, the Wednesday social event, and extra tickets to the closing ceremony can be purchased at a discounted price

BREAKFAST SPONSORS: 2 AT \$3,000

- Breakfast Sponsor in the Great Hall @ Laurentian University (Thursday or Friday)
- Branded signage at the Great Hall entrance provided by GGC
- Option to set up an information kiosk at the Great Hall entrance (must be supplied and staffed by sponsor)
- Opportunity to give a 3-minute speech during the breakfast
- Advertised on the challenge schedule in the GGC Handbook
- Advertised on GGC's website as an official breakfast sponsor
- Branded signage at the opening and closing ceremonies provided by GGC
- 8 tickets to the breakfast
- 2 tickets to the closing ceremony
- Tickets to the opening gala, the Wednesday social event, and extra tickets to the closing ceremony can be purchased at a discounted price





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

TEAM WORKROOM SPONSORS: UP TO 12 AT \$500

- Team Work Room Sponsor @ Laurentian University
- Sign with company logo at the entrance of the work room provided by GGC
- Logo in the GGC handbook
- Opportunity to provide branded merchandise/supplies in the work room for teams to utilize or keep (4 students/team)
- Advertised on GGC's website as an official team work room sponsor
- 2 tickets to the closing ceremony
- Branded signage at the opening and closing ceremonies provided by GGC
- Tickets to the opening gala, the Wednesday social event, and extra tickets to the closing ceremony can be purchased at a discounted price

SNACK SPONSORS 4 AT \$600

- Sponsor of a snack station during the challenge
- Thursday morning or afternoon
- Friday morning or afternoon
- Opportunity to display promotional material at station (banner, flyers, promotional items, etc.) Branded signage at the opening and closing ceremonies provided by GGC
- Advertised on the challenge schedule in the GGC Handbook (paper and electronic version) Advertised on GGC's website as an official snack sponsor
- Tickets to the opening gala, the Wednesday social event, and the closing ceremony can be purchased at a discounted price

CHALLENGE SUPPORTERS: \$300

- Branded signage at opening and closing ceremonies provided by GGC
- Advertised on GGC's website as a Challenge Supporter
- Opportunity to provide branded merchandise or recruitment material in gift bags for participating students
- Tickets to opening gala, the Wednesday social event and the closing ceremony can be purchased at a discounted price

GIFT BAGS: \$100

- Branded merchandise placed in gift bags for competitors





GOODMAN GOLD CHALLENGE
DÉFI D'OR GOODMAN

Thank you for your consideration in supporting the Goodman Gold Challenge, hosted by the Goodman School of Mines and Laurentian University. This mining investment competition is certainly one of a kind and we know that you will enjoy being a part of it!

To learn more about the Goodman Gold Challenge and sponsorship opportunities, please contact our event coordinator.

Claudia Ghiandoni

Goodman Gold Challenge Event Coordinator
Goodman School of Mines
Email: goodmangoldchallenge@laurentian.ca

