



effie

COLLEGIATE

SPONSORSHIP BENEFITS

- Gain valuable marketing insights from a budding target group.
- Unearth new, creative and strategic campaign ideas
- Help establish early brand affiliation with current and future target audience.
- Exclusivity within your market segment.
- Opportunity to recruit talent.
- All ideas presented during the competition will be released as your property.
- Brand and corporate recognition at the annual North American Effie Awards Gala.
- Support college students as they prepare to enter the business world.

Competition Sponsorship Opportunity

Join the well-regarded list of companies that have sponsored the Collegiate Effie competition. This is a great opportunity to tap into the millennial mind-set. Activate a unique and engaging relationship with future consumers and tomorrow's marketers.

Introduced in 2009 and modeled after the North American Effie Awards competition, the Collegiate Effie Awards provides students with the opportunity to research, ideate, and execute comprehensive marketing plans that address professional-level marketing challenges.

Since the inaugural competition, the program has taken off and brands have found it to be a valuable experience. Challenges have been presented by Heineken, MINI, U by Kotex®, Target, Kleenex®, V8®, and IBM®

Effie administers and manages all aspects of the competition, making it easy for you to be involved by providing professional, turnkey competition management services.

To learn more about this year's competition, visit www.effie.org.

For additional details on how you can support the program, please contact Nisha Stéphen.

