

# THE VALUE OF ETHICS



## 2010 DALHOUSIE BUSINESS ETHICS CASE COMPETITION

SPONSORSHIP OPPORTUNITIES GUIDE

NOVEMBER 11-13, 2010

Dalhousie University

Halifax, Nova Scotia

# Introduction

## TABLE OF CONTENTS

Letter from the Chair 3

About DBECC 4

Sponsorship Levels 5

Contact Information 6

## VISION

// Tomorrow's leaders are equipped with the tools and knowledge required to make complex business decisions while adhering to the fundamental principles of business ethics and corporate social responsibility //

## MISSION

The Dalhousie Business Ethics Case Competition strives to foster an environment through which undergraduate business students may broaden their knowledge and understanding of business ethics and corporate social responsibility. The event's main goal is to expose students of all backgrounds to the ethical implications involved with everyday business decisions, and the impact these decisions have upon their environment, their community, their employees, and their shareholders.

## VALUES

DBECC is committed to the promotion and more importantly, the true understanding and effective use, of business ethics in all decision making. We believe in the principles of **integrity** and **honesty**, and as such we hold ourselves to the highest level of ethical and moral conduct in our interactions with all of our event's participants.

By encouraging an environment of mutual **respect** and **diversity**, we are able to provide an atmosphere of continuous learning and **personal growth** for our competitors and our executive committee alike. We pride ourselves on attracting the best and the brightest from each school that competes in our event, and each member of DBECC's executive committee has a proven track record of **leadership** and academic excellence.

# Letter from the Chair

Dear Potential Sponsor,

We are pleased to invite you to become involved with the Dalhousie Business Ethics Case Competition (DBECC). DBECC is annual competition and will take place November 11th – 13th, 2010. DBECC is a unique opportunity for top-minds in business ethics from 15 schools in Canada and the U.S. to compete. The event will also include a keynote dinner featuring a prominent guest speaker.

This three day event aims to expose students to timely issues in business ethics. Our goal for the weekend is to teach future business leaders the value of behaving ethically, in hopes students practice and continue ethical business decision making at their home University and beyond.

We believe that part of the success of our event is the involvement of organizations that have proven to be responsible corporate entities. You have been chosen to become a key supporter as we believe your organization has exemplary ethical business practices.

DBECC is an opportunity for experiential learning. Students can apply what they have learned in traditional classroom settings, learn and grow to become conscientious corporate leaders. With your support, we can continue to see DBECC strengthen and benefit students across North America. The role your organization wishes to play can be tailored to suit your business needs. This package outlines what sponsorship opportunities are available and how they can benefit your organization.

Thank you for your consideration and we look forward to hearing from you to discuss your role in DBECC 2010.

Sincerely,



Stephen Glennie,  
DBECC Chairperson

s.glennie@dalcomm.ca  
902.402.6433

# About DBECC

In recent years, it has become more apparent that ethical practices play a critical role in determining the success or failure of organizations worldwide. Yet, the study of business ethics remains very much underrepresented in undergraduate business programs throughout North America. Recognizing the need to fill this void, the students of Dalhousie University set out to create an event which focused specifically on business ethics and corporate social responsibility.



November 2003 marked the first annual Dalhousie Business Ethics Case Competition, and teams of four students from universities across Canada travelled to Halifax, Nova Scotia in order to participate. The event was a tremendous success, and has grown substantially, with international recognition and delegations from the United States.

DBECC makes use of the case method for all rounds of competition. Case studies are widely-used in business education as they require students to analyze complex business situations in a real-life context. These case studies require competitors to effectively balance the financial, legal, ethical and societal ramifications of their decisions. By doing so, competitors demonstrate that ethics are equally valuable to the corporate balancing act as any other consideration.

The case competition is divided into three rounds which span the three days of the event, with each round using a unique case written specifically for DBECC 2010. The first round case is sent out to schools four weeks prior to the event. In keeping with DBECC's mandate of providing students with a comprehensive learning experience, students are encouraged to broaden their knowledge by using any resource they have access to help put together their findings for the first round. The second round case is given to students at the competition and they have four hours to prepare their findings. Finalists from the first two rounds compete in the third round which follows a similar format as the second round. In all three rounds teams present their findings to a panel of judges composed of ethics professors, executives and government officials from across Canada.



The Dalhousie Business Ethics Case Competition is already the largest competition of its kind, and the only Canadian event with a primary focus on the subject of business ethics, designed specifically for undergraduate business students.

# Sponsorship Levels

## Platinum \$5,000

- Prominent mention as Platinum Sponsor in DBECC literature and press releases
- Prominent signage at DBECC events including Opening Ceremonies, speaker presentations and Awards Gala
- Logo and link to company's website displayed on official DBECC Website
- Rights to DBECC name and logo in advertising and promotions
- Opportunity for company representative to make a welcoming address at Opening Ceremonies
- Opportunity for company representative to present award to winning schools at Awards Gala
- Opportunity for company representative(s) to sit on judging panel for all three rounds of competition
- Full-page message in delegates' handbook
- Full-page advertisement in delegates' handbook
- Product placement opportunity in delegate bags
- Invitation for three (3) company representatives to attend Opening Ceremonies, including one (1) reserved seat at the head table
- Invitation for three (3) company representatives to attend the Keynote Dinner, including one (1) reserved seat at the head table
- Invitation for three (3) company representatives to attend the Awards Gala, including one (1) reserved seat at the head table

## Gold \$3,000

- Mention as Gold sponsor in DBECC literature
- Signage at DBECC events, including Opening Ceremonies, speaker presentations and Awards Gala
- Logo and link to company's website displayed on official DBECC Website
- Rights to DBECC name and logo in advertising and promotions
- Opportunity for company representative to sit on judging panel for first and second rounds of competition
- Full-page advertisement in delegates' handbook
- Product placement opportunity in delegate bags
- Invitation for two (2) company representatives to attend Opening Ceremonies
- Invitation for two (2) company representatives to attend the Keynote Dinner
- Invitation for two (2) company representatives to attend the Awards Gala

## Silver \$1,000

- Mention as Silver sponsor in DBECC literature
- Logo and link to company's website displayed on official DBECC Website
- Rights to DBECC name and logo in advertising and promotions
- Half-page advertisement in delegates' handbook
- Product placement opportunity in delegate bags
- Invitation for two (2) company representatives to attend the Keynote Dinner
- Invitation for two (2) company representatives to attend the Awards Gala

## Bronze \$500

- Logo and link to company's website displayed on official DBECC Website
- Rights to DBECC name and logo in advertising and promotions
- Quarter-page advertisement in delegates' handbook
- Invitation for two (2) company representatives to attend the Keynote Dinner

# Contact Information

The Dalhousie Business Ethics Case Competition Executive Committee would like to thank you for taking the time to review and consider this sponsorship opportunity.

We welcome you to contact us at your convenience for more information on how your organization can become involved with this exciting event.

**Stephen Glennie**

*Chairperson*

s.glennie@dalcomm.ca

902-402-6433

**Stephanie Clark**

*VP External*

*Dalhousie Commerce Society*

s.clark@dalcomm.ca

902-237-7787



Dalhousie Business Ethics Case Competition  
School of Business Administration  
Kenneth C. Rowe Management Building  
6100 University Ave  
Halifax, Nova Scotia  
B3H 3J5

[www.dbecc.com](http://www.dbecc.com)

