Maple Leaf Sports & Entertainment (MLSE) Global Partnerships Case Competition 2025

THE CHALLENGE:

Develop an integrated partnership proposal that will achieve the objectives of a prospective partner brand within one of the three categories (listed below) and one of the four MLSE properties (Toronto Maple Leafs, Toronto Raptors, Toronto Football Club, Toronto Argonauts).

The judges will be acting as the Head of Marketing for the target company of your choice that you (MLSE) want to bring on as an official partner of an MLSE sports property.

Assume we have had preliminary discussions to understand what a partnership could entail, but now we want to understand more specifically how we could execute a strategic and creative partnership with one of MLSE's properties (which you will build).

YOUR TASK:

1. Select **one (1)** of the open categories to explore (listed below)
2. Select **one (1)** brand to develop a partnership proposal within your selected category
3. Select **one (1)** MLSE sports property to partner with (Maple Leafs, Raptors, Toronto FC, or Toronto Argonauts)
4. Build an integrated partnership proposal (see suggested structure & tips below)
    a. Your idea **must** include a tactic/component of your campaign that incorporates MLSE's social platforms (i.e., Tiktok, Youtube, Instagram, X, etc.)
    b. We would love to see how our brand can engage fans across multiple touchpoints (i.e. social content, in-game activations, out-of-home advertising, broadcast, etc.)

Note: Please keep in mind that there is no right or wrong response to this proposal. We will be evaluating your strategic thinking, creativity and approach to the presentation.

MLSE's Partnership Development team identified the following high-potential opportunities.

Please choose one (1):

CATEGORY (EXAMPLES/EXCLUSIONS)	PROPERTY (TEAMS)
Paint	Maple Leafs, Raptors, Toronto FC, or Argos
Headphones	Maple Leafs, Toronto FC, or Argos
Baby Care (e.g. diapers, strollers, formula/food)	Maple Leafs, Raptors, Toronto FC, or Argos
Logistics (e.g. transportation) **Exclusions:** *Ground parcel delivery (Maple Leafs & Argonauts)*	Maple Leafs, Raptors, Toronto FC, or Argos

PRESENTATION STRUCTURE:

Your partnership proposal should follow the structure below:

1. **Introduction –** An exciting hook to get the prospective partner interested and grab their attention.

2. **About The Brand –** What did you learn about the brand that is relevant for the partnership

3. **The Fit –** How does the prospective partner's brand align with the team you have selected?

4. **Integrated Partnership Proposal –**
   a. What is your BIG idea/central theme?
   b. What marketing tactics will you use to bring the partnership to life?
      i. All tactics should ladder up to a central theme
   c. How will the brand team measure success? What KPIs will you be tracking?
   d. What is your proposed investment? How will you allocate the funds? (see appendix for hypothetical rate card for MLSE's marketing assets). <u>*Note:*</u> *Only provide us with a budget breakdown; no ROI or financial projections are required*

5. **Summary and Conclusion -** Wrap up and tell us reasons to believe this partnership will work. <u>Please include the name of everyone on your team</u> on the final slide.

Note: Your presentation must be **ten (10) slides maximum (excluding citations)**. Prioritize visual storytelling over data, charts and text heavy slides. Incorporate relevant team and fan imagery to create a compelling presentation.

Note: Participants may include a **maximum of one (1) slide** for a bibliography

MLSE GP CASE COMP PROCESS:

<u>Round #1: Preliminary Case Review & Video Presentations</u> – **DUE** Sunday, November 30th, 2025 at 11:59PM EST

- Your Team Captain is to submit your PowerPoint presentation (**10 slides max**) & an **eight (8) minute** video presenting their PowerPoint on the MLSE Case Competition website [HERE](#) by the deadline. ***Please note only one submission is required for the entire group.***
- Format for submission must be a PDF file, under 10GB. Please name your PDF with the following format: *First & Last Name of Team Captain Name_Brand_MLSE Team*. For example, Alyssa_Evans_Scotiabank_TML
- Judging panel will select sixteen (16) teams to proceed to the final round
  - Fourteen (14) teams will qualify directly from the first round
  - Two (2) will be *Redemption Teams*, composed of 8 standout students (4 per team) from the first round

Note: Any video submissions with edits and/or cuts will not be assessed and the respective teams will be removed from the competition.

Round #2: In-Person Finals -Saturday, January 31st at 50 Bay Street (Times TBD)

- Each team will produce a net new partnership proposal within a new category (Selected teams will be notified late December, more information to come!)
- Teams will present their presentations live and in-person to a panel of judges at MLSE HQ