



Sponsorship Package

Bridging Business
Academia and the Real
World

2026 Edition

About Us

FUSE Society is a **federally registered, youth-led nonprofit** organization that bridges the gap between business academia and real-world application. **Founded in 2016** by two high school students in Vancouver, FUSE has grown into a national force for youth empowerment, providing free business education, case competitions, and leadership development opportunities to students across Canada.



Our Vision for 2026

In 2026, FUSE Society is entering a new rebranding — expanding from foundational business literacy toward **highly technical, innovation-driven education**. Our programs now focus on the intersection of **business, data, and technology**, preparing students for the rapidly evolving global economy.

Our CORE Pillars

1. Technical Business Literacy

Equip students with analytical and problem-solving tools used in modern corporations, integrating topics like financial modeling, AI in business, and data-driven strategy.

2. Career Empowerment

Connect youth directly with companies through career fairs, mentorship programs, and internships to build professional experience early.

3. Innovation Through Competition

Develop creativity and collaboration through national competitions that challenge students to solve real corporate problems using multidisciplinary approaches.



FUSE By the Numbers



Metric	2025 Impact	2026 Goal
Monthly Website Views	200,000+	300,000+
Students Impacted	6,500+	10,000+
Active Provinces	3	6
Followers	2,000+	5,000+

Flagship Programs & Initiatives

Blueprint 2026

Blueprint is a launchpad for Canada's future innovators.

FUSE's newest and most ambitious event, **Blueprint**, is a 7-day innovation challenge where student teams tackle complex business problems based on a real local business, our case partner. Students will create a digital solution that will be judged by company representatives, who will evaluate students' choices against real business strategies and solutions.



Innovate48

Innovate48 is Canada's only 48-hour high school technical case competition.

Following a successful debut in the previous year with over **300 registrations**, **Innovate48** is a 48-hour innovation challenge in which students tackle complex business problems using any tools available — from data analytics and AI to strategic modelling and presentation design.

As a sponsor, you will have the opportunity to:

- Submit a real business challenge for teams to solve.
- Brand integration throughout all challenge materials and digital assets.
- Judge or mentor participation.
- Access to post-event data insights and student resumes.

Ambassador Program

50+ ambassadors annually from across Canada.

FUSE encourages ambitious youth to engage with the organization's planning and activities through the **National Ambassador Program**.

By recruiting ambassadors nationwide each year to improve our efficiency, we ensure we can maximize our impact on students through our events. Since its implementation, FUSE has expanded its reach beyond our **three major provinces (ON, BC, AB)** through this program.



FUSE Finale

Our annual flagship event that connects students to real-world business challenges

Since FUSE's start more than a decade ago, **FUSE Finale** has been our flagship event. It is an annual case competition in partnership with an established company that challenges students to develop a solution and pitch it to a panel of judges.

Historically, the event has always received **150+ competitors** per year, with a **60% year-over-year growth rate**. Furthermore, previous corporate partners include **Vancity** and **Leon's Furniture**.

As a sponsor, you will have the opportunity to:

- Judge or mentor participation.
- Access to post-event data insights and student resumes.



Why Sponsor FUSE Society



Brand Exposure

- Visibility across 200K+ monthly web viewers and 10K+ annual event attendees.
- Logo featured on digital assets, case materials, and email communications.
- Social media campaigns promoting sponsors with engagement analytics.



Community & CSR Impact

- Demonstrate your commitment to youth development and educational equity.
- Align your brand with a nationally recognized nonprofit dedicated to fostering innovation and leadership.
- Qualify your support as a tax-deductible contribution under nonprofit legislation.



Direct Engagement

- Speak directly to Canada's brightest young business talent.
- Participate as a mentor, workshop host, or competition judge.
- Access student resumes and data analytics for recruitment.

Sponsorship Tiers

BENEFITS	SILVER	GOLD	PLATINUM	PRIME
Logo and link on FUSE Society website	✓	✓	✓	✓
Recognition during Event(s)	✓	✓	✓	✓
Email Promotion Blast	1x	3x	5x	8x+
Promotion Plug at an Event of Choice		1x	2x	3x
Social Media Promotion (Tailored Post)		✓	✓	✓
Keynote Speaker or Workshop Host at Event of Choice			✓	✓
Partner Status				✓
Personalized Competition from the Sponsor				✓
SPONSORSHIP AMOUNT	\$500	\$1000	\$2500	\$5000+

Custom Partnership Option

We recognize that every sponsor has unique goals. FUSE offers Build Your Own Partnership Packages, allowing companies to tailor their support toward branding, CSR, or recruitment objectives.



ROI & Impact Metrics

FUSE provides all sponsors with post-event performance reports, including:

- Event impressions and digital reach statistics.
- Social media engagement analytics (views, likes, click-throughs).
- Participant demographics and post-event survey data.
- Student recruitment and internship engagement rates.



How to Contribute

1

MONETARY SPONSORSHIPS



Monthly fees for online subscriptions (Zoom, Slack) to conduct online events and internal communication



Monetary prizes for successful participants



Advertising budget to avail ourselves to emerging business leaders

2

IN-KIND DONATIONS



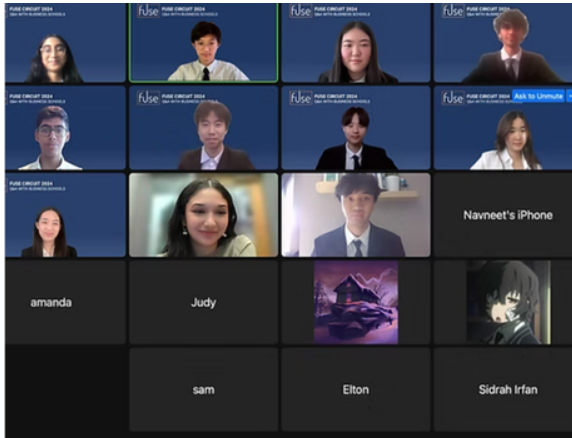
Donate recognition prizes, software, or technology services for successful participants.



Judge, mentor, or host skill-building workshops.



Testimonials & Success Stories



"Acting as an executive on FUSE was one of the most formative experiences of my high school career. Being able to collaborate with like-minded, ambitious youth passionate about advancing financial literacy in Canada was deeply motivating and allowed me to further both my technical and soft skills. It was a great opportunity to get involved in business and gain connections in high school."



– Melody Cao, UPenn Wharton '29

"Joining FUSE in Grade 10 has been a truly transformative experience within my broader high school experience. I've been able to connect with so many new people, form new friendships and expand my network. I'm forever grateful to the organization for the opportunities and experiences it has consistently provided, and I'm looking forward to seeing our continued success this upcoming year."



– Eric Ma, Brown University '30



"Joining FUSE Society as Academia Director and then going on to serve as National Vice President has been an amazing journey. It was incredibly rewarding to deliver workshops, lead events, and organize competitions alongside the amazing FUSE national team. Working with FUSE gave me the opportunity to shape business cases, partnerships, and new initiatives with the support of real businesses. FUSE is more than an organization or a team– it's a community of students from across the country with a shared passion for business and a desire to share that passion with others."

– Adam Mawani, Oxford University '29



Connect with Us

We **greatly appreciate** your time in reviewing our sponsorship package and your recognition of the importance of promoting business leaders and business skills outside the classroom.

To turn **FUSE's vision** into a reality, we depend on organizations like yours to support our cause. Our partners and sponsors provide the necessary resources, tools and expertise of achieving our mission, allowing us to open the door for hundreds of students to take their first step into the world of business.

We hope you consider **joining us as a sponsor** and taking this step alongside FUSE Society.

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