



2021 CFA Society Winnipeg Ethics Challenge Sponsorship Opportunities

On behalf of CFA Society Winnipeg, we would like to invite your organization to be a sponsor of the 2021 CFA Society Winnipeg Ethics Challenge hosted by CFA Society Winnipeg. The event will be held virtually on Saturday February 13, 2021 from Winnipeg, MB.

Competition Overview

The CFA Ethics Challenge embodies the mission of CFA Institute by promoting "the highest standards of ethics, education, and professional excellence." The competition is designed to increase students' awareness of the ethical dilemmas they may face as investment management professionals and to better prepare them for the workforce. Teams consisting of university students from business programs are given an ethics case to study and evaluate. Each team then presents its analysis and recommendations to a judging panel consisting of CFA charterholders. Following a Q&A period with each team, the judges select a winner. The winning team of this regional competition will advance to the CFA Societies Canada Ethics National Challenge to be held virtually on May 7, 2021.

Event Overview

CFA Society Winnipeg is hosting university teams from Saskatchewan and Manitoba for the virtual local competition. The Zoom platform will provide the opportunity for our members and invited guests to virtual attend each team's presentation.

Your Involvement

CFA Society Winnipeg is seeking financial support to enhance the quality of the 2021 CFA Society Winnipeg Ethics Challenge. Hosting this competition in Winnipeg promotes public awareness of the CFA brand and charterholders within our community. By sponsoring this event you can visibly align your firm's support with the respected ethical component of the CFA designation, and establish professional relationships with society leaders from the Prairie Provinces.

Local Event Sponsor - \$250.00

- Corporate logo in all marketing material
- Opportunity to announce winning team
- Recognition of sponsorship
- Promotion invitations/email announcements (sent to 300+ members and new charterholders)
- Recognition on CFA Society Winnipeg website homepage
- Acknowledgement in annual report

Thank you for your ongoing support of our events.

Eva Swan
Administrator
CFA Society Winnipeg