



**SPONSORSHIP PROSPECTUS**

**QUEEN'S  
ACCOUNTING  
ASSOCIATION**



# MEET OUR 2023-2024 CO-CHAIRS

## LIAM COLE



Liam Cole is a 4th year Commerce student and Chancellor's Scholar. Liam joined QAA in his 2nd year as a part of the events team, and has since progressed to a leadership position as Co-Chair for the 2023-2024 year.

[EMAIL](#)

[LINKEDIN](#)

## ANJALI CHANDE



Anjali Chande is a 3rd year Commerce student and has been an active member of the Queen's Accounting Association since her 1st year where she was our First Year Representative to the Smith Commerce Class of 2025.

[EMAIL](#)

[LINKEDIN](#)

# A MESSAGE FROM OUR LEADERS

We are very pleased to introduce you to the Queen's Accounting Association (QAA), the Smith School of Business' premier accounting body. QAA is known throughout the Smith Commerce Society for our dedication to promoting the accounting industry through our membership and mentorship program, events, and annual accounting summit. Our executive team is comprised of 27 highly talented and passionate students and our mission is three-fold: educating students about the accounting profession, presenting students with opportunities within the accounting field, and connecting students with professionals who work in the industry.

As a 2023-2024 sponsor, you will have the opportunity to get involved with a wide variety of student-led events ranging from casual networking nights to exciting accounting case competitions. We are so excited for you to interact with some of the highest calibre students in the nation, and get to meet the future members of the accounting profession.

On behalf of the Queen's Accounting Association, we are thrilled to formally invite you to partner with us for the upcoming academic year. QAA has the largest membership program at the Smith School of Business, and our presence continues to grow each year within the university. This will allow you to promote your brand and gain exposure to the largest group of aspiring CPA students at Queen's University.

Please take a moment to review the sponsorship opportunities below that we are pleased to offer. If you have any questions and/or proposals for other tailored sponsorship opportunities, we encourage you to reach out to our Industry Liason Director.

Best Regards,

Liam Cole and Anjali Chande  
QAA Co-Chairs

**Website:** [queensaccounting.ca](https://queensaccounting.ca)

**Email:** [cochairs@queensaccounting.ca](mailto:cochairs@queensaccounting.ca)

# ABOUT QAA

As the Smith School of Business' most prominent accounting body, the Queen's Accounting Association (QAA) has built a reputable and distinguished position based on the education and empowerment of our future, aspiring CPAs. Backed by the largest membership base of any student-run association within the Queen's Commerce Society, the QAA Executive Team continually strives to maximize the benefits conferred to both our corporate sponsors and our student members.

For our members and the broader Smith community alike, our three-fold mission is to inform individuals about the accounting profession, offer connections, and help students land their dream positions as they begin their long, rewarding careers. To achieve this, we annually host networking, educational, and conference-based events that provide invaluable opportunities for students to connect with professionals in the industry, learn about the value of a CPA designation, and gain insight into the career pathways that lie ahead of them.

By partnering with QAA, you immediately gain access to a talented, engaged, and eager group of students interested in pursuing a career in accounting. Our Industry Liaison Team would be delighted to further discuss any events mentioned below and how a strategic partnership with QAA can help you advance your firm's presence within the Smith School of Business and on campus at Queen's University.



# WHY SPONSOR QAA?

## **Reach**

With regular features on our social media platforms, in our membership newsletters, and at our varied and numerous events, expand your firm's reach within the Smith School of Business and promote all that it has to offer to students - including career opportunities, events, and beyond.

## **Recruit**

Participate in events, connect with our members, leverage both in-person and virtual channels, and be the first to recruit top students from across Canada and around the world. As a sponsor, you will be given access to our executive team and insider member resume book.

## **Network**

Gain access to exclusive opportunities to network with a diverse group of high caliber students and develop genuine relationships with the CPAs of tomorrow.

## **Presence**

Establish or enhance your firm's presence at Queen's and ensure you are at the forefront of students' minds when seeking employment.

## **QAA BY THE NUMBERS...**

Events attended by **over 400+ students**

Events attended by students across the entirety of the undergraduate program:

- **45%** First Year
- **35%** Second Year
- **15%** Third Year
- **5%** Fourth Year

**14%** of Graduates from the Class of 2021 pursued a career in accounting...**with your help, we want to increase that!**

# MEET OUR INDUSTRY LIAISON TEAM

## INDUSTRY LIAISON DIRECTOR

MAYA DEMPSEY



[EMAIL](#)

## OUTREACH COORDINATORS

ALEXIS LEE



[EMAIL](#)

BEN TANO



[EMAIL](#)

MADELINE LEE



[EMAIL](#)

RYAN MATUTAT



[EMAIL](#)

# PARTNERSHIP OPPORTUNITIES

## ***Accounting Summit Partner Sponsorship Ask: \$200***

QAA's annual Accounting Summit will return for its second year following a successful debut this past spring. This full-day, in-person event will immerse students into the accounting world and showcase all that the industry offers. Through guest speakers, panel sessions, and workshops, attendees will gain valuable knowledge from both real CPAs and individuals on the path to achieving the professional designation. Participants will then have an opportunity to apply their learning in an accounting-based case competition - one of the Smith School of Business' only quantitative case competitions. The summit will culminate in QAA's CPA Night, where students will network with accounting professionals using their CPA designations in various ways across the industry.

With over 80 registrants at our last summit, students were thrilled to learn new accounting skills, hear from prospective employers, and envision what a career in accounting could look like for them. As a sponsor of this event, you will gain access to a talented pool of young professionals representing the future of accounting and considerable firm name representation through the extensive marketing and promotion of the summit in anticipation of our biggest event of the year.

As a partner for our Accounting Summit, your company would have a 30 to 45-minute timeslot dedicated to an event you'd like to run. From a networking breakfast, to a keynote speaker, to an educational panel or workshop, your company will have free rein on how you would like to show off your brand. Your event will be a core part of the day that all summit attendees will participate in.



# PARTNERSHIP OPPORTUNITIES

## ***CPA Pathways***

### ***Sponsorship Ask: \$200***

After obtaining the CPA designation, many believe the only path in accounting is the public route. However, this broad field has various alternate career opportunities that should be considered, such as careers in private accounting. This panel event invites representatives from various workplaces, including the top Canadian banks and mid-market firms, to share their personal journeys obtaining the CPA designation, their experiences working in industry accounting, and how it may differ from a public accounting setting. Not only will this be an opportunity to network with exceptional Smith students with a keen interest in accounting, but it is also a chance to make a meaningful impact on the lives of tomorrow's business leaders. Sponsorship for this event would cover a catered dinner for all attendees.

## ***Case Competition***

### ***Sponsorship Ask: \$1000***

The Winter Case Competition is an event hosted by QAA where students are organized into groups and faced with a real-world business challenge that will test their problem-solving skills, financial literacy and critical thinking. The event's students are bright, passionate, and eager to pursue careers in accounting. Sponsoring the competition not only provides the opportunity to assemble a judging panel but also allows you access to an exceptional talent pool consisting of top-tier students and the next generation of leaders. Support the growth of these students, increase your brand awareness, and gain early access to a pipeline of top talent by joining us for our Winter Case Competition. Sponsorship for this day would cover lunch, and prizes for the top 3 competing groups.

## ***General Partnership***

### ***Sponsorship Ask: \$100***

As a general QAA partner, your company and its logo will be recognized as a partner at all events and newsletters. Additionally, your recruiting team will have access to QAA's Executive and Membership resume booklets, giving your company direct access to some of the Smith School of Business' top students. Our brand team will also be happy to share any upcoming events and recruiting initiatives you have with our wide student network. QAA's general partners will also be invited to attend our annual CPA Night networking event. As the closing event of QAA's Accounting Summit, CPA night will give you the opportunity to network with over 100 of the brightest students at the Smith School of Business.



# PARTNERSHIP OPPORTUNITIES

For all partnership inquiries regarding QAA's membership program, please contact Eric Currie, our Membership & Mentorship Director for more information!

## ERIC CURRIE



EMAIL

## *Mentorship*

QAA's mentorship program aims to bridge the gap between seasoned accountants and aspiring students with a keen interest in the field of accounting. This program fosters an environment of knowledge exchange and professional guidance, where industry professionals serve as mentors to provide valuable insights and practical advice to students. Through one-on-one mentoring sessions, students learn more about the accounting profession, paths to becoming a CPA, and trends in the industry.

## *Case Preparation Workshop (Members Only)*

### *Sponsorship Ask: \$100*

In this workshop, we will discuss case presentations, how to best prepare for them, and working in a team. This session will be especially helpful for those planning on competing in the QAA case competition and future case presentations. Sponsorship for this event would cover food and drinks at the event.

## *Resume Workshop (Members Only)*

### *Sponsorship Ask: \$100*

In this informative workshop, we will be breaking down key aspects of what makes a strong resume and what recruiters will be looking for. We will give students the tools and information they need to build their resumes, just in time for the hiring season. Sponsorship for this event would cover food and drinks at the event.

# CONTACT US

On behalf of the QAA Executive Team, we thank you for your time and consideration and hope that you are willing to engage in a partnership with our association. We would be happy to set up a call to further discuss event details and sponsorship amounts. For additional information about ways to get involved with QAA, please do not hesitate to contact our Industry Liaison Team, who would be happy to discuss available opportunities for the upcoming academic year.

**WE LOOK FORWARD TO  
WORKING WITH YOU!**

**Sincerely,  
The Queen's Accounting Association  
2023-2024 Executive Team**

