



ASPER

BUSINESS CASE COMPETITION

February 21–25, 2024
Winnipeg, Manitoba



Case competitions are a transformative experiential learning opportunity. They provide students with real-life experiences while developing and leveraging their problem solving and analytical skills.

Students are given complex business challenges and are asked to work as a team to provide a recommendation that considers the needs of all stakeholders, the resources required and the changing nature of business.

The second annual Asper Business Case Competition is a three-day national-level, graduate case competition hosted at the I. H. Asper School of Business.

The Asper Business Case Competition will host graduate teams from top Canadian business schools to tackle contemporary business challenges through three rounds of competition, each with a different style of case analysis and presentation.

The event will help students develop skills including adaptability, confidence in public speaking and creativity that will be widely applicable to their professional careers.

This case competition will allow the I. H. Asper School of Business and, in particular, the Stu Clark Graduate School to further cultivate their reputation among Canadian business schools, build deeper connections with the Manitoba business community who will serve as case contributors and judges, and further the school's commitment to experiential learning.

This competition will showcase the I. H. Asper School of Business as a centre of experiential education, draw attention to the innovative work of our local business community and provide students a unique perspective on our province and its impact on the world.

2023 Highlights

Hosted under the theme of leadership, the 2023 competition saw students tackle contemporary organizational challenges for Manitoba Hydro.

- 25 Judges
- 24 Participants
- 22 Volunteers
- 7 Top Canadian schools

[Click here](#) to watch highlights from the 2023 Asper Leadership Case Competition.

TAG	SPONSORSHIP CATEGORY	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
	<i>Sponsorship Amount</i>	\$25,000	\$20,000	\$15,000	\$5,000	\$3,000
	<i>Named activities</i>	Awards Dinner	Welcome Reception	Competitor Lunch	Fun at Festival	Explore Winnipeg
Digital	<i>Webpage Recognition (Logo & Link)</i>	✓	✓	✓	✓	✓
	<i>Social Media Recognition</i>	All posts and individual post	Individual post	Individual post	One post with all sponsors	One post with all sponsors
	<i>Personalized video message</i>	✓	✓			
	<i>Media Release</i>	Quote and highlight	Acknowledgement	Acknowledgement		
Print	<i>Competition Guide</i>	Message	List	List	List	List
	<i>Competition Signage (Breadcrumbs)</i>	✓				
	<i>Sponsor Sign</i>	✓	✓	✓	✓	✓
	<i>Prize Cheques (logo)</i>	✓	✓	✓		
	<i>Annual Asper Case Impact Report Acknowledgement</i>	Quote	Copy mention	Logo feature		
Speaking	<i>Speaking Opportunity</i>	Award Dinner	Opening Reception		Welcome Address	
Event Tickets	<i>Social Activity</i>				4	
Awards Dinner	<i>Tickets</i>	5	4	3	2	2
	<i>Event signage placement</i>	✓				
	<i>Digital event signage</i>	✓	✓	✓	✓	✓
	<i>Dinner Program</i>	✓	✓	✓	✓	✓
	<i>Acknowledgement in opening speech</i>	✓	✓	✓	✓	✓
	<i>Presentation of Awards</i>	Present 1st Place	Present 2nd Place	Present 3rd Place		