

# NIBS International Business Simulation Competition

Bronze Sponsor offer



network of international  
business schools



ecosim

BUSINESS SIMULATION  
STUDENT COMPETITION  
TRAINING



**BGE**

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# 01 BRIEF

The NIBS Business Simulation Competition is a new, international contest for Business School students and alumni, organized jointly by the Network of International Business Schools and EcoSim with the partnership of Budapest Business School.

Teams of 2-4 members can participate, students, graduates and young professionals are also welcome.

## The simulation

The teams will compete with the EcoSim's [SmartSim](#) business simulation software during the whole competition, with harder setup in each level.

## The levels of the competition

The first level of the competition is the **qualification**, with **national leagues**. The best teams of the leagues will step up to the **semi-final** (30-60 teams), and the best 10 teams can take part in the **final**.

# 02 THE FLOW OF THE COMPETITION



TEST ROUND

2-4 days, when the participants can try out the simulation. The test round is optional for the registered teams (who has also paid the entry fee), it does not count in the competition results.

QUALIFICATIONS

All the countries with at least 5 teams has their own league, so each of them can be represented in the next round, the semi-final. The countries with less than 5 teams form joint leagues.

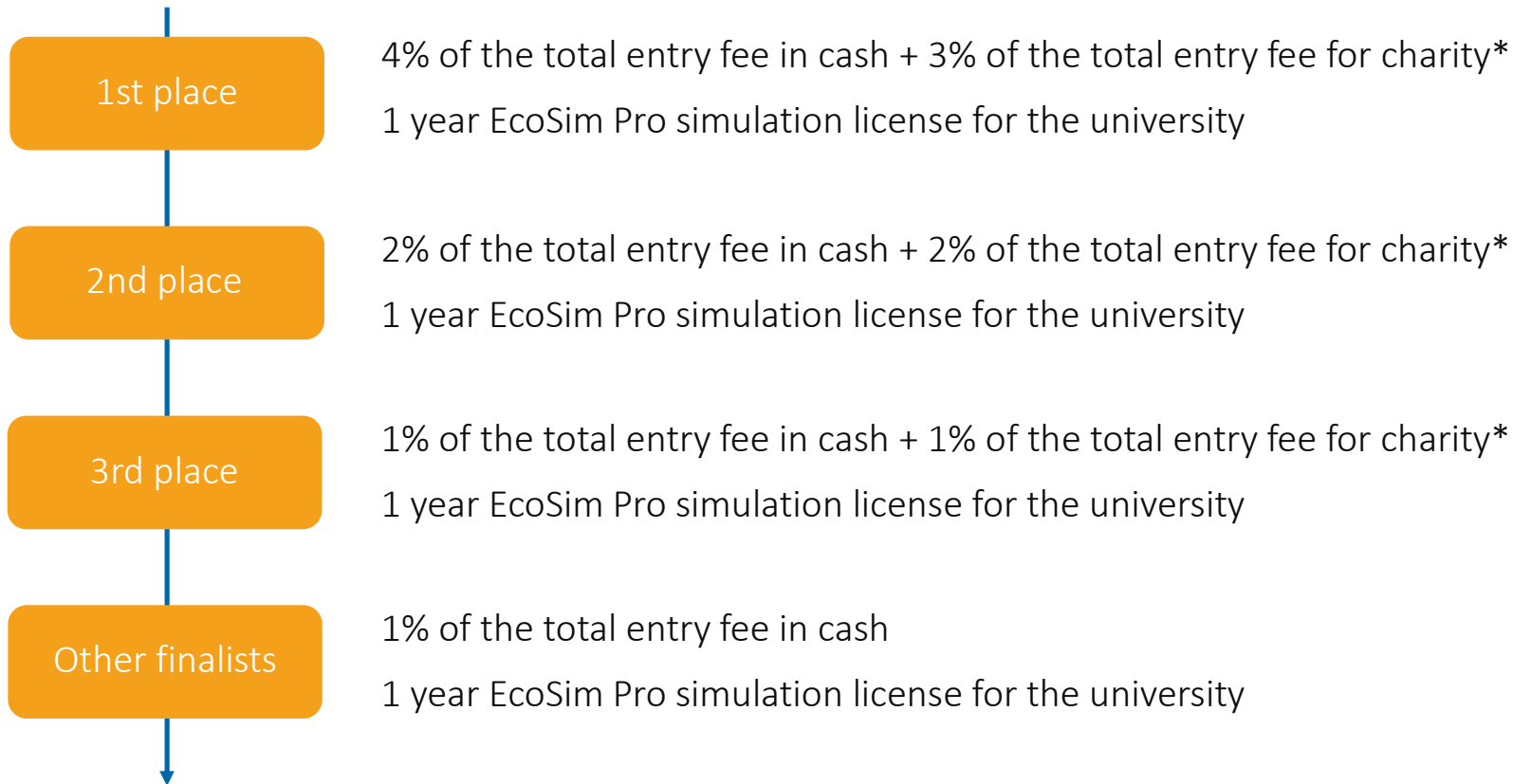
SEMI-FINAL

Semi-final is where the best teams of the qualifications meet to find their way to the final. The number of participants is flexible, from 30-100, depends on the number of registered teams.

FINAL

An online final for the best 10 teams of the semi-final, with live video login/stream of the welcome and award ceremony.

# 03 PRIZING PLAN OF THE COMPETITION



\*Part of the prize is a donation to NGOs selected by the top 3 team.

# 04 MARKETING PLAN OF THE COMPETITION

The focus of the marketing campaign is to reach a large number of the target audience and attract them to the competition website, where they can easily understand the competition concept and the benefits of participation.

## Target audience

- A) Students and alumni of NIBS member institutes & competitions of NIBS and EcoSim
- B) Students with business competition experience
- C) Students from EU, both Americas, East Asia, India, Australia and New Zealand

## Aims

15 000 unique website visitors

150-200 teams (2-4 persons can form a team)

# 04 MARKETING TOOLS OF THE COMPETITION

We use the following channels to advertise the competition

1. Social media pages (Facebook and LinkedIn)
2. Social media ads (posts and video)
3. University platforms
4. Professors (invitation to NIBS' partner schools)
5. EcoSim Student Ambassadors and student organization partners
6. NIBS Case & Business Plan Competition alumni

# 05 WHY SHOULD YOU BE BRONZE SPONSOR?

We provide you a well-organized international event with participants all over the world. You can reach a focused target group (competitive business students and young professionals) to attract talents to your organization or introduce your product or service. And support a good cause.

**As a university or college**, you can attract skilled and ready-to-learn people for your education services, such as BSC, MSC or MBA programs.

**As a company**, you can reach many competitive business students, graduates and professionals and present yourself as employer, offering exciting career opportunities.

We include **your introduction in the competition's newsletter** to the participants.

You can **nominate up to 3 teams**, so you can be the personal sponsor also of those team, so you can register your colleagues or students as a gift or recognition.

**Prizing.** You can offer your special prize with your terms. E.g.: the best team of your country.

**Charity.** The top 3 teams can choose the NGOs, who receive the 6% of the participating fee.



# 05 MARKETING PLAN FOR BORNZE SPONSORS

Logo on the webpage

**Introduction.** Bronze sponsors appearing together on the competitions website, with a short introduction (1 000 character with spaces), linked to your website or social media site. This is where you can tell why you joined the competition and what you offer for the participants.

Individual e-mail to all the participants.

**Social media posts.** You will have your own **post** on the LinkedIn and the Facebook page of the competition.

The bronze sponsor fee is: 600 EUR, VAT excluded

# 05 SPONZORSHIP CONDITIONS

As the NIBS International Business Simulation Competition is an event already running, there are some special conditions you need to consider.

1. [NIBS](#) is the main Sponsor of the competition, determining the name.
2. All the parties (NIBS, BBU, EcoSim) have to approve the sponsorship plan with any other sponsor.
3. Additional Sponsors' name could be included in the supported Teams' names.
4. Due to the tight schedule, sponsors can join until the end of the qualification rounds.

# 06 CONTACT



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