



GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

SPONSORSHIP PACKAGE

January 28 - January 30, 2026

Goodman School of Mines

Laurentian University

Sudbury, Ontario, Canada



GOODMAN **GOLD** CHALLENGE

DÉFI **D'OR** GOODMAN

HIGHLIGHTS FROM #GGC2025



BE A PART OF THE NEXT **GOODMAN GOLD CHALLENGE**

goodmangoldchallenge@laurentian.ca

www.goodmangoldchallenge.com



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THE GOODMAN GOLD CHALLENGE

The Goodman Gold Challenge (GGC) is a unique mining investment competition for undergraduate students. Unlike other competitions, participants will evaluate the investment potential of three mining companies currently trading on the TSX or TSX-V and recommend to their top tier clients a single company for their portfolio.

The challenge will provide undergraduate students with a real-life experience, putting their academic credentials to a vital test. The challenge will offer students a once-in-a-lifetime opportunity to interview three mining company CEOs about the current and projected financial strength of their company and why it belongs on their Tier I client list.

Each member of the winning team will receive a ¼ oz gold coin and the cash value of ¾ oz of gold. That's a total of 4 oz of gold for the whole team!

WHO IS INVOLVED?

- Up to 12 Universities from across North America
- Top Mining Engineering, Geology, Business and Finance Students
- Business Executives
- Industry Leaders

WHY BE INVOLVED WITH THE GOODMAN GOLD CHALLENGE?

- Invest in the future workforce
- Help students gain real life mining investment experience
- Provide an opportunity for students to network among their peers and industry executives and professionals
- Gain brand visibility among the many high-profile attendees

Thank you to our 2025 Sponsors!

TITLE SPONSOR | COMMANDITAIRE PRINCIPAL OPENING GALA | GALA D'OUVERTURE



CASE COMPANY SPONSORS | COMMANDITAIRES D'ÉTUDES DE CAS



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MEDIA COVERAGE

Sudbury.com - Three gold miners step up for annual investment challenge

<https://www.thesudburystar.com/news/local-news/students-go-for-gold-at-annual-goodman-challenge>

Northern Ontario Business - BC foursome crowned winners of Laurentian U gold challenge

https://www.northernontariobusiness.com/industry-news/training-education/bc-foursome-crowned-winners-of-laurentian-u-gold-challenge-8209913#google_vignette

Sudbury.com - Queen's U team wins Laurentian gold challenge

<https://www.sudbury.com/local-news/queens-u-team-wins-laurentian-gold-challenge-6515053>

The Sudbury Star - Students go for gold at annual Goodman challenge

<https://www.thesudburystar.com/news/local-news/students-go-for-gold-at-annual-goodman-challenge>

CBC - The Goodman Gold Challenge investment competition tests the skills of undergraduate students

<https://www.cbc.ca/player/play/2168855619574>

Laurentian University - Students Shine During The Fourth Annual Goodman Gold Challenge

<https://laurentian.ca/news/goodman-gold-challenge-2020>

Northern Ontario Business - Gold mining investment challenge set for February 2020

<https://bit.ly/3dF8cAP>

Northern Ontario Business - Uof T Team Snags Top Marks at 2018 Gold Challenge

<https://www.northernontariobusiness.com/regional-news/sudbury/u-of-t-team-snags-top-marks-at-2018-gold-challenge-825640>

Sudbury.com - Uof T Team Snags Top Marks at 2018 Gold Challenge

<https://www.sudbury.com/local-news/u-of-t-team-snags-top-marks-at-2018-gold-challenge-827850>

Sudbury.com - Cash Equivalent of Four Ounces of Gold up for Grabs in this University Competition

<https://www.sudbury.com/local-news/cash-equivalent-of-four-ounces-of-gold-up-for-grabs-in-this-university-competition-821879>

Sudbury Mining Solutions - Planning begins for 2018 Goodman Gold Challenge

<http://www.sudburyminingsolutions.com/planning-begins-for-2018-goodman-gold-challenge.html>

Ted Rogers School News - TRSM Places second in Goodman Gold Challenge

<https://www.ryerson.ca/tedrogersschool/news-events/2018/02/TRSM-places-second-in-Goodman-Gold-Challenge/>

Canadian Mining Journal- Goodman Gold Challenge set Later Month

www.canadianminingjournal.com/news/contest-goodman-gold-challenge-set-later-month/

Mining.com - Go for Gold with the Goodman Gold Challenge

<http://www.mining.com/web/go-for-gold-with-the-goodman-gold-challenge/>

Kinross World

<http://www.kinrossworld.kinross.com/en/kinross-search?tags=2541>

Samssa - Goodman Gold Challenge Set Later Month

<https://samssa.ca/contest-goodman-gold-challenge-set-later-month-sudbury/>



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SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: \$25,000

- Official Goodman Gold Challenge Title Sponsor
- The Goodman Gold Challenge Presented by ____
- Your company logo and name prominently displayed throughout the challenge
- Advertised on the GGC website
- Logo on GGC's website with a direct link to the company's website
- Logo on the Miner Lunchboxes given to students as participation gifts
- Advertised as the Title Sponsor on social media
- Advertised as the Title Sponsor in press releases issued to the media
- Advertised on the title page of the GGC handbook
- Space to place a full page colour ad on the inside front cover of the handbook
- Opportunity to address the audience at the Awards Gala (5 minutes)
- Exclusive booth space at the Opening Gala (must be supplied and staffed by sponsor)
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity for one company representative to sit on the judging panel during the initial and final team pitches
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)



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OPENING GALA SPONSOR: \$20,000

- Advertised as the Official Sponsor of the Opening Gala
- Logo on GGC's website with a direct link to the company's website
- Advertised on social media as the official sponsor of the Opening Gala
- Advertised as the official sponsor of the Opening Gala in press releases issued to media
- Space to place a half-page colour ad in the GGC handbook
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity to address the audience during the opening gala (5 minutes)
- Opportunity for one company representative to sit on the judging panel during the initial and final team pitches
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)



GOODMAN GOLD CHALLENGE

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GRAND PRIZE SPONSOR: \$15,000

- Advertised as the Official Sponsor of the Grand Prize
- Logo on GGC's website with a direct link to the company's website
- Advertised on the GGC social media & digital advertisements
- Advertised as the official Grand Prize Sponsor in press releases issued to media
- Space to place a half-page colour ad in the GGC competition handbook
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Opportunity for one company representative to sit on the judging panel during the initial and final team pitches
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity to address the audience during the Awards Gala (3 minutes)
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)



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CASE COMPANY SPONSORS: 3 AT \$10,000

- Advertised as one of the three Official Case Companies of GGC 2026 (prime visibility on all promotional materials)
- Branded signage placed throughout the competition provided by GGC
- Advertised on the GGC website as a Case Company Sponsor with a direct link to the company's website
- Space to place a 1/3 page colour advertisement in the GGC handbook
- Advertised as a Case Company Sponsor in social media
- Advertised as a Case Company Sponsor in press releases issued to media
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)

*One executive-level (CEO/CFO) representative from the case company is required to attend day two (**January 29, 2026**) of the challenge. They are also welcome to attend the rest of the challenge if desired.*

The CEO or CFO of the case company will have 30 minutes to pitch their business to the competing teams

CEO or CFO will meet with each team individually (10 minutes per team) where competitors may ask further questions (Teams will then conduct due diligence and industry research to determine which company they believe is the best investment decision, which will then be presented to a panel of judges)

The three case companies will be announced to the competitors and to the public six (6) weeks prior to the challenge. This will allow for competitors to conduct initial research of the organizations as well as ensure complete transparency and fairness between competing teams.



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INVESTMENT COMMITTEE SPONSOR (JUDGE): 9 AT \$6,000

- Advertised as part of the competition Investment Committee throughout the Challenge
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Advertised on social media as an Official Investment Committee Sponsor and judge for the event
- Advertised in press releases issued to media
- Logo on GGC's website with a direct link to the company's website
- Space to place a ¼ page colour advertisement in the GGC handbook
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity to place promotional signage (*ie.* pop-up banner) in Alumni Hall during Thursday and Friday lunches
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)

*A company representative is required to attend day two of the challenge (**January 29, 2026**) and **MUST** sit on the judging panel during the initial and final team pitches (**January 30, 2026**).*

On day two, the representative (judge) will meet with each team individually (10 minutes per team) where competitors may ask questions and advice on their proposed investment strategy. (Teams conduct due diligence and industry research to determine which company they believe is the best investment decision, which will then be presented to the investment committee on day three).



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GOLD COIN SPONSOR: \$5,000

- Advertised as an official Gold Coin Sponsor throughout the challenge
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Logo on GGC's website with a direct link to the company's website
- Advertised as the Official Gold Coin Sponsor in social media advertisements
- Advertised as the Official Gold Coin Sponsor in press releases issued to media
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity to provide branded merchandise in gift bags for participating students (up to 48)



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WEDNESDAY SOCIAL EVENING SPONSOR: \$4,000

- Sponsor of the social mixer following the Opening Gala (Wednesday, January 28th, 2026)
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as the Wednesday Social Evening Sponsor
- Advertised as Social Evening Sponsor in social media posts
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Additional tickets to the Awards Gala can be purchased at a discounted price

FRIDAY SOCIAL EVENING SPONSOR: \$4,000

- Sponsor of the bar during the Awards Gala (Friday, January 30th, 2026)
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as the official Friday Social Evening Sponsor
- Advertised as Social Evening Sponsor in social media posts
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Additional tickets to the Awards Gala can be purchased at a discounted price

Two (2) drink tickets will be given to each attendee that is of drinking age.



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LUNCH SPONSORS: 2 AT \$3,500

- Official sponsor of lunch in the Alumni Hall @ Laurentian University (Thursday or Friday)
- Branded signage at the Alumni Hall entrance provided by GGC
- Opportunity to give a 3-minute speech during the lunch
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as an official Lunch Sponsor
- Branded signage at the Opening and Awards Galas provided by GGC
- Tickets to the Awards Gala can be purchased at a discounted price

BREAKFAST SPONSORS: 2 AT \$3,500

- Official sponsor of breakfast in the Alumni Hall @ Laurentian University (Thursday or Friday)
- Branded signage at the Alumni Hall entrance provided by GGC
- Opportunity to give a 3-minute speech during the lunch
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as an official Lunch Sponsor
- Branded signage at the Opening and Awards Galas provided by GGC
- Tickets to the Awards Gala can be purchased at a discounted price



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SILVER COIN SPONSOR: \$2,500

- Sponsor of the silver coins given to 2nd and 3rd place teams
- Advertised on GGC's website as the official Silver Coin Sponsor
- Logo in the GGC handbook
- 2 tickets to Awards Gala
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Additional tickets to the Awards Gala can be purchased at a discounted price

LATE NIGHT GRIND SPONSOR: \$1,500

- Sponsor of the Skip the Dishes meal vouchers provided to students to cover the cost of their dinner on night two of the competition
- Opportunity to provide written address to competitors with your company branding
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Advertised on the challenge schedule in the GGC handbook
- Advertised on GGC's website as the official Late Night Grind Sponsor
- Tickets to the Awards Gala can be purchased at a discounted price



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WORKROOM SPONSORS: 2 AT \$1,000

- Official sponsor of the workrooms supplied to teams during the competition @ Laurentian University
- Opportunity to provide branded merchandise/supplies for teams to use and keep (up to 48 students)
- Advertised on GGC's website as an official Team Workroom Sponsor
- Branded signage at the Opening and Awards Galas provided by GGC
- Tickets to the Awards Gala can be purchased at a discounted price

SNACK SPONSORS: 2 AT \$600

- Sponsor of a snack station during the challenge (Thursday or Friday afternoon)
- Opportunity to display promotional material at snack station (banner, flyers, small merchandise, etc.)
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Advertised on the challenge schedule in the GGC handbook
- Tickets to the Awards Gala can be purchased at a discounted price

CHALLENGE SUPPORTERS: \$300

- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Advertised on GGC's website as a Challenge Supporter
- Tickets to the Awards Gala can be purchased at a discounted price



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OVERVIEW OF EVENTS

WEDNESDAY, JANUARY 28TH, 2026

Local excursion for teams (TBD)
Opening Gala
Evening Social

THURSDAY, JANUARY 29TH, 2026

CEO pitches
One-on-one sessions with CEOs
One-on-one sessions with industry analysts/judges
Teams finalize their presentations

FRIDAY, JANUARY 30TH, 2026

Qualifying round of presentations
Final round of presentations
Awards Gala
Evening Social

Thank you for your consideration in supporting the Goodman Gold Challenge, hosted by the Goodman School of Mines at Laurentian University. This mining investment competition is certainly one of a kind and we know that you will enjoy being a part of it!

To learn more about the Goodman Gold Challenge and sponsorship opportunities, please contact our event coordinator.

Macy Grace Rodriguez

Goodman Gold Challenge Event Coordinator
Goodman School of Mines
goodmangoldchallenge@laurentian.ca



 goodmangoldchallenge@laurentian.ca  [@GSM_LU](https://www.instagram.com/GSM_LU)  [@GGC_LU](https://twitter.com/GGC_LU)  [Goodman School of Mines \(GSM\)](https://www.linkedin.com/company/goodman-school-of-mines)
www.goodmangoldchallenge.com