



GOODMAN GOLD CHALLENGE

DÉFI D'OR GOODMAN

SPONSORSHIP PACKAGE

February 3-5, 2027

Goodman School of Mines

Laurentian University

Sudbury, Ontario, Canada



GOODMAN **GOLD** CHALLENGE
DÉFI **D'OR** GOODMAN

HIGHLIGHTS FROM #GGC2026



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 \$5,000 CAD each!

WHO IS INVOLVED?

- Up to 12 Universities from across North America and abroad
- 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 2026 Sponsors!

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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=254>

Samssa - Goodman Gold Challenge Set Later Month

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



GOODMAN GOLD CHALLENGE
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SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR: \$30,000

The ultimate benchmark of leadership and industry alignment. As the Title Sponsor, your organization secures unparalleled, top-tier brand integration, weaving your company's identity into the very fabric of the GGC. From naming rights to executive judging seat privileges, this exclusive tier positions your brand as the definitive champion of the next generation of industry talent.

- 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)
- 2 tickets to the Opening Gala
- 2 tickets to the Awards Gala
- Opportunity for one company representative to sit on the competition judging panel
- Opportunity to provide branded merchandise in welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala





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OPENING GALA SPONSOR: \$22,000

Ignite the competition and own the room on opening night. As the Official Opening Gala Partner, your organization commands the spotlight as we kick off the GGC. Combining a prime keynote speaking slot, direct executive judging influence, and massive media exposure, this premier tier establishes your company as a foundational pillar of the challenge

- 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 competition judging panel
- Opportunity to provide branded merchandise in welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala





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GRAND PRIZE SPONSOR: \$17,000

Own the defining moment of the competition. As the Official Grand Prize Partner, your organization directly funds the monetary award given to the championship team, forever linking your corporate legacy with the pinnacle of student achievement. This exclusive tier culminates in a high-impact, center-stage presentation, positioning your brand as the ultimate champion of industry excellence.

- 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 present the Grand Prize to the winning team (Exclusive photo op)
- Opportunity to provide branded merchandise in welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala



GOODMAN GOLD CHALLENGE
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CASE COMPANY SPONSORS: 3 AT \$10,000

Put your corporate portfolio at the absolute heart of the challenge. As one of only three exclusive Case Companies, your organization's real-world assets, financials, and operations will become the core focus of the entire competition. For three intense days, the brightest future minds in mining finance and geology will dedicate hundreds of hours to analyzing your company and pitching your investment value to our executive judging panel—providing you with unprecedented brand immersion, innovative operational insights, and direct access to elite recruitment talent.

- Advertised as one of the three Official Case Companies of GGC 2027 (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 welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala

*One executive-level (CEO/CFO) representative from the case company is required to attend day two (**February 4, 2027**) 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 \$6,500

Command the ultimate position of authority and mentorship. As a member of the official GGC Investment Committee, your company representative steps into the role of a lead judge, directly evaluating and shaping the final outcomes of the challenge. This highly interactive tier offers unprecedented, face-to-face access to the industry's top emerging talent, allowing you to stress-test their strategies, mentor their development, and scout the absolute finest recruits for your organization.

- 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 welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala

*A company representative is required to attend day two of the challenge (**February 4, 2027**) and **MUST** sit on the judging panel during the initial and final team pitches (**February 5, 2027**).*

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: \$5,500

Deliver the ultimate symbol of victory. As the Official Gold Coin Partner, your organization provides the actual gold coins presented to the championship team at the Awards Gala—the most prestigious and enduring keepsake of the entire competition. This exclusive tier links your corporate brand directly to the ultimate prize, placing you center-stage during the event's most thrilling and unforgettable highlight.

- 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 present the gold coins to the winning team (Exclusive photo op)
- Opportunity to provide branded merchandise in welcome bags
- Special discounted rates on additional individual tickets or full tables for the Awards Gala



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WEDNESDAY SOCIAL EVENING SPONSOR: \$4,500

Make the ultimate first impression. As the Official Wednesday Opening Mixer Partner, your brand will dominate the first social anchor of the competition, launching the week's energy and embedding your company into the minds of all attendees during the high-anticipation kick-off event.

- Sponsor of the social mixer following the Opening Gala (Wednesday, February 3rd, 2027)
- 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
- Special discounted rates on additional individual tickets or full tables for the Awards Gala

FRIDAY SOCIAL EVENING SPONSOR: \$4,500

Become the ultimate host of the competition's premier networking event. As the Official Friday Social & Bar Partner, your brand will take center stage during the most anticipated social hours of the GGC, driving deep engagement with attendees when energy and celebration are at an all-time

- Sponsor of the bar during the Awards Gala (Friday, February 5th, 2027)
- 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
- Special discounted rates on additional individual tickets or full tables for the Awards Gala

Two (2) drink tickets will be provided to all attendees of legal drinking age.



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LUNCH SPONSORS: 2 AT \$4,000

Command a captive audience when engagement is at its peak. As an Official Luncheon Partner, your organization owns the primary dining hour in Alumni Hall at Laurentian University, placing your brand front and center as competitors and industry leaders connect and recharge.

- Official sponsor of lunch in the Alumni Hall @ Laurentian University (Thursday or Friday)
- Branded signage at the Alumni Hall entrance provided by GGC
- Includes a 3-minute speaking opportunity during the luncheon
- 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
- Special discounted rates on individual tickets or full tables for the Awards Gala

BREAKFAST SPONSORS: 2 AT \$3,500

Own the first impression of the day. As an Official Breakfast Partner, your organization fuels the energy of the entire competition at the Hilton Garden Inn, commanding the undivided attention of elite competitors and judges before the high-stakes daily activities begin.

- Official sponsor of breakfast @ Hilton Garden Inn (Thursday or Friday)
- Branded signage at the venue provided by GGC
- Includes a 3-minute speaking opportunity during the breakfast service
- 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
- Special discounted rates on individual tickets or full tables for the Awards Gala



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SILVER COIN SPONSOR: \$3,000

Celebrate the podium finishers. As the Official Silver Coin Partner, your organization provides the actual silver coins awarded to the 2nd and 3rd place teams at the Awards Gala. This exclusive tier links your corporate brand directly to the thrill of achievement, placing your executive center stage during the event's most rewarding highlights.

- Advertised on GGC's website as the official Silver Coin Sponsor
- Logo in the GGC handbook
- 2 tickets to the Awards Gala
- Opportunity to present the silver coins to the winning teams (Exclusive photo op)
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Special discounted rates on additional individual tickets or full tables for the Awards Gala

LATE NIGHT GRIND SPONSOR: \$2,000

Become the ultimate hero of the competition's most intense night. On Night Two, student teams pull exhausting all-nighters to finalize their mining investment strategies. By sponsoring the SkipTheDishes meal vouchers, your brand steps in at their exact moment of need—delivering critical fuel, massive goodwill, and unforgettable brand loyalty when the stakes are highest.

- Maximized brand visibility with the opportunity to include a custom message and corporate branding with every team's dinner voucher
- 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
- Special discounted rates on individual tickets or full tables for the Awards Gala



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WORKROOM SPONSORS: 2 AT \$1,100

Dominate the space where the winning strategies are built. As an Official Team Workroom Sponsor, your organization fuels the competitive engine of the challenge by powering the dedicated strategy war rooms where student teams prepare their final analysis. This highly tactile tier gives you direct, uninterrupted brand immersion with the next generation of mining leaders.

- Exclusive opportunity to place your branded supplies directly into the hands of 48 elite competitors for high-visibility use throughout the competition and keep long after
- Advertised on GGC's website as an official Team Workroom Sponsor
- Branded signage at the Opening and Awards Galas provided by GGC
- Special discounted rates on individual tickets or full tables for the Awards Gala

SNACK SPONSORS: 2 AT \$650

Power the final stretch of the day's intense activities. As an Official Afternoon Snack Sponsor, your organization takes complete ownership of the heavily trafficked snack stations during the critical mid-day energy dip. Position your brand as a welcome ally to elite competitors and industry judges precisely when they step away to recharge and network. Choice of either the Thursday or Friday afternoon snack.

- Opportunity to brand the student refreshment oasis with your banners, materials, and take-home swag
- Branded signage at the Opening Gala and Awards Gala provided by GGC
- Advertised on the challenge schedule in the GGC handbook
- Special discounted rates on individual tickets or full tables for the Awards Gala



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OVERVIEW OF EVENTS

WEDNESDAY, FEBRUARY 3, 2027
3:00pm Hotel Check-in
5:15pm Opening Gala
8:45pm Evening Social

THURSDAY, FEBRUARY 4, 2027
8:30am CEO pitches
10:30am One-on-one sessions with CEOs
1:30pm One-on-one sessions with judges
5:30pm Executives Dinner

FRIDAY, FEBRUARY 5, 2027
9:00am Qualifying round of presentations
1:00pm Final round of presentations
5:30pm Awards Gala
8:30pm Evening Social

Partner With Us

Thank you for your consideration in supporting the Goodman Gold Challenge, proudly hosted by the Goodman School of Mines at Laurentian University.

By partnering with us, you actively champion the next generation of mining leaders, geologists, and financial analysts. As a one-of-a-kind competition on the global stage, the GGC offers your brand unmatched corporate visibility, direct executive influence, and a front-row seat to the top emerging talent in the sector.

We look forward to welcoming you as a cornerstone partner for GGC 2027 and collaborating to build a legacy of excellence in the mining industry. Let's shape the future of mining investment together.

Get in touch!

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Canada's Mining University

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