

May 31, 2010



2010/2011 PAC Student Design Competition Call for Sponsorship – June 30, 2010 deadline date

Objective and Rationale

This event introduces the packaging industry to students and their academic institutions while creating an awareness of our vibrant industry to its future leaders.

Continuous Education is a core value of PAC. The association has hosted student competitions for decades. Students are highly motivated by the monetary incentives and the cachet of working on national branded products of renowned companies. Academic institutions embrace adding a real-life product/project into their curriculum. Both students and academic institutions relish the recognition and like to win!

1. Package Graphic Design Competition

The contest has historically been a Package Graphic Design Competition. The concept is to take a branded product and have the students redesign it. In the recent past Coca Cola, JM Smucker, Heinz, Kraft and Nestle are some of the consumer packaged goods companies that have provided their products for redesign and been the primary sponsor of the event. One product and one sponsor is the standard operating procedure for each competition.

This competition is targeted to students primarily attending (post secondary) package design curriculum programs. Individual students generally submit entries but team entries are eligible.

The annual budget is \$15,000. All sponsorship money is awarded to the students and their academic facilities after direct costs are expensed (which is a small percentage). The primary sponsor provides a branded product and a brief outlining redesign requirements as well as funding (due for payment by *April 29, 2011*). Secondary funding, if required, could come from suppliers in the supply chain of the branded product.

2. Sustainable Packaging Design Competition

In 2009 with the emergence of sustainable packaging as a critical initiative to our industry, a second competition was added. Walmart was a primary sponsor while Kraft and SC Johnson were secondary sponsors in 2009 and 2010 respectively.

This competition is typically a team-based entry targeted at (post secondary) Industrial and Graphic Design, Packaging and Environmental Studies students.

The annual budget is \$15,000. All sponsorship money is awarded to the students and their academic facilities after direct costs are expensed (which is a small percentage). The primary sponsor provides a branded product and a brief outlining redesign requirements as well as funding. Secondary funding, if required could come from suppliers in the supply chain.

Sponsorship Benefits

Sponsorship benefits may include

- Realizing an important social and corporate responsibility by creating an educational opportunity for students and their academic institutions.
- Building company and brand awareness among our future leaders of the packaging community and their academic institutions.
- Accessing a low cost innovation process as creative ideas may be commercialized.
- Accessing a low cost human capital recruitment process as a sponsoring company may hire a competing student.

Time table and sequences of events

May 31, 2010	Call for sponsorships.
June 30, 2010	Sponsors selected
July 31, 2010	Competition brief designed and sent out to the academic institutions to incorporate it into their 2010/2011 curriculum.
April 29, 2011	All entries submitted to PAC. Maximum of 5 per institution.
May (date TBA) 2010	Finalists (one per academic institution) chosen by sponsoring companies and competition committee.
June (date TBA) 2010	Finalists' presentations of the products at PACKex Toronto 2011 trade show. Winners will be recognized at the event and awards handed out by the sponsoring companies. Winning products will be on display in the PAC booth at the 2011 show. Expected audience is 15,000 industry executives.

Student Packaging Competition Committee

- Aubrey Ferguson – Committee Chairman, Bridgemark, President
- Stuart Werle – OCAD and Werle Design, President
- Donna Saccutelli – Faculty, Seneca College
- Garrick Ng – Partner, Innovolve Group
- James D Downham – President & CEO, PAC
- Lisa Abraham – Student Competition Coordinator, PAC

About PAC – The Packaging Association

Overview

PAC – The Packaging Association is a not-for-profit corporation was founded in 1950. PAC is the only organization in North America that represents and advocates for every sector of the packaging supply chain. PAC is a non-political, package-neutral association and treats all members equally. There are over 400 corporate members in 2010.

Governance

The association is managed under a regulated set of by-laws and a rigorous governance model. The National Board of Directors is made up of volunteers from east coast to west coast that represents a cross section of our membership. There are 6 North American geographic regions including Pacific, Mountain, Midwest, Central, Quebec and Atlantic run by regional volunteer boards.

PAC Governance, Vision, Mission and Value Proposition were created by the National Board of Directors and are reviewed annually to insure they accurately represent the needs of our membership.

For more info contact: Lisa Abraham at 416 490-7860 x213 or labraham@pac.ca.