

Lord Byng
Case Competition

The 2nd iteration

Projected for November 2025

Club Ambassador Handbook

Introduction

What is the Club Ambassador Program?

Welcome to the LBCC Club Ambassador Program – a collaborative initiative designed to unite high school and community clubs that share our mission of empowering young leaders through real-world business challenges. As a Club Ambassador, you'll play a critical role in representing LBCC, fostering meaningful connections, and amplifying our reach within your club's community.

This handbook outlines your role, the benefits of joining, and the resources we'll provide to support your club's efforts. We're excited to work together and make this year's competition our most impactful yet.

Apply Now: Club_Ambassador_Application_Form

Event Info

Date: Projected for Fall 2025 (TBD)

Location: *TBD*

Website: www.lbcasecomp.com

Contact: Refer to Page 8

Purpose

Our Purpose and Guiding Principles

Mission

To deliver a high-quality student-led business case competition that cultivates creative problem-solving, teamwork, and real-world experience.

Vision

To redefine the high school case competition experience in Western Canada by empowering the next generation of leaders.

Core Values

- Collaboration – Achieving success together
- Professionalism – Representing LBCC with integrity
- Leadership – Set the standard, inspire others
- Reliability – Showing up and following through

Your role helps reflect and uphold these values throughout the competition.



Overview

What is a Club Ambassador?

A Club Ambassador is a high school club or an organization that partners with LBCC to promote our competition within their community. By becoming an ambassador, clubs play a crucial role in building awareness, encouraging participation, and fostering a shared spirit of growth and innovation among their members.

Why Become a Club Ambassador?

As a Club Ambassador, your organization becomes part of a supportive community where clubs uplift each other through cross-promotion and shared events. It's a chance to expand your reach, strengthen your connections, and contribute to a network of like-minded students driven by growth and collaboration.

Which Clubs Are Eligible to Become Ambassadors?

Any high school club, community group, or organization that aligns with LBCC's mission of empowering young leaders through real-world challenges is welcome to apply. This includes business, leadership, technology, and any other groups with a shared passion for growth and collaboration.

Partnership Framework

Benefits	Bronze	Silver	Gold
Dedicated Social Media Post			
Opportunity to set up Promotional Booth at LBCC EXPO			
Logo & Social Media Link(s) Displayed on Official LBCC website		Logo Only	
Opportunity to set up Promotional Signage at the event			

Expectations	Bronze	Silver	Gold
Promotional Instagram Posts	2 posts	4 posts	6 posts
Posters posted around your school	1 batch	3 batches	5 batches
Creative Promotion Methods	1+	2+	3+

Note: *All benefits and expectations are a rough outline and may be subject to change. We prioritize creative promotional opportunities.*

Creative Promotion

What is Creative Promotion?

Don't settle for the ordinary. Creative promotion is about sparking excitement, standing out, and inspiring action. Find unique ways to capture attention, make a lasting impact, and drive people to get involved.

Creative Promotional Methods:

- Content Collaboration: Create short videos, reels, or spotlight features that showcase student stories and LBCC excitement.
- Event Takeovers: Let LBCC run your social media for a day to build buzz and connect with your audience.
- QR Code Flyers: Share digital posters and flyers with QR codes linking directly to the LBCC registration page.
- Referral Challenges: Run friendly referral contests with small rewards for members who bring in new sign-ups.
- Event Collaborations: Co-host joint events, panels, or workshops to cross-promote and connect audiences.
- Personalized Shoutouts: Highlight registered members or competition winners on social media for added recognition.
- DIY: Bring your own unique idea and show us why it stands out!

Closing Remarks

Thank You

As a Club Ambassador, you're part of a network that drives growth, collaboration, and meaningful connections. Together, we're building a stronger, more impactful community. Your energy, reliability, and dedication are what make this competition possible, building a space where students can learn, grow, and inspire each other.

How to Apply

To have your club join as a Club Ambassador,
apply through: Club_Ambassador_Application_Form

After submitting your application, you may be invited to a brief interview with our team. This helps us understand your club's strengths and how we can work together effectively. Once that's done, you'll be ready to start promoting and making an impact. We're excited to have you on board — let's make this event unforgettable.

Contact Us

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