



International Challenge
for Training and
Development in Business
Management and
Administration



COMPANYGAME
BUSINESS SIMULATORS

RETO 2025

XIII INTERNATIONAL CHALLENGE
IN BUSINESS SIMULATION

Learning by doing

SPONSOR OPPORTUNITIES GUIDE

JOIN US TO TRANSFORM BUSINESS EDUCATION AND POSITION YOUR BRAND
AS A REFERENCE IN INNOVATION AND SOCIAL COMMITMENT.

CompanyGame

Intelligent business management training platform based on business simulators.

CHALLENGE 2025: INTERNATIONAL CHALLENGE IN BUSINESS SIMULATION

- CompanyGame organizes an annual [international business simulation competition](#) that provides an exceptional opportunity for training and development in the field of [business management](#).
- The students are [future managers in their university training phase](#) and require activities in which they can develop the skills that their future professional careers will require.

CompanyGame in figures:

+150

**companies and
universities**

Training adapted to all degrees
and programs

+25

years of experience

In the development of business
Simulators for training

+35

simulators

Progressive level of difficulty
according to the skills of students
and teachers

Challenge 2025: Where talent and innovation meet

The 2025 Challenge is designed to **awaken students' entrepreneurial spirit and strengthen their management skills**. During this experience, participants face **real business management challenges**, developing **key skills** such as decision-making, analytical skills, teamwork and problem-solving.

- **Who can participate?**

This event is open to students from **universities around the world**, making it a global platform to learn, compete and excel.

- **When will it take place?**

The challenge will take place between **April and May 2025**

- **Why participate?**

Students look to the CompanyGame Challenge as an opportunity to:

- Expand and put into **practice your knowledge** in a practical and competitive environment.
- Develop **key skills** for the world of work.
- Connect with an **international network of talent**.
- Enjoy a cutting-edge educational experience that **improves your employability**.



Challenge 2025: Phases and Categories

The competition is divided into different **phases that students must complete** until they become Champion of the Challenge.

Students can **choose the category they wish to compete in**. Each category is specialized in a **subject area**, with **simulators specifically designed to apply and develop practical knowledge** in that discipline.

International Business

Think big and bring your vision to the world



Marketing

Master the strategies to connect with your audience



Administration

Make decisions to lead organizations successfully



Finance

Manage resources like a true financial strategist



Hospitality

The perfect challenge for future leaders in tourism and hospitality



Banking

For visionaries in the financial sector





The CHALLENGE in figures:



+ 20 countries
have been part of the
Challenge



+ 850 registered
universities



+ 18,000 students
have participated in all editions

Participation in the 2024 edition:



104
Universities



254
Teachers



1,776
Students

Why sponsor the 2025 Challenge?

Sponsoring the 2025 Challenge is a unique opportunity to boost your brand, strengthen your CSR and generate a positive impact on the training of future business leaders.

Key benefits for your brand:

- **Global Exposure:** Access to an international audience of students, faculty and universities from over 20 countries.
- **Connecting with the talent of the future:** Position your brand in front of young leaders in training.
- **Strategic communication:** Integrate your message into official communications and personalized event campaigns.
- **Alliance with impact values:** Partner with educational innovation, sustainability and digital transformation.
- **Competitive differentiation:** Stand out from the competition at a prestigious global event.
- **Greater engagement :** Connect with a young, innovative audience that is key to your professional future.

Be part of the 2025 Challenge and lead the transformation of global business talent!

Sponsorship opportunities details

SPONSORSHIP FORMULAS	 DIAMOND 8,000 USD	 GOLD 3,500 USD	 SILVER 1,000 USD	INSTITUTIONAL COLLABORATOR 0 USD
Exposure/Visibility	✔ Priority and full exposure across all channels	✔ Featured visibility in a category	✔ Basic visibility on the web and events	✔ Symbolic presence at the Final Gala
Logo on Platform and Materials	✔ Logo on platform, website, social media and newsletters	✔ Logo on materials of its category	✔ Logo on the web and social networks	✔ Use of Reto brand in own communications
Promotional Spaces	✔ Exclusive stands and activities at the Final Gala	✔ Advertising a specific product	✔ Participation in networking	✘
Social networks	✔ Publications in all phases of the event	✔ Publications dedicated to your category	✔ Basic publication	✘
Advertising/Corporate Gifts	✔ Right to distribute promotional gifts	✔ Products as part of the prizes	✘	✘
Access to Aggregate Data	✔ Yes, to identify talent (respecting privacy)	✘	✘	✘
Exclusivity by Category	✘	✔ Yes, in the chosen category	✘	✘
Award Ceremony	✘	✔ Personalized branded awards	✘	✘



RETO 2025

XIII INTERNATIONAL CHALLENGE
IN BUSINESS SIMULATION

Learning by doing

Contact us and discover how your brand can be the star
of the CompanyGame 2025 Challenge.

www.retocompanygame.com
info@retocompanygame.com