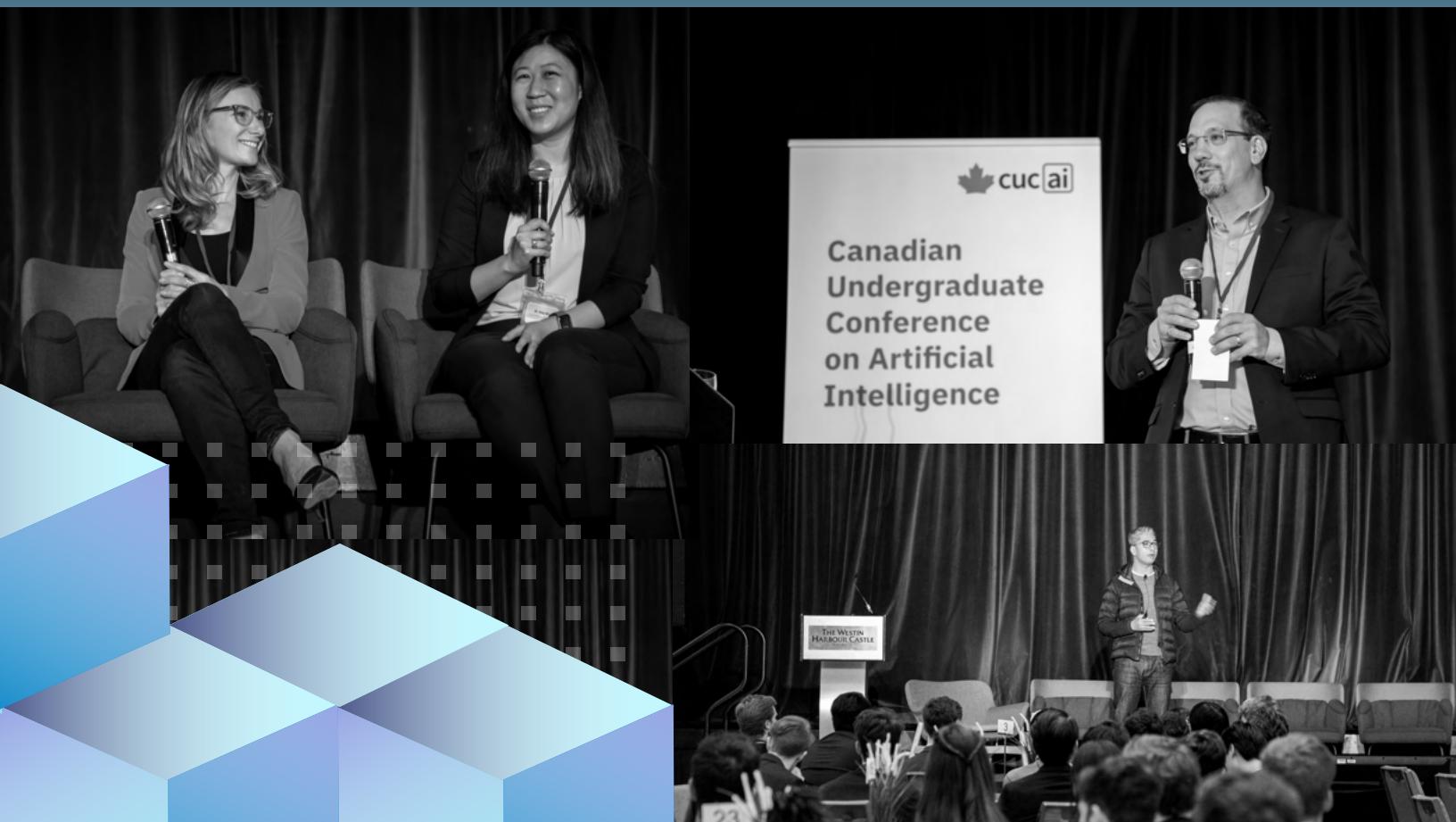


# Canadian Undergraduate Conference on Artificial Intelligence

**Partnership Package**

**March 2022 | Toronto, Ontario**



# Land Acknowledgement

We acknowledge the land we traditionally meet on in Toronto. This land is the traditional territory of many nations including the Mississaugas of the Credit, the Anishnabeg, the Chippewa, the Haudenosaunee and the Wendat peoples and is now home to many diverse First Nations, Inuit and Métis peoples. We also acknowledge that the city of Toronto is covered by Treaty 13 with the Mississaugas of the Credit. To acknowledge this traditional territory is to recognize the territory's significance for the Indigenous peoples who lived, and continue to live, upon it.



# About CUCAI

The first annual Canadian Undergraduate Conference on Artificial Intelligence (CUCAI) took place on March 9th, 2019. Founded by QMIND- Queen's AI Hub and a strong Queen's community, the event marked its debut on the national stage with delegations from Queen's University, McGill University, University of Toronto, Ryerson University, and University of Manitoba.

At CUCAI 2020, over 200 students, industry leaders, and partners came together for two days to discuss the state of Canadian AI. This was the largest attendance for a Queen's conference to date.

For 2022, CUCAI will be held over two days in Toronto and we will be accepting over 400 delegates from the top schools in Canada. Depending on COVID-19 and the possibility of restrictions for large events in 2021, several contingency plans have already been developed. This is to ensure both our delegates and our industry partners remain safe while receiving the same phenomenal value, opportunities, and experiences as found with the event in previous years. Please refer to Pg. 9 for our detailed COVID-19 response.

All of the phenomenal events from our past two conferences will still be taking place at CUCAI 2022. This includes the design team showcase, industry showcase, presentations and workshops from speakers across the industry, a panel discussion on ethics in AI, pitch competition and a number of networking sessions, along with the inaugural student executive team showcase event.

Our community is one where we actively challenge the status quo around what undergraduate students are capable of achieving in the field of artificial intelligence. To do so, we've partnered with universities across Canada who are all united with the same vision. We are makers, innovators and disruptors. We have chosen this field because we know we can have an incredible impact. Our goal is to continue to grow our community and provide a space for undergraduate students to share their knowledge and explore the world of AI. This year especially, we want to focus on involving industry representatives and researchers from across the field\*.

The purpose of CUCAI is to create an environment where like-minded students can connect with each other and be supported in their ambitious goals. It's an opportunity for hard-working and innovative thinkers to share their thoughts and demonstrate what they have been working on. Bringing together the top young minds from universities across in Canada will allow us to expand not only the breadth of the project showcase, but also their level and scale.



# Partnership Overview

This year we are proud to introduce the CUCAI Partnership Program. In this document we have outlined a tier structure with several levels of involvement and subsequent benefits. The goal of this program is to diversify the representation of organizations/schools at CUCAI, and to provide the opportunity for you to have agency in CUCAI. Furthermore we would like to initiate a relationship where CUCAI and our partners can harness each others network and audience.

CUCAI has a large audience of students, industry professionals, and researchers, who all want to hear your message! With your help we can bring together the brightest minds and biggest players in AI. We are excited to build a mutually fruitful partnership for this years conference and future conferences.

On top of partners we are also seeking participation in these events:

- AI project showcase (booth style)
- AI Business pitch competition (shark tank style)

## Benefits

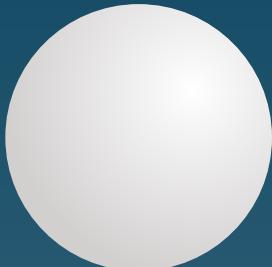
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Specific opportunities for involvement in the conference as part of this partnership program include:

- Highlighting your design teams on a national stage
- Directing traffic to your organization VIA a dedicated page on the CUCAI Website
- Publishing your research and design work via the CUCAI Conference Proceedings
- Networking with AI industry reps and top university AI societies
- Hosting your own networking event at CUCAI 2022
- Having a centralized undergraduate AI hub for all of Canada via Slack

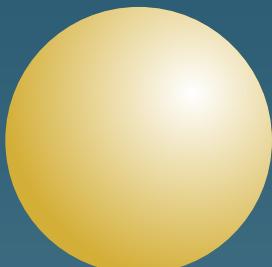
If you are able to bring in sponsors for CUCAI 2021, that money will go towards transporting your members to the conference and reducing ticket prices.

# Partnership Tiers



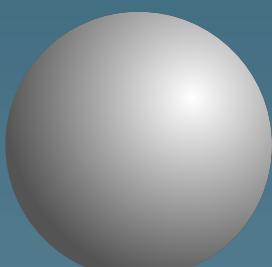
## Platinum

This is the highest level of collaboration, with very limited slots. Platinum partners are required to meet 3 of the partnership requirements and are encouraged to go beyond that to secure a spot at this level. For groups who choose to become a partner at this level, they will be given the most reserved delegate and design team spots, among many other benefits.



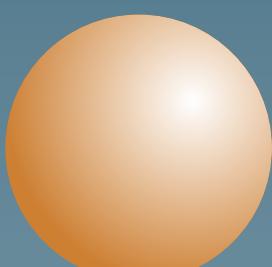
## Gold

Gold level partners will be required to commit 2 items from the requirements table, and are encouraged to commit as many as possible. CUCAI will be taking on a handful of gold partners for CUCAI 2022. Gold partners will be given a proportionate amount of reserved delegate and design team spots.



## Silver

Silver partner status will be given to those groups who have enough bandwidth to contribute 1 item from the partner requirements table. This level of partnership is for those groups who may not have the resources to contribute at the higher levels.



## Bronze

For smaller organizations who would like to partner with CUCAI on the most basic level. The only requirement is to enlist a CUCAI Liaison. Bronze level partners are given 1 secured spot in our events.

# Collaboration Table

Value to CUCAI	Requirements			
Bronze	No requirements necessary.			
Silver	Choose one requirement.			
Gold	Choose two requirements.			
Platinum	Choose three requirements.			
	Can mix and match requirements (i.e. Two Sponsors, One Speaker).			
	<b>One Speaker</b> <b>One Sponsor</b> <b>\$5000</b>			
Benefits	Bronze	Silver	Gold	Platinum
Members of CUCAI Slack workspace	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Official partner status	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Design team work published in Conference Proceedings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dedicated page on CUCAI website		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Holds their own event at CUCAI			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
CUCAI Liaison	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Reserved design team spots	1	2	5	10
Reserved delegate spots	10	20	50	75

\*Note: The numbers for delegate and design team spots as part of this collaboration program are based on 500-delegate conference; they are subject to change depending on adjustments to the overall size of the conference as well as the relative of interest of partnering groups in each of the three tiers of collaboration.

# Benefit Descriptions

## CUCAI Liaison

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- Liaison will be responsible as main point of contact between CUCAI and your organization
- Each CUCAI Liaison will be given the title of "(Organization name) - CUCAI Liaison"
- Liaison's will attend monthly meetings from September until the end of January
- Liaison's will attend weekly meetings from February until CUCAI takes place in march

## Official Partner Status

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- Logo placed everywhere where sponsors logos are
- Titled "CUCAI Student Partners"
- Size of logo increases with tier levels
- Right to Title your organization as "Official Partner of CUCAI (year)"

## CUCAI Platinum Partner Event

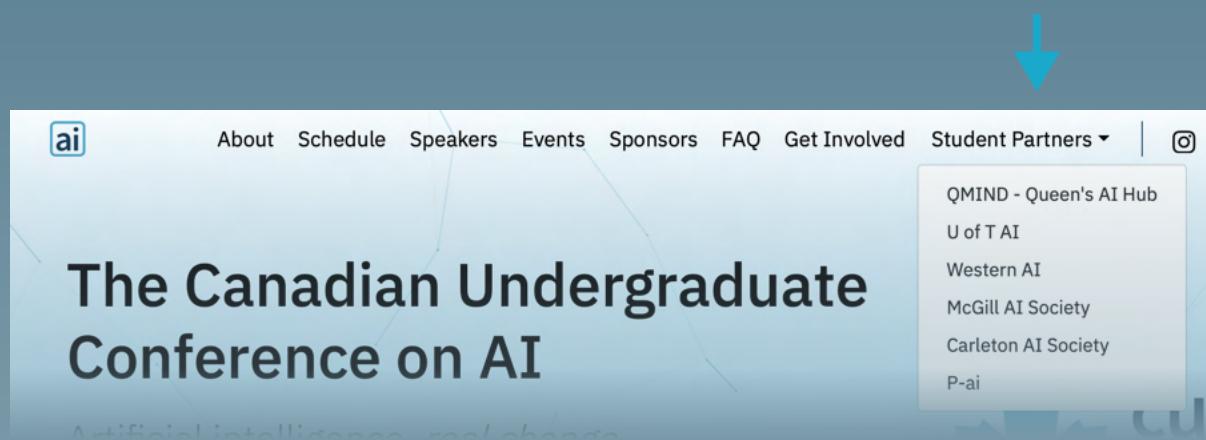
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- Dedicated event run by your organization
- Work will CUCAI team to create your ideal event
  - Private Networking session
  - Dedicated workshop run by your team
  - Stage front presentation
  - Taster event

## Dedicated Web Page

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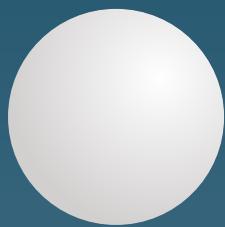
- Permanent dedicated page as long as partnership still exists
- Basic Info
- Past club projects
- Links to website and socials
- Link in drop down on front page directs to dedicated page within CUCAI site



# Marketing Campaigns

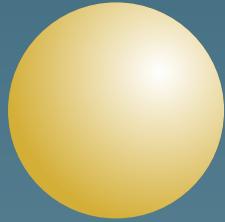
Each level to our partnership program will involve a mutual marketing agreement. This will include structured posts about your organization on our behalf, and subsequent posts about CUCAI on your behalf. This portion of the Partnership Program aims to diversify both party's audience, so that our and your message is heard loud and clear!

(Posts about CUCAI will be provided to you, posts about your organization will follow a given structure)



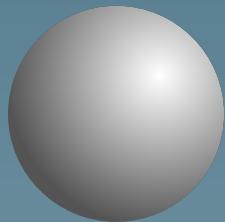
## Platinum

- one post about your organization before conference (March)
- one post about your organization after conference (March)
- one post during conference about your participation
  - info about Platinum event and your design teams
- one post about CUCAI in January
- one post about CUCAI in February
- three posts about CUCAI in March



## Gold

- one post about your organization before conference (March)
- one post about CUCAI in January
- one post about CUCAI in February
- one post about CUCAI in March



## Silver

- one post about your organization after conference
- one post about CUCAI in March

\*Note: The specifics of each marketing campaign are a rough idea of the level of commitment needed. As such, these campaigns are subject to change as we get closer to the conference date.

# COVID-19 Response

In alignment with the current and projected scope of COVID-19, CUCAI 2022 is planning an in-person format for the conference. After two years of fluctuating circumstances and uncertainties, we are beyond excited to bring together passionate students and innovative leaders for a phenomenal weekend filled with speakers, workshops, and networking opportunities.

While we are thrilled about an in-person format, we remain vigilant of the continuously changing scope of COVID-19. We are prepared to work towards an online/hybrid option, given the situation closer to the conference dates and guidelines posed by public health.

Last year, we hosted the conference through a fully online format which allowed us to have hundreds of more delegates and invite speakers from all over the world. This year, in addition to an online platform, we intend to look into a hybrid option to accommodate students, industry representatives, and speakers near and far.

The CUCAI 2022 team is dedicated to delivering the same exceptional values, opportunities, and experiences despite any arising changes and shifts. We intend to maximize our selected platform to ensure that meaningful, interpersonal interactions are still a substantial aspect of the conference through networking events, design team showcases, and the aforementioned pitch competition event. We will be vigilant about keeping up with the regulations from Public Health to ensure that the conference is in line with all proper COVID-19 protocols. Since our team is working to create a conference that is flexible we will be announcing the final format of our conference by the end of 2021.

We are committed to improving the quality of the experience for all guests at CUCAI 2022, despite the obstacles posed by COVID-19. We are excited to have you join us to tackle this adversity to deliver the most groundbreaking CUCAI to date!



# Contact Information

## Let's Talk.

We're constantly looking to build dynamic relationships and partnerships with new and unique value.



**Cooper Lloyd**

Delegates Coordinator  
[delegates@cucai.ca](mailto:delegates@cucai.ca)

## Closing Remarks

The Canadian Undergraduate Conference on Artificial Intelligence aims to make the newest advances in AI accessible to the undergraduate student community. We hope to bridge the gap between education and industry, while inspiring highly motivated delegates to deepen their understanding of and contributions to this evolving field. Your involvement would be invaluable in achieving the conference goals. We would love to have you join us as a partner for CUCAI 2022.

On behalf of the CUCAI team, we would like to thank you for taking the time to consider this opportunity. We look forward to hearing from you soon.