



# **Sponsorship Proposal**

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## **Students in Engineering and Technology**

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## Welcome

It is often said that youth are the leaders of tomorrow. At SET, we think it is unfortunate that age in today's society acts as a barrier for youth, that prevents them from reaching their full potential.

Youth are often sidelined or excluded from opportunities due to what is seen as a lack of experience and knowledge. At SET, we think inexperience should be seen as a new opportunity, not an excuse. In reading this package, we hope you will invest corporate support into our initiative to help youth reach their full potential as leaders, innovators, and world-changers.

## Overview

Our mission statement is to create an active community that connects students to the technological aspects of the STEM world. SET is a non-profit, student-run, organisation, founded by a group of high school students from Ottawa, Ontario.

We are a group of students with a variety of different backgrounds, experiences, yet we are all seeking a similar goal - to one day work a career in the STEM world. Events like science fairs, may exist, yet none truly seek what our conference does: to inspire, empower, and embolden students to take their first step in their technology careers. There is no event targeted towards Generation Z in informing secondary students of the opportunities the digital age has uniquely provided them within the context of engineering. If these people are the leaders of tomorrow, how are they supposed to envision their future without a clear picture of what it truly looks like?

As technologically literate students being born into a digital world, we are consumers, leaders, innovators, and have unique perspectives.

Our team is willing to invest large amounts of time and effort into creating the first platform to allow high school students to immerse themselves, in engineering and technology. However, doing so would not be possible without the your help - as corporate sponsors - to provide monetary and non-monetary support for this conference. Corporate sponsors like you could change the lives of talented students, by providing funding that would improve the quality and accessibility of our conference.

## Educational Aspects

These statistics were collected over a demographic of a diverse, interwoven, high-school students across Ottawa.

- 90% of teachers report their students are interested in science and technology
- 80% of students go into science and technology related fields.
- 93% of students reportedly wished for more opportunities to learn more about science and technology.
- 89% of survey participants go to college.
  - Of these 89%, 51% took at least 1 engineering course.
  - 60% had at least one work experience that was science or technology related.
  - 41% selected an engineering field (7 times more likely than others)

## Specifications

Our conference will feature a panel of speakers, comprising of startup representatives, engineering students, professors, and professionals, from a wide range of technological and engineering disciplines. These disciplines include civil engineering, materials engineering, electrical engineering, mechanical engineering, software engineering, systems engineering, and engineering physics. It will take place on Saturday October 20th 2018.

Throughout the day, participants will be able to network with other participants, talk to professionals, and immerse themselves in engineering. Networking with other professionals, being able to discuss experiences, and being able to get informed when deciding on their career path, is an important step for all students.

The conference will also have a set of concurrent workshops, each providing their own unique learning opportunities for students. Upon registration, students will have the opportunity to choose the workshop they are most interested in. At SET, we strongly value diversity, and we seek to be inclusive of the broad diverse disciplines of engineering. Workshops will include mechanical engineering, electrical engineering, materials engineering, as well as a workshop on entrepreneurship and marketing.

These different workshops will provide students the skills necessary for our competition. Students will be placed in groups of approximately eight, with each group possessing at least one person from each workshop, to solve the theme of the conference. Having a competition will truly allow participants to experience engineering design thinking, an industrial process used by engineers to design practical solutions to real-life problems. This will help truly engage students in the engineering process, including creativity, critical thinking, problem solving, teamwork, and innovation. They will be given time to ideate a solution, build a prototype to demonstrate its function, and pitch the idea to a panel of judges, comprising of professionals in their field. They will be judged based off design, efficiency, and innovation. At SET, we believe hands-on experience is far more fulfilling than research or classroom lectures, and truly gives them the chance to determine whether or not they enjoy engineering.

Our conference will give students the tools and experiences to empower them in making informed decisions in taking their first step into their futures. It is something many long for, yet never have the opportunity to experience. While we are engaging students with cool ideas, connections, and giving them the tools to pursue their careers in technology, we are also building them to be leaders. The skillset students leave with is invaluable, including problem-solving, teamwork, networking, conflict-resolution, and public speaking skills.

The emergence of STEM, and its importance in our everyday lives is emerging faster than ever before. To ensure its significance is recognized, we're building partnerships with our community, local industry and the University of Ottawa as we shift the perception of technology in our generation.

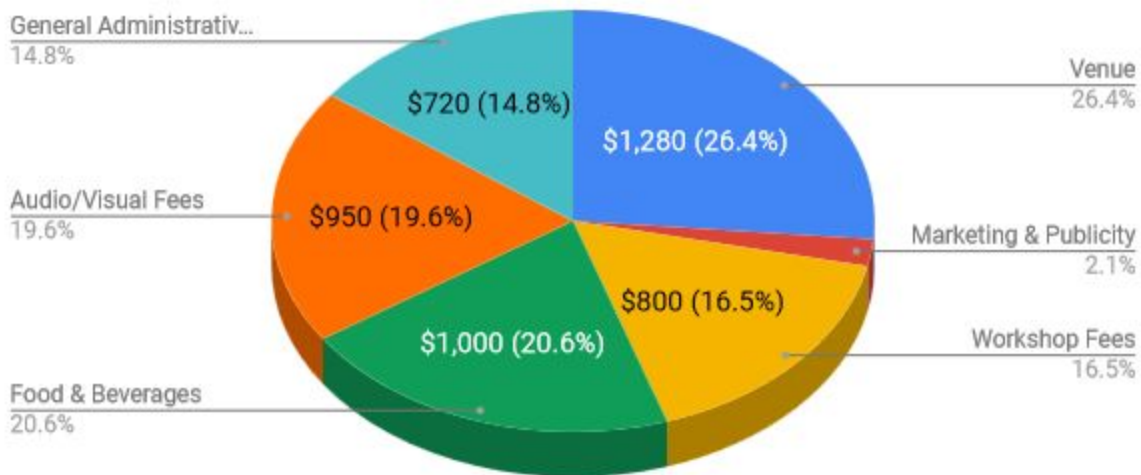
## Schedule (Tentative)

Event	Duration
Student Arrival	8:00 - 8:30
Welcome Speech and Opening Remarks	8:30 - 9:00
Keynote	9:00 - 10:00
Concurrent Workshops	10:00 - 12:00
Competition Announcement and Engineering Design Process	12:00 - 12:30
Ideation and Prototype Building	12:30 - 3:30
Pitch Competition	3:30 - 4:30
Networking with Professionals and Judge Deliberation	4:30 - 5:30
Award/Closing Ceremony	5:30 - 6:00

## We need your help!

We are looking monetary or non-monetary donations, of anything your company is willing to offer. Here is a cost-breakdown of the conference. Donations help minimize costs for students and improve the quality of our conference.

### Expenditures



## Benefits of being a sponsor

Sponsoring a team like us will benefit your company in the following ways:

- Help build a technologically-literate workforce.
- Provide renewed inspiration to company employees.
- Provide rich employee volunteer opportunities as advisors on the team.
- Strengthen company reputation in the community and further your brand.
- Connect with young future leaders and help further their education
- Gain exposure to a wider audience

## Sponsorship Tiers For Monetary Support

Package Level	Benefits
Platinum (\$800)	<ul style="list-style-type: none"><li>- All Gold Benefits</li><li>- Entitlement to Sponsorship booth</li><li>- Inclusion of Sponsor in Introductory and Recap Videos</li></ul>
Gold (\$500)	<ul style="list-style-type: none"><li>- All Silver Benefits</li><li>- Keynote Shoutout</li><li>- Company Logo Featured on Direct Marketing Materials (Flyers, Information Packages)</li><li>- Company Logo Featured on Merchandise (Lanyards, Apparel)</li></ul>
Silver (\$300)	<ul style="list-style-type: none"><li>- All Bronze Benefits</li><li>- Social Media Mention</li><li>- Company Logo Displayed on Kiosk</li></ul>
Bronze (\$100)	<ul style="list-style-type: none"><li>- Company Logo Displayed on website</li></ul>

## There are several other ways to support SET!

- Offer your products or services at a discounted price
- Donate products/services to be raffled at our event
- Provide mentoring and assistance in helping us create a high-quality conference
- Connect us with other organisations you think will improve our conference
- Connect us with engineering professionals who are willing to talk about their experiences

With your support, our goal of inspiring, educating and motivating students to head into their future engineering careers can be achieved.

## How to sponsor us!

Thank you for your interest in becoming an integral part of SET! If you or your company would like to sponsor SET, please contact our Director of Corporate Relations, David Chen, at [ottawa.set@gmail.com](mailto:ottawa.set@gmail.com).