

MARKETING DECK

# NUS CDE O'WEEK'25

SOLERTIA: WHERE WISDOM  
MEETS BOLDNESS



NUS CDE CLUB



A group of young people, mostly of Asian descent, are gathered outdoors on a grassy area. Some are holding large umbrellas in shades of red, blue, and grey. They are all smiling and posing for the camera. The text 'TABLE OF CONTENTS' is overlaid in large, bold, blue letters at the top. Below it, a list of nine items is shown in bold, italicized blue letters. The background is slightly blurred, showing trees and a building in the distance.

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# ***DIRECTORS'*** ***MESSAGE***



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As the **Project Director** of the **College of Design and Engineering Orientation Week 2025 (CDE O'Week'25)**, I am thrilled to introduce this year's orientation camp - **one of the largest and most dynamic events at the National University of Singapore**. This vibrant and immersive experience is designed to warmly welcome incoming students, inspire their journey ahead and spark connections that would shape their university lives.

We are excited to **invite your esteemed company to partner with us as a sponsor** for our extraordinary event. This collaboration goes beyond visibility! It is a chance to establish meaningful connections with future leaders, **foster brand loyalty** as well as showcasing your **organisation's commitment to supporting the next generation of innovators and changemakers**. I hope we, together can **create an unforgettable start to their journey** and a **long lasting impact for your brand**.

# ***ABOUT CDE***

At College of Design and Engineering (CDE), students build and design their learning pathways and **gain exposure to real-world scenarios**. There are more comprehensive options available to **build a broad intellectual foundation** while earning marketable skills to enhance career prospects. Most importantly, through the CDE experience, students will **develop a mindset of continuous learning and adaptability**; essential to **thrive in a fast-changing world**.

## **CDE offers 14 different undergraduate programmes**

- Architecture
- Biomedical Engineering
- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Electrical Engineering
- Engineering Science
- Environmental Engineering
- Industrial Design
- Industrial and Systems Engineering
- Infrastructure and Project Management
- Landscape Architecture
- Material Science and Engineering
- Mechanical Engineering

## **Current CDE strength**

Total CDE Undergraduates as of 2024: **~7000 undergraduates**

Engineering: **~5500 undergraduates**

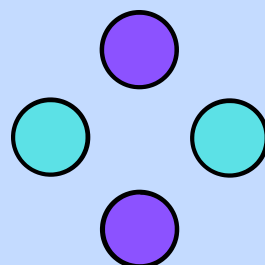
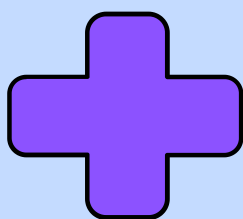
Design & Built Environment: **~1500 undergraduates**

Age Range of CDE undergraduates: 18 to 25 years old



# ABOUT CODE O'WEEK'25

NO. OF FRESHMEN: 650



## SOLERTIA:

*where wisdom meets boldness*

CAMP PERIOD: 21-24 JULY

# TYPES OF SPONSORSHIPS

## Monetary Sponsorships



Your monetary support is essential to provide us with the resources to plan an even more unforgettable experience for our incoming CDE freshmen, while **offering significant brand exposure and goodwill in return.**

## In-Kind Sponsorships



We would greatly appreciate your support in providing these items.

- Food (eg. snacks, drinks, etc)
- T-shirt
- Lanyards
- Boardgames

## Product Sponsorships

Your product sponsorship can be beneficial as it fosters brand visibility and credibility, allowing your product to directly engage with the target audience, thereby expanding your market reach.





# MONETARY & IN-KIND SPONSORSHIP TIERS

Sponsorships Tiers & Benefits	Bronze < \$300	Silver ≥ \$300	Gold ≥ \$750	Platinum ≥ \$1200
Social Media Acknowledgement				
Instagram Story	✓	✓	✓	✓
Instagram Appreciation Post		✓	✓	✓
Inclusion of Company Logo on Event Materials				
Sticker Packs			✓	✓
T-shirt (Small Logo On Back)	✓	✓		
T-shirt (Large Logo On Back)			✓	✓
Photobooth Props & Event Booklet				✓
Brand Shoutout				
Telegram Channel			✓	✓
During Breaks	✓	✓	✓	✓
During Finale Event				✓

# PRODUCTS

## SPONSORSHIP TIERS

Sponsorships Tiers & Benefits	Bronze < \$500	Silver ≥ \$500	Gold ≥ \$1000	Platinum ≥ \$1500
Social Media Acknowledgement				
Instagram Story	✓	✓	✓	✓
Instagram Appreciation Post		✓	✓	✓
Inclusion of Company Logo on Event Materials				
T-shirt (Small Logo On Back)	✓	✓		
T-shirt (Large Logo On Back)			✓	✓
Event Booklet				✓
Brand Shoutout				
Telegram Channel	✓	✓	✓	✓
During Breaks			✓	✓
During Finale Event				✓



# WHY SPONSOR US?

*Benefits and acknowledgements of  
being our sponsors*

**Social Media Acknowledgement**



**Inclusion of Company Logo on  
Event Materials**



**Brand Shoutout**



**Brand Loyalty**



**Greater Consumer Reach**



# CONTACT US

To find out more about our club and our events, head over to  
[www.nuscdeclub.com](http://www.nuscdeclub.com)

Feel free to contact us here for any further questions regarding CDE O'WEEK!



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If your company/organisation is keen on collaborating with us with any of our college events or interested in introducing new events to our college, please contact us here:

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