



**IMAGINE**

May 7- 8, 2016

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Sponsorship Package



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# The CUTC Family

Hi,

Since 1999, we've brought together Canada's best technology lovers to learn, build and make impact by connecting students with industry leaders to inspire the future of the technology.

This year, we're working with more universities than ever before to bring in a crowd of 400 of Canada's exceptionally talented students passionate about technology. We're also opening up the floor to include high school and graduate students to enrich the networking dynamics.

Through our enclosed sponsorship opportunities, we would love to walk you through how CUTC can address your company's unique recruiting and marketing needs.

We thank you for your time and interest, and can't wait to work together!

Your team,

**CUTC 2016 – Imagine**



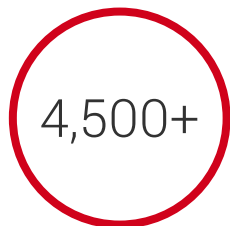
# Who We Are

An organising team with a passion to make impact. Alumni who are inspired to innovate.

**We are entrepreneurs:** Members of our community have gone on to start over 30 companies including Nulogy, Polar Mobile, ThinkPanda, Neverfrost, Kira Talent and more.

**We are leaders:** Others have risen to leadership positions in companies such as Google, Microsoft, Facebook, BCG and others.

**We are academics:** More have gone on to complete MBAs & PhDs from world-renowned schools such as Harvard, INSEAD, John Hopkins, and Wharton.



STUDENTS  
REACHED



PAST INDUSTRY  
PARTNERS

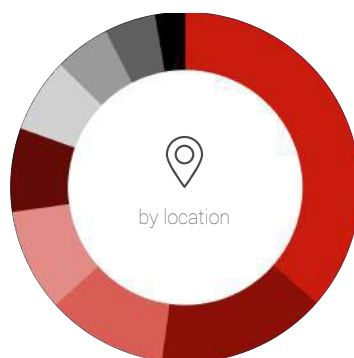


FACEBOOK  
USER LIKES

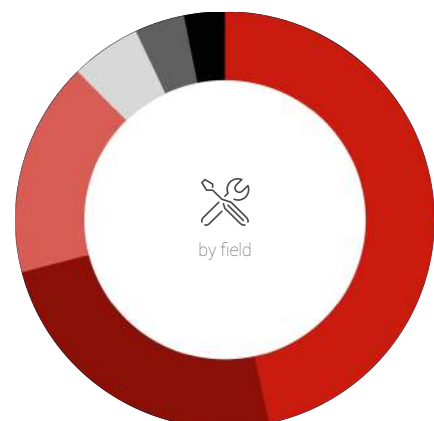


TWITTER  
FOLLOWERS

400+  
annual delegate  
attendance



- University of Waterloo 36.48%
- University of Toronto 15.67%
- Queen's University 11.16%
- Ryerson University 9.44%
- Other 7.73%
- Western University 6.87%
- McMaster University 5.15%
- Wilfred Laurier University 4.72%
- Professional Cooperations 2.79%



- Engineering 46.62%
- Business 24.34%
- Software 16.67%
- Science 5.41%
- Math 3.83%
- Other

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# Past Speakers

**CUTC** brings on board some of the most talented and accomplished speakers from the largest tech giants, prolific non-profits, rising startups, and top notch universities.



**Alexis Ohanian**

Co-founder  
Reddit



**Mike Shaver**

Founding Member  
Mozilla Organization



**Chamath Palihapitiya**

Founder  
Social Capital LP



**Mike Lazaridis**

Founder  
Blackberry



**Steve Sinofsky**

President, Windows Division  
Microsoft



**Werner Vogels**

VP & CTO  
Amazon

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# Testimonials



"CUTC provides an excellent opportunity for personal development while offering important insights into the dynamic and fast-paced world of new technologies. Each of you is committed to excellence, and I am certain that this conference will assist in preparing you for the challenges of the future"

- Jean Chretien, 20th Prime minister of Canada

The Globe and Mail called CUTC "a forum that aims to shape the future of technology in Canada."



"these are a bunch of undergraduates who are just high energy people showing a huge amount of initiative... And you can't resist coming out here to support what they are doing, 'cause they are doing great things. I strongly recommend any undergrad in any discipline to get involved" !

- Bob Young, Co-Founder of Red Hat, CEO of Lulu

"Here what you find is the opportunity for students not only to share their experiences and aspirations for technology but you have really the ground for new entrepreneurs, the ground for new thinking about where are we going to take this technology, what kind of companies can it be applied to, what kind of benefits can it bring, how can it benefit overall the company mentality of driving more and more applications and more and more business"

- Duncan Ratcliffe, CEO of RedKnee



"To invest time with so many undergrad pursuing technical studies is an opportunity not be missed"

- Helene Armitage, VP of Technology, IBM

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# Why CUTC

We're **the** technology experience for technology lovers and builders - we change how students think about technology. Looking for the smartest, most passionate, most influential techies? That's us, right here. We've been putting students and industry together for years, and this time around, we want to work with you.

This year, we're working with more universities than ever before to bring in a crowd of **400 of Canada's exceptionally talented students passionate about technology**. We're also opening up the floor to include high school and graduate students to enrich the networking dynamics.

## Why Sponsor

**Spread the word about your organization** – your products, culture and opportunities.

**Connect** with some of the best students from top universities across Canada.

**Engage** students with custom events and challenges to interact with your company first hand.

**Share your love for technology** - you never know who you'll inspire and influence.

CUTC provides you direct connections to the most incredible technology-lovers in the country. We're going to make our delegates fall in love with your company. We've heard there's a "talent war" in the technology industry right now. We're how you win it.

## This Year's Theme

### IMAGINE

Today, technology is evolving faster than mankind. For future generations to stay relevant, we must solve today's biggest challenges - from advancing global healthcare & spreading education to protecting the environment & growing our economies. At CUTC 2016, we want to inspire the leaders of tomorrow to solve problems that matter - **to imagine a better future**.

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# What Makes Us Different?



## Tech Expo

The exposition enables students to interact with companies and organizations to experience first-hand the future of technology through demos of gadgets and innovations in hardware, robotics, wearables, virtual reality, IoT and more. Previous participants include Microsoft, BlackBerry, Bell, the world-record holding University of Waterloo Solar Car team and others.



## Product Vision Challenge

Challenge university students to solve real-world problems with technology through this unique case competition. Students with diverse educational backgrounds will work together leading up to the conference using a human-centered design approach to propose their ideas as real world products.



## Mini-Challenges

These short competitions at the conference allow delegates to learn by doing. With multiple topic options from Security and Coding to Design and Product, they're the perfect way to interact and engage with student talent who could potentially be your next star employees.



## The Imagine Pitch Competition

Empower top students to pitch their idea or startup at the conference to industry judges and successful entrepreneurs to compete for mentorship, office hours and prizes.



## Office Hours

An exclusive opportunity for Canada's best student makers working on projects, companies to get mentorship from accelerators, entrepreneurs and industry leaders.



## Maker Fair

A forum for Canada's best student makers to showcase their projects, companies and stories to inspire their peers to start building.



## Social

A coffee-house style event to unleash the inner techie in our delegates, and encourage connections with the community, accompanied by drinks and performances to showcase talent.



## Custom Event

Collaborate with our team to create your own unique event featuring your products or company to engage conference delegates to meet your recruiting and marketing needs!

	BRONZE \$1,500 +	SILVER \$4,000 +	GOLD \$7,000 +	DIAMOND \$12,000 +
<b>GENERAL</b>				
Corporate Passes	2	3	5	7
Tech Expo (booth size)	1 table	1 table	2 tables	4 tables
Tech Expo (placement)	Standard	Ideal	Ideal	Premium
<b>SPECIAL EVENTS</b>				
Custom Mini-Challenge		✓	✓	✓
Product Vision Challenge			✓	✓
Branded Social Event			✓	✓
Custom Event				✓
Networking Dinner				✓
<b>COMPETITIONS<sup>1</sup></b>				
Send Judge(s) <sup>1</sup>		✓	✓	✓
Sponsored Prizes			✓	✓
<b>BRAND PROMOTION</b>				
Social Media Posts	One	Two	Monthly	Monthly
Logo Advertising	Website Conference Guide	Website Conference Guide Standup Banner Conference Shirts	Website Conference Guide Standup Banner Conference Shirts	Website Conference Guide Standup Banner Conference Shirts
Logo in Event App	Small	Medium	Large	Premium
Swag Bag	✓	✓	✓	✓
Blog Posts <sup>2</sup>			1	3
<b>RECRUITMENT</b>				
Office Hours		✓	✓	✓
Delegate Resumes			Post-Event	Pre-Event

#### Footnotes

<sup>1</sup> Includes Product Vision Challenge & The Imagine Pitch Competition.

<sup>2</sup> Example blog post topics: co-op/intern spotlight or "Management Minutes" to provide insight into the company's culture and work.



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# Previous Sponsors

These are some of our partners who we've worked with over the years to bring **CUTC** to life.



The CUTC team would love to get in contact with you and work out a partnership together! You can reach us at [sponsorship.2016@cutc.ca](mailto:sponsorship.2016@cutc.ca)

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# THANK YOU!

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For over 15 years , our passion to inspire students in technology has helped us deliver unique and valuable experiences for all our attendees & speakers. This starts with you - our sponsors. We strive to work together to provide value and build a fruitful relationship together.

We would love for you to join us on our mission.

