



McGill Engineering Competition 2013

November 8th, 9th, & 10th
McGill University
Montreal, Quebec

Dear Returning Sponsors,

For twelve consecutive years, sponsors across the world have had the opportunity to witness the best talents McGill's Faculty of Engineering has to offer. This synergy has benefited both sponsors and students with advertising and recruiting advantages on one side and career opportunities on the other. On behalf of the McGill Engineering Competition, we invite you to become a sponsor of this highly renowned event, which will take place from Friday to Sunday on November 8th, 9th and 10th of this year.

This time, we are bringing important changes to the way the McGill Engineering Competition is organized, providing more complete experiences so students can connect with companies in an effective way and showcase the top talent we have in the Faculty. As a judge, you will be able to evaluate the students while they compete in the different categories and later meet them in a more intimate setting where you will be able to make the connections necessary to recruit the best talent McGill University has to offer.

The support you have given us in previous years has made this event come to life by offsetting the event's operation costs. Also, it has allowed McGill engineering students to grow by compelling them to apply their analytical, verbal and mathematical skills in real life challenges.

Please serve yourself by taking the opportunity to look through the details of the competition itself as well as the sponsors' benefits in the following pages.

Sincerely,

Carlos Marin
Chief Executive Officer

Armando Ordorica
Chief Financial Officer

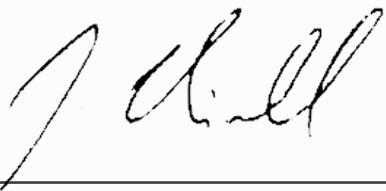
Message from the Dean of Engineering

The technical information that Engineering schools provide in classrooms and laboratories is essential to earn a degree, but the hands-on design experience that our students acquire participating in events such as the McGill Engineering Competition can be equally beneficial in nurturing creativity and skills that last a lifetime.

Working cohesively as a team, using time efficiently and communicating more effectively are just a few of the learning opportunities that competitions of this nature provide.

I enthusiastically endorse this student-run initiative at McGill Engineering and I encourage individuals and corporations to offer whatever support they can, both to the 2013 competition and to those that follow in the years ahead.

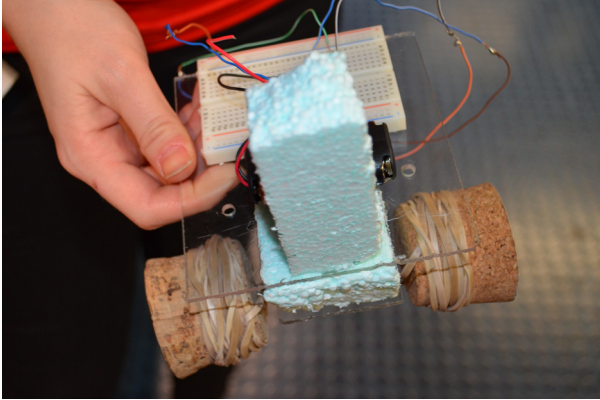
Sincerely,

A handwritten signature in black ink, appearing to read 'J. Nicell', written over a horizontal line.

Jim A. Nicell, Ph.D, P.Eng

Dean of Engineering & James McGill Professor
McGill University

What is MEC?



The McGill Engineering Competition is an event showcasing the most innovative and creative world-class minds across McGill University, gathered to compete against each other in one of seven categories ranging from design challenges and parliamentary debate contests to product development and engineering consulting competitions. The winners are selected to represent the

university and advance to the Quebec Engineering Competition where they may later be selected to compete in the Canadian Engineering Competition.

The competition provides a valuable opportunity for industry participation in the training of talented new engineers by supporting their professional development and providing them with tools and experiences that build a framework around their strong theoretical knowledge. This powerful yet intimate experience challenges its participants to expand their frame of reference and to identify solutions to problems experienced by our profession. Additionally, it enables students to explore their professional future and connect with leaders in their industry of preference.

To strengthen our collaboration with industry, judges are typically MEC partners and sponsors drawn from a related field of industry or academia and are encouraged to share their experiences with the participants throughout the competition. This creates a perfect opportunity to connect with the top student talent of the faculty and promote your organization.

MEC Categories



Innovative Design

This highly technical category requires competitors to present an innovative and commercially viable solution to a problem of their own choosing. Competitors are expected to carry out market research and feasibility studies as well as draft a business proposal for their product, in order to promote their product prototype at a booth for the public and the other attendees at the competition.

Engineering Communication

In this event, contestants are challenged to present a clear and concise explanation of a technical product or process in layman's terms, and present an analysis of its societal and environmental impacts. Presentations are made to a panel of technical and nontechnical judges and are evaluated on the presenter's public-speaking skills and ability to persuade the audience.

Consulting Engineering

Teams of four participants are given approximately five hours to devise a clever solution to a real-world problem prescribed by a hypothetical client. Each team is expected to assess the economic, social, and environmental aspects and present a persuasive proposal to the hypothetical client.

Impromptu Debate

Teams of two participate in a fast-paced, high-energy debate where they are challenged to defend, from a given stance, a topic revealed immediately preceding the event. Competitors are judged on their ability to present convincing, well-structured arguments on a wide pool of engineering relevant topics.

Junior Team Design

Exclusive to first and second year students, this category challenges teams of four to apply basic engineering skills to solve a physical design problem. Each team is given approximately four hours and specific materials to come up with the presentation outlining their solution process, as well as the demonstration of a working prototype to the panel of judges.

Senior Team Design

Exclusive to third and fourth year students, this category demands teams of four to design and build a prototype that solves a complex engineering task or problem. Though the general topic is presented to competitors a week in advance, specific objectives and constraints are disclosed the day of the event. With approximately five hours and limited materials, competitors must present and test their prototype for a panel of judges.

Re-Engineering

This competition aims to test participants' ability to improve existing products so that they satisfy new constraints. Teams of two are encouraged to display their imagination, creativity, technical ability, and public-speaking skills.

What We Offer



At **MEC** we are always looking at new ways we can bring value to our partners and maximize their investment in our event. This year we are creating new and innovative channels by which your organization will be able to connect with the best students of the Faculty of Engineering, among the brightest engineers that Canada has to offer.

Networking Opportunities

This year's competition is designed with a more professional focus in mind in order to create spaces and experiences that will promote connections between industry partners and talented students in the Faculty. We are organizing several events that will enable your company to meet the top engineers of the university and facilitate your recruiting process.

Traditionally, in previous years we had held a Wine and Cheese event to which all our sponsors were invited. This year we have decided to set up a Red Carpet Cocktail Party as an upscale event to bring together the participants of the competition with sponsors, judges, and alumni. With your partnership, you will receive invitations to this fantastic networking opportunity with the winners of the competitions.

Additionally, we will also hold events to promote lively and meaningful interaction with the other 150+ highly motivated and innovative participants of the competition, such as the possibility of organizing exclusive information sessions for your company or participating with a booth in our career fair.

Another new addition in the list of benefits is that every sponsor will receive a Catalogue of CVs sorted by competition category, through which you will be able to reach out to all participants of the competition, including students of the following programs:

- | | | |
|------------------------|--------------------------|--------------------------|
| + Architecture | + Computer Engineering | + Mechanical Engineering |
| + Civil Engineering | + Electrical Engineering | + Mining Engineering |
| + Chemical Engineering | + Materials Engineering | + Software Engineering |

Advertising Benefits

- + The Sponsor's logo on official t-shirts worn by 150+ participants and 50+ volunteers
- + Coverage by The Plumber's Ledger, McGill Student Publication of the Year in 2013
- + Promotion in Competition Handbook
- + Advertising on the MEC Website, Social media, and print materials
- + Company Representative Speech during the award ceremony and Winners' Cocktail
- + The Sponsor's logo on the banner at the end of the red carpet at the Cocktail Party.
- + The opportunity to have a video commercial played at the Opening and Closing Ceremonies
- + The opportunity to have your organization's name added to the title of one of the competition categories (ex: "Organization's Junior Design Competition").
- + Organization of a Company Information Session
- + Booth at the MEC Career Fair

Hence, your company will be recognized throughout the community as a provider of service and an active promoter of engineering education. Your logo will be exposed to **more than 1000 engineering students** as well as **more than 34,000 students and faculty members** across the university. Additionally, you will be able to directly connect with the participants and to share your professional experience which will ignite interest in your organization.

Through your financial support, you encourage the engineers of tomorrow, who may become your future employees, clients, and business partners. We would be highly honored by having one or more of your company representatives serving as judges in the competition.

We are always looking for ways to create effective collaborations with our partners. Thus, if your budget cannot include a monetary donation, please feel free to contact us with other options so we can come to terms in an agreement that will bring shared value to both your organization and the students. We are open to considering all proposals and any type of support would be much appreciated.

Sponsorship Levels

Level of Sponsorship	Platinum	Gold	Silver	Bronze
Cost	\$1,000	\$800	\$500	\$300
Logo	All	All	T-Shirts, Guide, & Website	Guide & Website
Cocktail Attendance	3	3	2	1
Career Fair Attendance	Yes	Yes	Yes	Yes
Judges	≤ 5	≤ 4	≤ 3	≤ 1
Competition Guide Advertisement	Full Page	Half Page	Quarter Page	No
Awards Cocktail Remarks	Yes	No	No	No
Name of a Competition Category *	Yes	Yes	No	No
Name of Networking Event *	Yes	No	No	No
Sponsor's Exclusive Information Session *	Yes	No	No	No
Opening Ceremony Remarks	Yes	No	No	No

* Limited Quantity

Conclusion

We thank you for considering the McGill Engineering Competition as a potential partner in the development of your organization. We are very confident that participating in our event will bring significant value to your organization and enable you to inspire the leaders of tomorrow.

Eleven Nobel Prize winners, six Academy Awards winners, three Pulitzer Prize winners, various Senators, Canadian Prime Ministers, Heads of State throughout the world; the inventor of basketball, the creator of the first artificial cell, two Stanley Cup-winning hockey coaches, the CEOs of Bell and Telus — McGill alumni have achieved it all. This is why we invite you to witness the emergence of some of the most carefully selected prominent talents around the world.

We hope you join us in this adventure. Since we are putting all our effort into giving you the highest quality of service possible, we thank you in advance for your timely response. Keep in mind that some of the sponsorship opportunities are limited, so we encourage you to contact us as soon as possible. We hope to count on your support. Thanks again for trusting that MEC is the best way to connect with the top talent of McGill University and the Faculty of Engineering.

Should you require any further information, please do not hesitate to contact us.

Sincerely,

Carlos Marin
Chief Executive Officer
514.913.1217

Armando Ordorica
Chief Financial Officer
514.679.9399

Sponsorship Application Form

Please send us an email at engineering.competition@mcgilleus.ca with all the following information and we will contact you right away to process your request and tailor fit the sponsorship package to your organization's needs.

Name of Company: _____

Name of Person of Contact: _____

Phone: _____

E-Mail: _____

Level of Package: ____ Patron ____ Gold ____ Silver ____ Bronze

How many judges are you willing to send? _____

Which categories would you like to judge? _____

Special Requests or Comments: _____

In order to process the sponsorship, please contact us to request an invoice with all the payment information, including our tax numbers for your convenience.

Please send us this information as soon as possible so we can provide you with a service of the highest quality and be able to satisfy all your requirements. Keep in mind that some aspects of the sponsorship benefits are limited to availability, so send your request right away!