



Queen's  
UNIVERSITY



engineers without borders  
ingénieurs sans frontières



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# QUEEN'S GLOBAL INNOVATION CONFERENCE 2014

## SPONSORSHIP PACKAGE

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# THE QGIC WAY

## 1. Collaborative Innovation

*“We are often better served by connecting ideas than we are by protecting them... Environments that build walls around good ideas tend to be less innovative in the long run than more open-ended environments. Good ideas may not want to be free, but they want to connect, fuse, recombine.... They want to complete each other as much as they want to compete” - Steven Johnson*

No one person holds the solution. Solutions will come from the experiences, insights and creativity of a group of individuals working together toward a common goal. Solutions will require coordination across industries, sectors, disciplines, and silos.

## 2. Systems Thinking

*“We can’t impose our will on a system. We can listen to what the system tells us, and discover how its properties and our values can work together to bring forth something much better than could ever be produced by our will alone.” - Donella H. Meadows*

The challenges we face are increasingly complex and interconnected. Complexity is the nature and condition of living systems and the world we live in. Systems thinking teach us to work within a system’s constraints to achieve desired results and avoid unintended consequences. It emphasizes wholes rather than parts, and stresses the role of interconnections—including the role we play within the system.

## 3. Leadership

*“Never doubt that a small group of thoughtful, concerned citizens can change world. Indeed it is the only thing that ever has.” - Margaret Mead*

Delegates should leave the conference feeling empowered to take action, and equipped with the necessary tools to accomplish their goals. We want to challenge delegates to ask questions about themselves and the systems they operate within, and to be leaders in their communities.





# WHAT'S IN STORE

**The conference's goals will be accomplished through the following venues:**

## **Speakers**

Speakers will cover topics including health care, food production, and poverty and the technological innovations within them.

## **Workshops**

Delegates will choose between various workshops, focused on innovation, personal development, leadership, and global issues. Run by Queen's clubs (QPID, EWB, WEAO, and more), and Queen's staff and faculty these workshops will apply collaborative convening to problem solving.

## **The Innovation Challenge**

The most hands-on part of the conference will take the form of a Dragon's Den-style Innovation Challenge. Delegates will work in inter-disciplinary teams to design a solution to a problem facing the Kingston area. A panel of judges will decide which group receives \$1000 to put their plan into action. Funding for the challenge is provided by Queen's Innovation Connector. The winning team is also eligible to present to the City of Kingston climate change panel.





# REACH & EXPOSURE

**Queen's Global Innovation Conference aims to be the most interdisciplinary conference at Queen's. We want to get as many perspectives into the room as possible, and will be welcoming delegates from programs such as Engineering, Commerce, Economics, Global Development Studies, Political Science, and more. Undergraduate and graduate students will constitute the majority of the delegate base.**

**Queen's Global Innovation Conference provides a number of opportunities to establish your brand among students, build your reputation, and strengthen your partnership with the Queen's Engineering Society. Depending on what your objectives are, we have created a comprehensive breakdown of reach and exposure that each event offers, so that you can determine your ideal fit.**

## Benefits to All Sponsors

- Description of organization's activities in promotional material
- Company logo on conference banners and promotional material displayed before and during the event
- Opportunity to provide material for delegate packages
- Company name and logo featured on QGIC's website with a link to the company website
- Company name displayed on all Conference media and marketing outlets





# SPONSORSHIP LEVELS

## **Title Sponsor: \$3000+**

- The title sponsor will have full sponsorship and naming rights of the closing Saturday Night Dinner and Presentation
- VIP conference registration allowing your representatives to interact and network with delegates
- Opportunity to present a video and presentation during the Saturday Night Dinner relating to your company's efforts
- Full page advertisement in QGIC's delegate manual
- Company will be displayed during all of the events and able to be present at each of the workshops
- Showcased as the Title Sponsor throughout the weekend and on all promotional material
- Limited to one Title Sponsor

## **Platinum Sponsor: \$2000**

- As the Platinum Sponsor, you will have full sponsorship and naming rights to a choice of one of our main events. (The Innovation Challenge, Friday Night Social, Workshops or Speaker Sessions)
- VIP conference registration
- Half page advertisement in QGIC delegate manual
- Company will be displayed during all of the events
- Showcased as Platinum Sponsor throughout the weekend and on promotional material

## **Gold Sponsor: \$1000**

- As a Gold Sponsor, you will have full sponsorship and naming rights to your choice of one of the workshops or speakers sessions
- Company will be displayed during all of the events
- Quarter page advertisement in the QGIC delegate manual

## **Silver Sponsor: \$500**

- Silver sponsors will receive the Benefits for All Sponsors listed on the previous page





# SPONSORSHIP FORM

## Become a Sponsor

You can sponsor QGIC by sending a cheque to the address below, along with the sponsorship form that follows. If you so choose, you can make an in-kind contribution rather than a monetary donation. This can include contributions in the form of gifts to thank speakers, prizes for delegates or other forms of product sponsorship for marketing purposes.

Please make cheques payable to:  
***Engineers Without Borders Queen's Chapter***  
Mailing address:  
***The Engineering Society of Queen's University***  
***Beamish-Munro Hall, Room 106***  
***Kingston, ON, K7L 3N6***

Company/Firm Name		
Contact Name	Title	
Billing Address		
Telephone #	E-mail	Fax
Cheque for – Sponsorship – Donation	Note: Sponsorship versus Donation - Sponsorship allows rights for advertisement however does not allow a tax receipt - Donation allows for tax receipt but no advertising is possible	
Sponsorship/Donation Amount	Date	





# BECOME A PART OF QGIC

Please do not hesitate to contact us for more information, or to discuss any questions or concerns that you may have. We hope that we can work together to create positive change in our community and the world at large.

## **Sepehr Taghavi** **QGIC 2014 Sponsorship Director**

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**Queen's Innovation Connector**

