



QUEEN'S GLOBAL INNOVATION CONFERENCE

**THERE IS NO  
PLANET**

**B**



## 2013 SPONSORSHIP PACKAGE



**Queen's**  
UNIVERSITY



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# About QGIC

## What is the Queen's Global Innovation Conference?

The Queen's Global Innovation Conference, or QGIC, inspires delegates to care about the most pressing global issues of our time, to innovate solutions to these issues, and to integrate the solutions into their communities. QGIC aims to attract students with different backgrounds to provide a variety of perspectives for the problem solving process. We want to challenge delegates to ask questions about themselves and the systems they operate within. The conference will be taking place November 8-9, 2013.

## Our Vision

Queen's Global Innovation Conference challenges delegates to learn about global issues and what it takes to make a difference. This year's theme is "The Power to Change Systems", focused on building social change leaders and systems thinkers. Solving the complex problems we are faced with will require a different approach than the one we've been using. QGIC operates on the following principles:

### 1. Collaborative Innovation

"For every complex problem there is an answer that is clear, simple, and wrong"

- H. L. Mencken

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 teaches 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 poverty, hunger and lack of drinking water, the increasing global population, and climate change. Confirmed speakers include Jon Dwyer, CEO of Flax Energy, Paul Slomp of Grazing Days, and Sal Alajek from Engineers Without Borders.
- **Workshops:** Delegates will choose between various workshops, focused on environmental issues, poverty, innovation, and personal development. Run by Queen's clubs (QPID, EWB, WEAO, and more), and Queen's staff and faculty (Steven Moore, Mark Hostetler, Colin Robinson), these workshops will apply systems thinking 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 interdisciplinary 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 and 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 delegate name tags

# Sponsorship Levels

## ***Title Sponsor***

- 🌐 \$5000+
- 🌐 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***

- 🌐 \$3000 - \$ 5000
- 🌐 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 - \$3000
- 🌐 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***

- 🌐 \$250 - \$1000
- 🌐 Silver sponsors will receive the ***Benefits for All Sponsors*** listed on the previous page

# Budget

## Projected Expenses

The following is the projected budget for QGIC 2013. In order to make attending the Queen's Global Innovation Conference feasible for students, the conference team would like to help subsidize the delegate fee as much as possible. Funding from sponsorship would help cover transportation and accommodation costs for speakers, the booking costs associated with the venue, food and beverages for the delegates, marketing and advertising, technical equipment rentals, and speaker recognition.

Expenses	
Item	Total Cost
Delegate Name Tags	\$50
Delegate Packages	\$120
Conference Venue Fees	\$975
Speaker Accommodation	\$1200
Food/ Catering	\$3000
Promotional Material	\$900
Gifts to Speakers	\$150
Workshop Materials	\$200
Prizes and Speaker Gifts	\$1150
<b>Total Expenses</b>	<b>\$7595</b>

## Become a Sponsor

You can sponsor us by sending a cheque to the address on the next page, along with the sponsorship form that follows. If you so choose, you can make a contribution in kind 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.

# Sponsorship Form

## Contact Information

<b>Company/Firm Name</b>		
<b>Contact</b>	<b>Title</b>	
<b>Billing Address</b>		
<b>Phone</b>	<b>Fax</b>	<b>Email</b>
<b>Cheque for:</b> <input type="radio"/> Sponsorship <input type="radio"/> Donation	<b>Note for Sponsorship versus Donation:</b> <ul style="list-style-type: none"><li>• Sponsorship allows rights for advertisement however does not allow a tax receipt</li><li>• Donation allows for tax receipt but no advertising is possible</li></ul>	

## Financial Donation

<b>Amount</b>	<b>Date</b>
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## Acknowledgement Information

Please use the following company name in all acknowledgements:

Company Name:
Date:

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



# 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.

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