# SET 2020
## SPONSORSHIP PACKAGE

**PRESENTED BY**

The SET Foundation

**PRODUCED BY**

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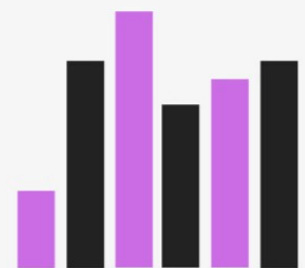
# WELCOME TO SET!

*Youth are the leaders of tomorrow.*

At SET, we think it is unfortunate that age in today's society acts as a barrier for youth that prevents them from reaching their full potential.

Young age creates an inherent stigma that despite whatever initiative one may have taken, they are inexperienced, unknowledgeable, and incapable. At SET, we think inexperience should be seen as a new opportunity, not an excuse. After reading this package, we hope you will invest corporate support into our initiative to help youth reach their full potential as leaders, innovators, and world-changers.

These statistics were collected* over a demographic of diverse, interwoven secondary school students and teachers across Ottawa.

- 80% of students go into science and technology related fields.
- 93% of students wish for more opportunities to learn about science and technology.
- 89% of survey participants go to college. Of these 89%...
  - 51% took at least one engineering course.
  - 41% selected an engineering field (seven times more likely than others)
- 90% of teachers report their students are interested in science and technology

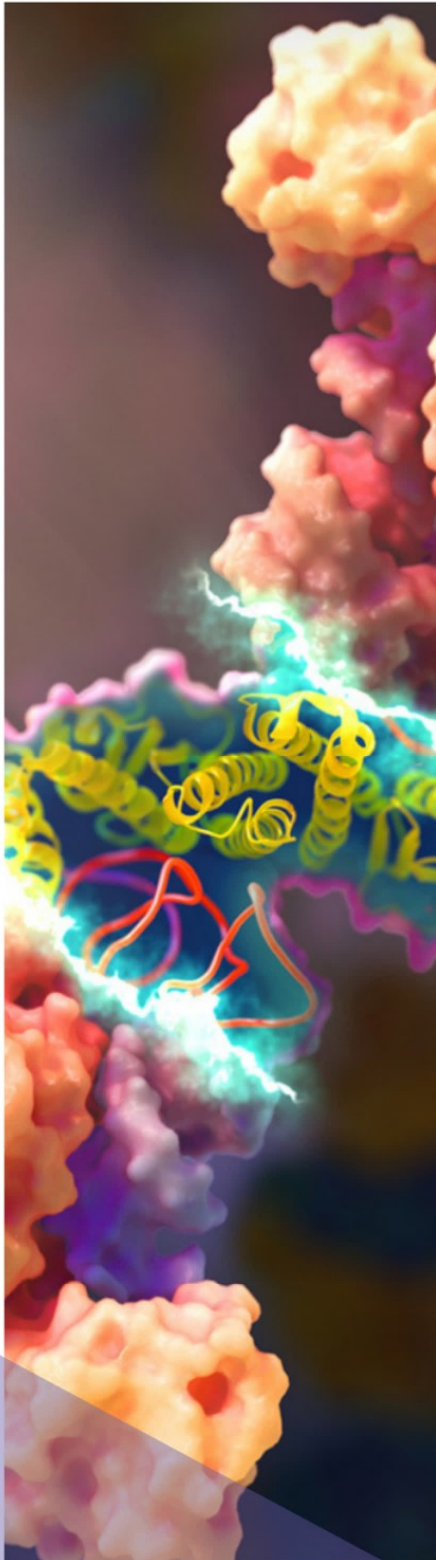*Data collected by the SET Foundation in 2018*

# WHAT/WHO IS SET?

Our mission statement is to create an active community that connects students to the STEM world. SET is a non-profit, student-run non-governmental organization (NGO)* founded by a group of students from Ottawa, Ontario. Our entire team has a variety of different backgrounds and experiences, yet we all share a similar goal – to pursue a career in the STEM world.

Since its conception in 2018, SET has hosted two engineering conferences geared towards secondary school students. Our conferences offered workshops, networking sessions with active professionals, and a design competition that enabled over a hundred participants to explore and begin their journey in STEM.

This year we are continuing to fulfill our mission by creating a virtual hackathon, called SET Hacks, for secondary and postsecondary students. As technologically literate students born into a digital world, we are consumers, leaders, innovators, and have unique perspectives. SET Hacks will challenge our participants and expose them to the opportunities that the digital age has uniquely provided them.

Our team is willing to invest large amounts of time and effort into creating a platform to allow students to immerse themselves in STEM. However, doing so would not be possible without your help – as corporate sponsors – to provide monetary and non-monetary support. Corporate sponsors like you could change the lives of talented students by providing funding that would improve the quality and accessibility of our hackathon.

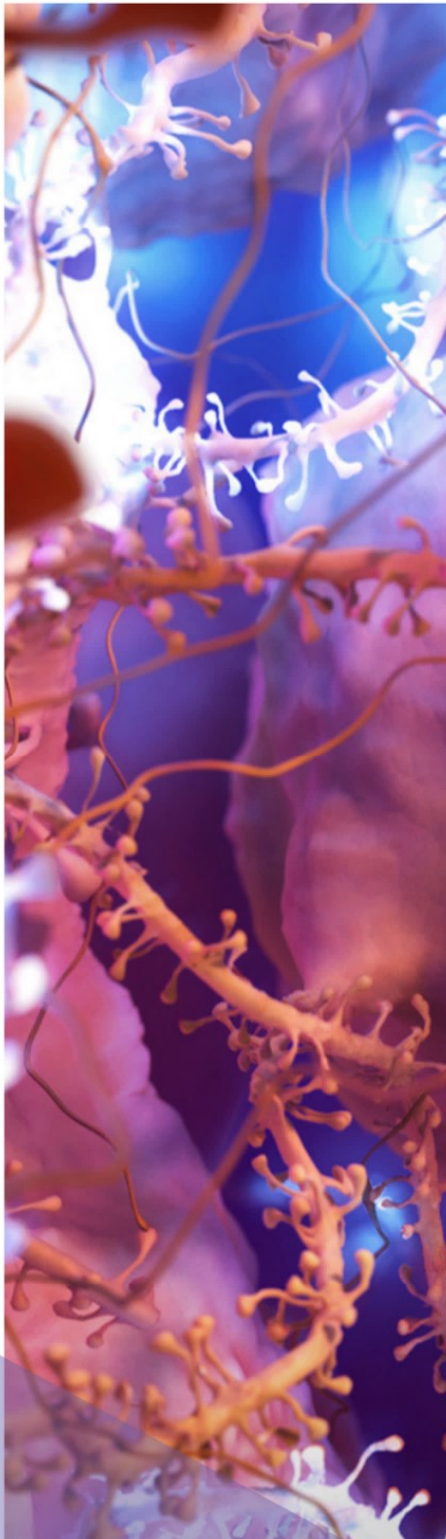*Corporation number (Canada): 1160179-2

# WHAT IS SET HACKS?

*A hackathon like no other.*

Our hackathon will feature a panel of speakers, consisting of startup representatives, engineering students, professors, and professionals from a wide range of STEM disciplines. The speakers will lead workshops and provide opportunities for participants to network with industry professionals. **SET Hacks will take place virtually between July 18th and 19th. We aim to have between 200 and 300 participants.**

We strongly believe that building strong networks and sharing experiences is an important step for all students when pursuing STEM. As a result, students will create stronger and more diverse networks throughout the event as they communicate with other participants and industry professionals.

SET Hacks will also feature a set of workshops, each providing their own unique learning opportunities. Each workshop will be delivered by professors and industry professionals. At SET, we strongly value diversity and seek to be inclusive of the diverse disciplines of STEM. Workshops topics will range from engineering disciplines, artificial intelligence and machine learning, cloud computing, and more.

The workshops will provide participants with the skills necessary for our design challenge. Participants will register in groups of approximately four. Having a design challenge will give our participants hands-on experience with STEM design thinking. This experience will engage our participants and challenge their creativity, innovation, critical thinking, problem solving, teamwork, and leadership skills. Each team will be given around 22 hours to brainstorm and build a product which will then be reviewed by a panel of judges (comprising of industry professionals). The teams will be judged based on the effectiveness, originality, design, complexity, and presentation of their product.

At SET, we believe hands-on experience is far more fulfilling than research or classroom lectures. SET Hacks will give students the tools and experiences to empower them in taking their first step into their future in STEM. In addition to engaging students, we are building them to be leaders and innovators.

The emergence of STEM and its importance in our everyday lives is emerging faster than ever before. To ensure its significance is recognized, we are building partnerships within our community as we shift the perception of technology in our generation.

# TENTATIVE SCHEDULE

## SATURDAY, JULY 18TH

**10:00**   Sign-in begins

**11:00**   Opening ceremony

**11:30**   Design challenge begins

**14:30 to 20:30**   Virtual workshops

**21:30**    Submission of design proposal

## SUNDAY, JULY 19TH

**10:00**   Final submission of project

**15:00**   Closing ceremony

*All times are Eastern Time

# WHY SPONSOR SET HACKS?

*Create a positive impact in the STEM community.*

SET Hacks will reach and impact many students both within and outside the STEM community. By sponsoring our team, you will play an influential role in positively impacting the future of STEM.

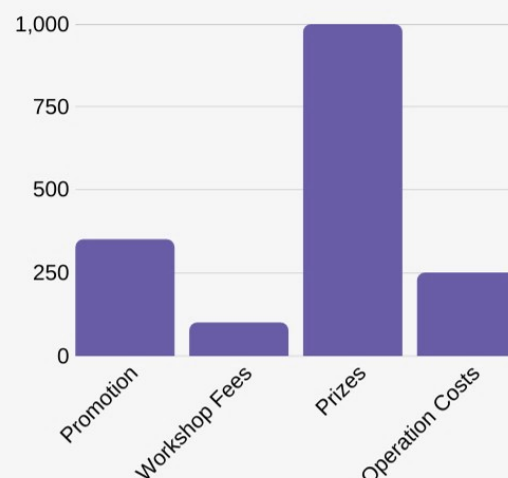Sponsoring SET Hacks will benefit the STEM community in the following ways:
- Create strong connections between students.
- Give students experience developing real-world products.
- Enable students to explore different areas of STEM.
- Introduce curious students to the STEM community.

Sponsoring us will also benefit your company in the following ways:
- Help build a technologically-literate workforce.
- Give students experience developing with your products.
- Provide rich employee volunteer opportunities.
- Strengthen company reputation in the community and further your brand.
- Connect with the leaders of tomorrow.

## COST BREAKDOWN

Here is a cost breakdown of SET Hacks. We aim to offer this hackathon to students for free. Donations will help us reach this goal while also improving the quality of the event.

# WE NEED YOUR HELP!

We are looking for any form of monetary and non-monetary support your company is willing to offer.

**How can you help us?**

- Offer your development products or services (for free or at a discounted price).
- Donate products to be raffled at our event.
- Provide volunteers to lead virtual workshops and network with students.
- Provide mentoring and assistance to help us create a high-quality hackathon.
- Connect us with other organizations you think will improve our hackathon.
- Provide monetary support.

## SPONSORSHIP PACKAGE OPTIONS

| Package | Minimum Amount* | Benefits |
|---------|-----------------|----------|
| Gold | $400 | • All Silver Benefits<br>• Company logo displayed on all marketing and promotional materials |
| Silver | $250 | • All Bronze Benefits<br>• Mention in opening and closing ceremonies<br>• Social media mention |
| Bronze | $100 | • Company logo displayed on website |

*If development products or services are offered, the chosen package will be equal to the monetary value of the offer.

# THANK
# YOU

## FROM THE SET FOUNDATION

Thank you for your interest in becoming an integral part of SET! If you or your company would like to sponsor SET Hacks, please contact us at set.national@gmail.com.