

SPONSORSHIP PACKAGE



CANADIAN ENGINEERING COMPETITION

MARCH 2nd — 5th, 2017

**UNIVERSITY OF CALGARY
SCHULICH SCHOOL OF ENGINEERING**



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Background and History

The Canadian Engineering Competition (CEC) is an annual bilingual competition that brings together 150 of the nation's brightest and most creative undergraduate engineering students. There are six categories within the competition that range from design to consulting to debate. This highly selective competition was established in 1985 and has been held at a different member university each year. The competitors must first win in an intra-university competition and then achieve top placement in the ensuing regional competitions (Western, Ontario, Atlantic, and Quebec Regions).

The University of Calgary was selected as the 2017 host.

CEC enables the top engineering students to participate in challenging case studies that pertain to real-world issues. From significant support and contributions made from industry, the competitors receive an invaluable opportunity to both apply their highly sought-after engineering skills and network with sponsors.



Vision and Theme

The theme for the 2017 Canadian Engineering Competition is *Beyond the Horizon – Collaborate, Evolve, Create*. The theme reflects the drive to push boundaries and delve into the extraordinary. Situated in Calgary, CEC 2017 provides a unique opportunity for participants to experience the engineering capital of Canada. Located at the edge of the Rocky Mountains, Calgary has evolved into one of Canada's hotbeds for innovation, growth in technology, and youth-ran initiatives. *Beyond the Horizon* captures the way we will inspire participating students to push their limits and create incredible results at the competition. The city's interdisciplinary nature also lends well to the *Create* and *Collaborate* aspect of the theme as artists within the city are working closely with innovators.

A Message from Co-Chairs



Dear Potential Sponsor,

As co-chairs of the Canadian Engineering Competition 2017, we are extremely excited to announce that the Schulich School of Engineering at the University of Calgary will host this year's national engineering competition. We look forward to welcoming brilliant engineering students from across Canada to our beautiful city. Calgary is hailed as the engineering capital of Canada and we plan to showcase the innovative atmosphere that Calgary offers.

The Canadian Engineering Competition is a special event that gathers the best and brightest engineering talents from coast to coast. Qualifying delegates must place first in their school's engineering competition and place in the top two teams of their regional competition. Delegates can showcase their diverse skills and abilities in one of the following seven categories of their choosing: Junior Design, Senior Design, Engineering Communications, Consulting Engineering, Extemporaneous Debate, Re-Engineering and Innovative Design.

We ask you for your financial support in order to make this competition a reality. This package outlines the various funding opportunities available. As a sponsor of any level you'll get the opportunity to network with, mentor, and aid in the development of these extremely talented students. Without a doubt, CEC delegates are poised to become leaders, innovators, and entrepreneurs in many industries. There is no time like present to network and mentor these young engineers, to claim the future.

We are incredibly excited to see this event to fruition, and we would very much appreciate any support you are willing to provide. This is truly an event that showcases the future of Canadian engineering, and we are certain that CEC 2017 will be the most exciting and memorable CEC yet. On behalf of the 2017 Organizing Committee we would like to thank you for your interest in our event. We look forward to hearing from you.

Sincerely,

Christine Cao

Kaylyn Schnell

A Message from Dean Rosehart

SCHULICH
School of Engineering



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December 01, 2015

To Whom it May Concern:

The Schulich School of Engineering, at the University of Calgary is proud to support the initiative being undertaken by our students to host the 2017 edition of the Canadian Engineering Competition (CEC). This is an annual event that brings together approximately 150 of the country's top engineering students.

The benefits that accrue from the event are many, both for the students who participate, and the industry partners who lend a helping hand. Working cohesively as a team, using time efficiently and communicating more effectively are just a few of the learning opportunities that a competition of this nature provides.

The Schulich School of Engineering, enthusiastically endorses this student-run initiative at the University of Calgary and we encourage individuals and corporations to offer whatever support they can, both to the 2017 competition and to those that follow in the years ahead.

Thank you in advance for your cooperation and support.

Sincerely,

William (Bill) Rosehart, P.Eng, PhD
Professor and Dean
Schulich School of Engineering
University of Calgary

CEC Competition Categories

Throughout two days of vigorous preparations and presentations, amazing ideas and products are developed. These competitions challenge and engage students from every angle. Winners in each respective category are reviled at the closing banquet. The competitions are as follows:

SENIOR DESIGN

Unlike the other design problems, a week prior to the competition day senior design competitors are given a hint regarding the challenge they will encounter. A more detailed explanation of the engineering problem they must face is disclosed the morning of the competition. Students have twelve hours to formulate a tactile solution to the proposed problem. A short presentation on implementation is given by the team of four and then devices are tested. A panel of judges will be looking for creativity, cost effectiveness and feasibility.

JUNIOR DESIGN

The design problem in this category remains elusive until the morning of the competition. Teams of four are given four hours and limited material selection to create a tangible solution to the proposed problem. Devices are tested after a short presentation on implementation is given. A panel of judges will be looking for creativity, cost effectiveness and feasibility.

CONSULTING

Perceived as the most daunting of the seven categories, consulting engineering challenges teams of four to devise an innovative and comprehensive solution to a real-world problem prescribed by a hypothetical client. Students must consider the triple bottom line when coming up with a solution. Their recommendations must be submitted in report and presentation format which will be examined by a panel of judges.



INNOVATIVE DESIGN

In this highly technical category, one to two students present a novel and commercially viable solution to a real world problem of their own choosing which they developed prior to coming to CEC. The set-up of this category is unique in that booths are available all day for public viewing and promotion. Solutions are assessed for feasibility, market research applicability and design prototyping.

ENGINEERING COMMUNICATION

Focusing in on a soft skill, engineering communication recognizes the importance of addressing the general public. Twenty minutes presentations are prepared in advance on a technical topic of choice. Students then present this material to a panel of technical and non-technical judges which will select winners based on content, analysis, presentation skills and conveyance of information.

RE-ENGINEERING

Re-engineering enables students to get creative and redesign an existing product either to improve upon its current functionality or to adapt it for a new purpose. The design problem is revealed the morning of the competition and teams of four students are given eight hours to come up with a solution. Their concepts are then presented and evaluated based on practicality, originality, feasibility and marketability.

EXTEMPORANEOUS DEBATE

Teams of two must debate, from an assigned viewpoint, a resolution that is disclosed only minutes before the beginning of each round. Each pair progresses through a series of rounds based on their ability to persuade a panel of judges to favour a given side of the prescribed topic.



Sponsorship Opportunities

	Patron \$25000	Diamond \$15000	Gold \$10000	Silver \$5000	Bronze \$2500	Supporter \$1000
Advertisement in Delegate Handbook	Full Page + Welcome Letter	Full Page	$\frac{1}{2}$ Page	$\frac{1}{4}$ Page	Logo	Logo
Website	Logo On Home Page	Logo On Sponsors Page	Logo On Sponsors Page	Logo On Sponsors Page	Logo On Sponsors Page	Logo On Sponsors Page
Daily Morning Newsletter	Advertisement	Advertisement	Advertisement			
Booth at Career Fair	✓	✓	✓	✓	Small Booth	
Receive Delegate Resumes	✓	✓	✓	✓		
Attendance at Awards Banquet	8 Invites + Speech	4 Invites	3 Invites	2 Invites	1 Invite	
Judges	4	3	2	1		
Address	Opening Reception	Awards Gala				
Keynote	✓					
Awards Presentation	✓	✓	✓			
Title Sponsor of a Particular Competition		✓				
Overall Title Sponsor of the Competition	✓					

Special Sponsorship Titles

BREAKFAST SPONSOR

1. Advertisement and logo in morning newsletters
2. Logo on all promotional material
3. Information cards at each table

\$5000



WELCOMING CEREMONY SPONSOR

1. Keynote included
2. Logo on all promotional material
3. Information cards at each table
4. Tickets for 6 representatives to attend

\$10 000

AWARDS BANQUET SPONSOR

1. Keynote included
2. Logo on all promotional material
3. Information cards at each table
4. Tickets for 8 representatives to attend

\$15 000





CONTACT US

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