

First Year Engineering Student Conference Sponsorship Package



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Letter from the First Year Commissioner

To Whom It May Concern:

The University of Waterloo Engineering Society would like to invite you to take part in the 2014 First Year Engineering Student Conference that will be taking place on October 24th and 25th. This is the first year that a conference of this type will be offered by the Engineering Society, and it will attract and bring together 100 of the best first year engineering students at Waterloo.

The conference will provide a venue for first year engineering students to take part in various engaging and educational activities and sessions, alumni speeches, professional development seminars and extracurricular information booths. Students will have the chance to learn about the Waterloo co-operative education system, gain tips from upper year students, and network with fellow classmates and industry leaders.

The Waterloo Engineering Society is organizing this event to help first year students adapt to university life and also gain information and experience that will help them succeed in both their education and professional careers. By forming a rewarding relationship with the 2014 First Year Engineering Student Conference, industry representatives are given the unique opportunity to interact with up and coming engineering leaders.

I look forward to working with you, and on behalf of the Engineering Society at the University of Waterloo and all of the delegates of 2014 First Year Engineering Student Conference, I thank you for your consideration.

Sincerely,

Ray Zhao
First Year Commissioner
Waterloo Engineering Society
firstyear@engsoc.uwaterloo.ca





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Letter from the Engineering Society President

To Whom It May Concern:

The Engineering Society at the University of Waterloo is very excited to be expanding the services it offers to students and incorporating a First Year leadership and professional development conference. This conference will provide an avenue for students to network, learn, and gain the skills necessary for them to succeed at the University and in their future. There will be sessions offered to help students succeed in the workplace such as networking and presentation skills, in addition to sessions geared toward leadership and student involvement.

The delegates we are targeting this conference toward are the future leaders of the engineering profession who show a dedication and passion for the profession above and beyond the average student. By working with them early and offering them this opportunity we hope to support their growth and facilitate the transition to this professional program. We are hopeful that this conference will give them the extra drive needed to excel throughout their time at the University.

This conference would not be possible without partners such as you and we truly believe in the value of exposing these outstanding students to the professional opportunities that lie ahead of them after University. We hope that you will join with us in supporting this initiative and we look forward to working with you on the Waterloo Engineering Society First Year conference.

Sincerely,

Leila Meema-Coleman
President, Waterloo Engineering Society
president.a@engsoc.uwaterloo.ca





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Letter from the Dean of Engineering



OFFICE OF THE DEAN OF ENGINEERING

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519-888-4567, ext. 32178 | fax 519-746-1457 | dean@engmail.uwaterloo.ca | engineering.uwaterloo.ca

July 21, 2014

To Whom It May Concern:

On behalf of the Faculty of Engineering, I am pleased to offer my support to the inaugural Engineering Society's First-Year Conference to be hosted this fall at the University of Waterloo.

Our Engineering Society (EngSoc) serves as the official organization for all engineering students at the University of Waterloo. EngSoc is the largest and most active student society on-campus, and is the largest engineering student society in Canada. EngSoc serves our students through three main functions: representation, services and events.

The goal of the EngSoc First-Year Conference is to build on the services we offer our students, targeting the needs of our new cohort. This conference will act as a starting point for first-year engineering students in leadership development, providing a forum for networking and mentorship.

At Waterloo Engineering we know that connection is important: connection to industry, to professional organizations, to the community and to the Faculty. We encourage our students to get involved and value their commitment to improving the experience for their peers. I have great confidence in the leadership of the Engineering Society executive, and believe that this event will foster future EngSoc leaders.

Thank you in advance for your consideration of the committee's request for sponsorship.

Sincerely,

Pearl Sullivan
Dean, Faculty of Engineering
University of Waterloo



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First Year Engineering Student Conference

This fall, the University of Waterloo Engineering Society is hosting its inaugural First Year Engineering Student Conference. This conference will act as a professional development and leadership opportunity for first year engineering students at Waterloo.

Waterloo Engineering is known for having some of the best and brightest students across the world, and this conference will bring together over 100 first year students as well as numerous upper year mentors and leaders in a unique setting. Through various sessions and guest speakers, as well as team events, first year students will have the ability to network and meet new people, learn about how to get involved on campus and take on leadership roles, as well as to gain tips for being successful academically and in the work place.

By attending this conference, first year students will be given the tools necessary to succeed throughout their university career and beyond. By providing the students with this knowledge and information early in their university career, the Engineering Society hopes that the first year students will feel confident in their ability to get involved outside of the classroom and to succeed.





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Photo: Nicole Jiang

Why Sponsor?

Almost all organizations can attest to the benefit of professional and leadership development early in one's career. By sponsoring this conference, your organization will have the ability to directly influence over 100 students in their first term of university. Not only will you be able to interact directly with the up and coming student leaders attending the conference, but this conference will also act as a beneficial advertising opportunity for your organization.

As the official representative body of engineering students on campus, the Engineering Society strives to provide unique and beneficial opportunities to the students that it serves. Without the help of sponsors such as you, the Society would not be able to provide such amazing events and services.

While sponsorship will greatly benefit the Society, we understand the needs that sponsors have as well. We will work closely with you to ensure that your involvement in the First Year Engineering Student Conference is beneficial to your organization.



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Budget

Revenues

Delegate Registration Fee	\$	1,000.00
Total Revenues	\$	1,000.00

Expenses

Clothing	\$	2,500.00
Food	\$	1,900.00
Session Costs	\$	300.00
Website and Promotional Materials	\$	100.00
Volunteer Appreciation	\$	200.00
Printing and Supplies	\$	600.00
Delegate Package and Prizes	\$	900.00
Total Expenses	\$	6,500.00

Sponsorship Goal: \$5,500



Photo: Kevin Nause



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Sponsorship Opportunities

Session/Speaker Sponsor – 5 x \$200+

As a session or speaker sponsor, your organization will be providing the means necessary for the development and learning of conference delegates. Sessions such as “How to Get Involved on Campus” and “What Does it Mean to be a Waterloo Engineer?” will help students learn more about University life, and gain the skills necessary to succeed. Up to 2 representatives from your organization will be invited to attend the October 25th lunch and set up an information booth to interact directly with conference attendees.

Meal Sponsor – 4 x \$500+

As a meal sponsor, your organization will be helping to feed the delegates and volunteers at the conference. Healthy eating is integral to productivity and attentiveness, and with your support the conference organizers will be able to make sure that attendees are well fed. Up to 4 representatives from your organization will be invited to attend the October 25th lunch and set up an information booth to interact directly with conference attendees.

Delegate Clothing Sponsor – 5 x \$500+

Every student attending the conference will receive a conference t-shirt to wear at the event. Sponsorship of these t-shirts will provide your company with direct exposure to conference attendees and volunteers, through an extra-large company logo on the back of the shirt. In addition to up to 5 conference t-shirts for your organization, up to 4 representatives from your organization will be invited to attend the October 25th lunch and set up an information booth to interact directly with conference attendees.

Non-Financial/Other Sponsor

We are happy to accept non-financial based sponsorship for this conference. Examples of this could include donation of a swag item for delegates, or a company product for a prize draw. The conference organizing committee is happy to work with you on finding the sponsorship opportunity that would be the best fit for your organization. This opportunity is a great way to advertise your organization, and promote your products and brand to engineering students. If you feel that your organization is best suited to donating an item or service not outlined above, please contact us.



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Sponsorship Benefits

In addition to the above items, sponsoring this event will entitle your organization to the following benefits.

	Triple Chrome (\$1000+)	Purple Hardhat (\$500+)	Yellow Hardhat (\$200+)
Verbal and Signage Recognition at Sponsored Event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Logo and Website Link on Engineering Society Website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Logo in Delegate Package	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Company Logo on Delegate T-Shirts	<input type="checkbox"/>	<input type="checkbox"/>	
Sponsor Provided Banner Displayed for Entire Conference*	<input type="checkbox"/>		
Item in Delegate Package**	<input type="checkbox"/>		

* Provided at sponsor expense.

** Subject to approval by organizing committee.



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First Year Conference Testimonials

There are many benefits to hosting and attending a first year conference. Though this conference is being held for the first time at Waterloo, it has been modelled after many similar conferences that occur across the province.

“As a first year student, I attended the First Year Integration Conference (FYIC) run by the Engineering Student Societies’ Council of Ontario (ESSCO) at Carleton University in February 2014. I can easily say that FYIC was one of my favourite parts of my first year at the University of Waterloo. The conference provided me, as well as the other delegates, with the opportunity to familiarize ourselves with the engineering community as a whole. Sessions were informative and engaging, and I found them to be a great learning experience in leadership development. It was only after attending FYIC that I felt truly confident in my leadership abilities and began getting more involved at school. I now sit on the ESSCO Executive Council and hold several directorships with the University of Waterloo Engineering Society. Attending a conference specifically designed for first year students was very beneficial to me, and I would encourage any incoming students to participate in such a conference if they had the chance in a heartbeat.”

Ola Suchon
Delegate
First Year Integration Conference 2014
Engineering Students’ Society Council of Ontario





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First Year Conference Testimonials

"If you're looking for a great way to start off your university experience, then any first year conference is the way to go. For me, the most beneficial skill I took away from attending a first year conference was networking. Even if the conference is only for a short time you get to know the people around you really well and it opens up a wide range of possibilities. It also gives you the chance to meet the professionals who might be giving a presentation, where you can ask questions or get advice. There are a variety of session topics that can cover things from school advice, to industries, job possibilities you didn't even know about, and all the different kinds of involvement positions you can be a part of. I myself enjoyed the first year conference I attended so much I decided to co-chair the same one the following year. First year conferences show you a way to make your university experience much more than just book work and all about enjoying the process by being a part of the engineering community."

Vanessa Lewis

Chair

First Year Integration Conference 2014

Engineering Students' Society Council of Ontario



Photo: ESSCO



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Thank You

Thank you very much for your consideration of this sponsorship package. If you would like to discuss sponsorship opportunities, the Director of Conference Sponsorship, Kevin McNamara, can be reached at vpfinance.a@engsoc.uwaterloo.ca.

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Photo: Lucas Hudson

We thank you for your time and consideration.