



CONFERENCE ON  
**DIVERSITY**  
IN ENGINEERING

|| SPONSORSHIP PACKAGE ||

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Hosted by McGill University

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# WHAT IS CDE?

The Conference on Diversity in Engineering (CDE) is a three-day conference presented by the Canadian Federation of Engineering Students (CFES). It aims to encourage discussion and collaboration between engineering students and professionals around the theme of diversity in engineering. The conference will encourage students to develop knowledge surrounding the variety of individuals, cultures and perspectives found within engineering communities which will allow them to better address our society's multidisciplinary issues.

## OUR MISSION

We hope that delegates will not only leave the conference with a solid understanding of the issues minorities encounter in the engineering profession, but will also be equipped to appropriately address these issues and create a more inclusive and thriving community. Students attending CDE will have the opportunity to meet and hear from dedicated speakers prepared to share their experience and knowledge on how to embrace diversity. CDE will also provide networking opportunities all while inspiring leadership and active participation in developing the tools, resources, and motivation to implement change in engineering.



# LETTER FROM THE DEAN

To whom it may concern,

Awareness of diversity and inclusivity is at an all-time high at McGill. I am proud that the students in my Faculty are playing a leading role in this discussion; they know that an appreciation of gender diversity, sexual orientation, race and cultural diversity is integral to our profession's development.

A national conference being organized from November 18 to 20, 2016, will provide tremendous thrust in helping future engineering leaders from across Canada to become active in understanding, encouraging and designing for diversity on a global scale. The gathering will help these young men and women nurture ideas and ideals that will last them a lifetime.

The 2016 Conference on Diversity in Engineering will also provide an exceptional opportunity for your company or organization to join this growing conversation. By partnering with our students, you will demonstrate your openness and enthusiasm for diversity and help to foster innovative ideas to improve diversity and inclusivity within the field of engineering. Your contribution will lead to very tangible and important changes to the profession of engineering and our workplaces.

As a conference sponsor you will have access to some of the brightest minds from top universities across Canada—students who are talented, multidisciplinary and bursting with potential. You will also have an opportunity to share your corporate message with Canadian and international media.

I enthusiastically endorse this student-run initiative hosted by the students of the Faculty of Engineering at McGill University and I encourage individuals and corporations to offer whatever support they can to help ensure its success. By supporting the 2016 Conference on Diversity in Engineering, your organization can have a lasting impact that will enrich our profession and society as a whole.

Sincerely,

Jim A. Nicell, Ph.D., P. Eng  
Dean, Faculty of Engineering  
McGill University

# LETTER FROM THE CHAIRS

To whom it may concern,

It is with great joy and pride that we approach you for your support in the planning of the 2016 Conference on Diversity in Engineering at McGill.

McGill Engineering is a progressive milieu for learning, designing and growing with equity and diversity at the core of its values. We are strongly willing and prepared to share our experience, strategies and visions with engineering communities across Canada to encourage diversity on a global level; however, we would greatly appreciate the support and perspectives of industry leaders for a more holistic view of the role of diversity in the engineering workplace. Funding and participation from like-minded, global leaders like your company will empower us to make CDE 2016 an immense success.

To bring CDE 2016 to new heights, we have composed a team of dedicated, passionate and experienced members from a variety of student groups within the McGill Engineering Undergraduate Society. As Co-Chairs of CDE 2016, we would like to further the work that engineering communities across Canada have done so far and create a space to learn from the experience of fellow undergraduates and professionals. Our resources and knowledge as a team, combined with the many supporting parties in this endeavour will help us design a unique experience for delegates and help continue the momentum of positive change in engineering on a national level, as echoed in our theme: Building Momentum for Change.

We hope that together, we can discover the beauty of diversity and the richness that it brings to engineering innovation. Diversity flourishes in our committee and community, and we hope to share it to create an engineering that is welcoming, blossomed and progressive. We hope to make CDE 2016 a place for delegates to establish new links to create an engineering that is inclusive for all.

Sincerely,

Jessica DAKKAK

Jessica Dakkak  
Co-Chair CDE 2016

Emily Curling

Emily Curling  
Co-Chair CDE 2016

# WHY SPONSOR CDE 2016?



## *Publicity beyond Montreal*

CDE 2016 is visible across Montreal and all of Canada through local media coverage. As the second largest city in Canada, Montreal is a great location for sponsors to connect with a significant and diverse portion of the Canadian population. Since delegates from various parts of Canada will attend CDE, this is a unique opportunity to share your brand nationally. Moreover, our use of social media such as Facebook, Twitter and LinkedIn is an extra tier of coverage that connects our sponsors to the Canadian social network.



## *Diverse Gathering of Leaders*

CDE 2016 hosts students from all parts of Canada who attend some of the best universities in the country - and in the world. The attendees are a unique group of students that seeks to change the world's perspective on diversity in engineering by stepping away from stereotypes that isolate and developing creative solutions to create a sustainable culture of innovation and equity in engineering. In addition, we will be hosting professionals and speakers from across North America who support our goal at CDE 2016 is to provide delegates with the necessary tools to enact change.



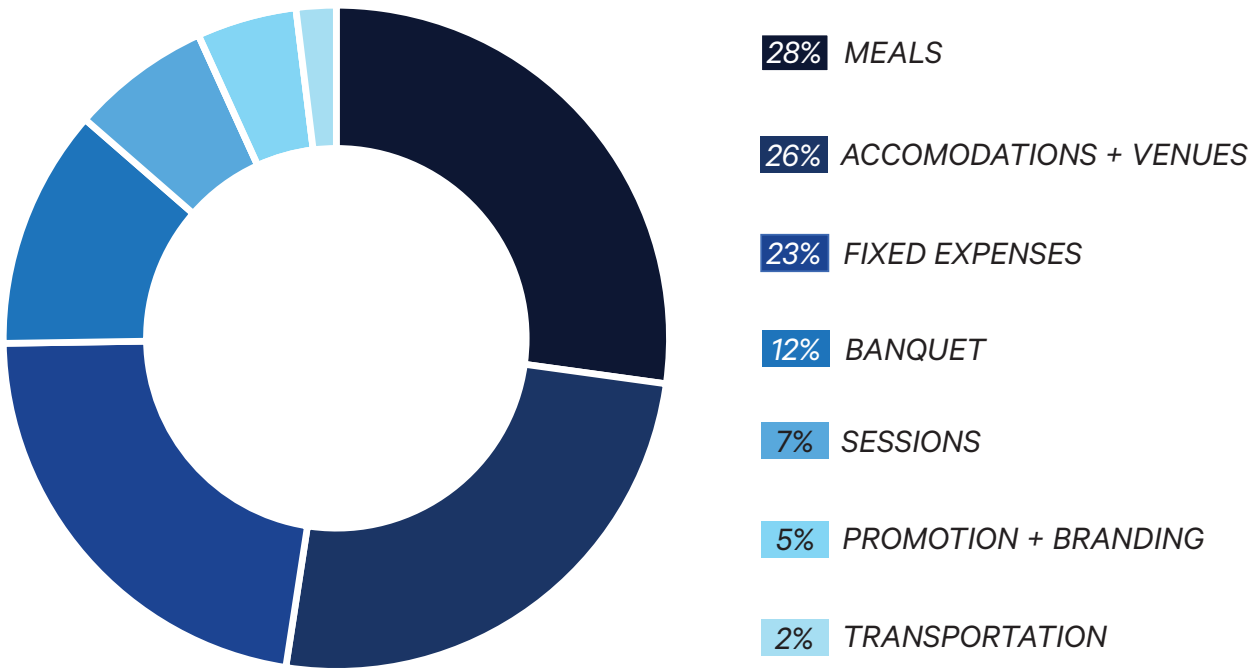
## *Be a Part of the Conversation on Diversity*

CDE is an opportunity for your company to join the conversation and to foster the development of innovative ideas on improving diversity and inclusivity within the field of Engineering. Participating in the event through sponsorship demonstrates your company's openness and enthusiasm for diversity beyond academic settings and into the workplace.



# BUDGET ALLOCATION

Here is a brief overview of the CDE 2016’s budget and the proportional ratios of our expenses. More specific details can be given on demand:



Your support for CDE 2016 can either be monetary or in kind towards the main needs of the conference. In addition to the financial resources provided by supporting bodies, delegate fees charged at registration will contribute to covering 20% of all expenses.

# SPONSORSHIP ITEMS

## Delegate Bag

The delegate bag is the main item delegates will be using throughout the conference, making it an excellent opportunity for your company to tangibly connect with delegates; items can range from pens to brochures depending on your level of sponsorship.

## Media

CDE has a strong presence on Facebook, Twitter, LinkedIn in addition to its official website and app. All of these platforms are fantastic opportunities for your brand to gain public attention, especially that of engineering undergraduate students from around Canada.

## Photo Backdrop

Delegates will be taking many photos at night events including the Networking Dinner, Cocktail or Banquet in front of the photo backdrop. Your company logo on our photo backdrop is an effective and lasting way to show your support for CDE and ensure that your brand remains visible.

## Delegate Handbook

In order to navigate the conference, delegates will receive a handbook containing all necessary information, so it will quickly become a delegate’s best friend. A half-page or full-page ad in the handbook is a chance for the delegates to get to know your brand.






# SPONSORSHIP LEVELS


| Sponsorship Item          | Bronze<br>\$2 500 | Silver<br>\$5 000 | Gold<br>\$10 000 | Platinum<br>\$15 000 | Partner<br>\$25 000 |
|---------------------------|-------------------|-------------------|------------------|----------------------|---------------------|
| Welcome Package           | ✓                 | ✓                 | ✓                | ✓                    | ✓                   |
| Delegate Bag              | ✓                 | ✓                 | ✓                | ✓                    | ✓                   |
| Delegate Handbook         | 1/2 page          | Full page         | Full page        | Full page            | Full page           |
| Logo on Website           | ✓                 | ✓                 | ✓                | ✓                    | ✓                   |
| Social Media Mentions     | Monthly           | Biweekly          | Weekly           | Weekly               | Weekly              |
| TechFair Booth            |                   | ✓                 | ✓                | ✓                    | ✓                   |
| Networking Dinner         |                   | 1 rep             | 2 reps           | 3 reps               | 3 reps              |
| CV Bank                   |                   |                   |                  | ✓                    | ✓                   |
| Judge at Case Competition |                   |                   |                  | ✓                    | ✓                   |
| Invitation to Cocktail    |                   |                   |                  | ✓                    | ✓                   |
| Workshop Hosting          |                   |                   |                  |                      | ✓                   |
| Industry Exclusivity      |                   |                   |                  |                      | ✓                   |
| Full Access to CDE 2016   |                   |                   |                  |                      | ✓                   |
| McGill CDE 2016 App       |                   |                   |                  |                      | ✓                   |

# EVENT SPONSORSHIP

It is also possible for your company to sponsor specific events. We will offer a variety of activities in order to diversify the delegates’ experience. Notably, we will organize a tour of Montreal and two professional events. All events will be presented as “CDE ‘event name’ brought to you by CFES and ‘company name’”.

- **Tech Talk - \$1 500**
  - Tech talk presented by the company
  - Private recruitment session with delegates

- **Networking Dinner - \$1 500**
  - Invitation to Dinner
  - Short Presentation of Company

- **Case Competition - \$1 500**
  - Judge a category
  - Invitation to Presentation of Awards



# CONTACT US

*We, at CDE, look forward to working with your company on developing innovative solutions to encouraging diversity in our communities. If you would like to support diversity, by sponsoring CDE 2016, contact any of the following executive committee members:*



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