



# RoboHacks

SPONSORSHIP PACKAGE  
2015 - 2016

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Brought to you by **McGill** Robotics

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## **Mission**

McGill Robotics' objective is to foster interest in robotics through competition, to cultivate a relationship with the surrounding Montreal community, and much closer to home, to create a core community at McGill via the "Team Before Machine" philosophy, which prioritizes team bonding and growth along with engineering accomplishment.

## **Team Before Machine**

At McGill Robotics, we put an emphasis on building up team comradery and sharing skills, with the belief that it takes a solid team to build a winning robot. This year we have a core team of 243 students from 14 departments including a large group of new students! We have expanded and now include three design projects: our Autonomous Underwater Vehicle (AUV) Project, participating in the RoboSub Competition; our Mars Rover Project, participating in the University Rover Challenge and European Rover Challenge; and finally, our Drone Project, participating in the Student Unmanned Aerial Systems Competition. Additionally, our Business Team manages the substantial organizational effort, marketing strategies, and outreach program. As part of our outreach program, we are very excited to be organizing McGill Robotics' first invention marathon, RoboHacks, this year.

The first part of the year is devoted to equipping the team with relevant skills needed for robotics and getting to know each other in a professional setting. An emphasis on team before machine will optimize our competition performance in the long run as we put in long hours together with a shared passion for the project. Senior members work closely with the new students to transfer their knowledge and prepare them to be our future leaders.



## The Mission

As RoboHacks is an event that falls under McGill Robotics' outreach program, its mission is aligned to that of the umbrella organization, in that it jointly serves to inspire students to build robots and to build robots to inspire students. We believe this event will be the epitome of what we aim to accomplish as an organization.

## The Plan

RoboHacks 2016 is a 24-hour invention marathon, which will host 150 CEGEP and Undergraduate students from the Montreal area, as well as inviting many other students around the world to participate online, to collaborate in creating a variety of robots over the course of the weekend. Students will be given robotics kits, electronics, and tools, as well as mentorship, in order to accomplish this. As the large majority of our audience will be novice or intermediate in their ability, this event will have a multitude of tutorials and other training, so that we can help kickstart the innovative potential of the next generation.







## BECOME A SPONSOR

### **Gain Exposure**

By sponsoring McGill Robotics RoboHacks, you will gain exposure to the young generation of driven students which will come together to innovate and create at this much-anticipated event. Depending on your level of sponsorship, you will have the opportunity to give a talk or demo during the opening ceremony of RoboHacks, host an event during its progression, have a company table and have company representatives attend RoboHacks. These benefits will allow you to establish your presence at this event, and in so doing, substantially increase your visibility. Additionally, promotion for your company will be featured prominently on our apparel, website as well as on our popular social media pages.

### **Gain Recognition**

You will also earn recognition for your support of our event, significantly improving your brand image in the process, especially in the eyes of this key demographic to which you will cater. By participating in RoboHacks, you will have the chance to develop close relationships with the ambitious students in attendance and identify yourself as a leading supporter of innovation and change, thereby allowing you to differentiate your brand.

### **Recruit Top Talent**

It takes a lot of passion, determination and hard-work to spend part of the weekend in a challenging but stimulating environment, such as that of RoboHacks, while forgoing sleep for 24 hours. It is for this reason that the CEGEP and Undergraduate students participating in RoboHacks make for very attractive prospective employees at your company. Sponsoring RoboHacks grants you premier access to our Resume Database of attendees and to our email list of attendees, thereby providing you with opportunities to recruit among this pool of talented individuals.

## LEVELS OF SPONSORSHIP

### RoboCop

- \$3000+** Large-sized corporate logo on website, banners and apparel
- Company name and logo featured on social media
- Access to email list of attendees
- Access to resume database of attendees
- 5 minutes of talk or demo time during opening ceremony
- Opportunity to host 20 minute workshop or other optional event during hackathon
- Opportunity to send 3 representatives to talk to attendees
- Company table at event

### C3PO

- \$1500** Medium-sized corporate logo on website, banners and apparel
- Company name and logo featured on social media
- Access to email list of attendees
- Access to resume database of attendees
- 3 minutes of talk or demo time during opening ceremony
- Opportunity to send 1 representative to talk to attendees
- Small table at event

### Wall-E

- \$500** Small-sized corporate logo on website, banners and apparel
- Company name and logo featured on social media
- Access to email list of attendees
- Access to resume database of attendees

Please ask us about a tax receipt for your contribution.



We hope that you are as excited about RoboHacks as we are. We would be honored to have you as one of our sponsors.

If you would like to learn more about the team, please visit our website or contact us directly:

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We would like to thank the sponsors that have supported McGill Robotics in the past.

