



WESTERN ENGINEERING COMPETITION

Sponsorship Package

January 12th - 14th 2017



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What is WEC?

Dear Industry Partner,

Whether this is the first time you have been involved with WEC, or if you are a returning sponsor, WEC 2017 is going to be one of the most engaging in years. As a partner, you will be investing in the future of Western Canadian engineering students, and positively impact the engineering profession. There are multiple avenues for direct engagement with the students for the duration of the conference. Contained in this package are details about the weekend's schedule, events, and sponsorship opportunities for your company to take part in.

The organizing committee consists of talented students and new-grads from multiple schools in Western Canada committed to providing an enjoyable and rewarding experience for you and the student competitors. Collaborate with WEC and help us succeed in our goal of providing the best opportunities to undergraduate engineering students while simultaneously receiving the positive exposure available at such a large event.

Sincerely,

The WEC 2017 Organizing Committee

The Impact of WEC

Our History and Success

In 1985, the first Western Engineering Competition was hosted by the University of British Columbia. Every year since, member schools of the Western Engineering Students' Societies Teams (WESST) bid to host the competition. WEC is one of the largest engineering competitions in Canada, and challenges engineering students to test their technical and professional skills, team building, problem solving, and communication. There are 7 distinct competitions, and each category is judged by industry personnel (see page 9).

This year, WEC has a new direction. Instead of being hosted by one school, it is being hosted by all of them. The theme this year is Collaboration, and we have selected the iconic destination of Banff, Alberta, as the location. In order to have successful careers as professional engineers, today's students need to develop the skills highlighted at WEC in addition to their regular coursework.

Participating Universities

Each of the participating Western Canadian Universities may send up to 20 delegates from their engineering student societies to WEC.

These societies are:

University of Victoria – A Stream
University of Victoria – B Stream
University of British Columbia – Vancouver
British Columbia Institute of Technology
Simon Fraser University – Burnaby
Simon Fraser University – Surrey
University of Northern British Columbia
University of British Columbia – Okanagan
University of Calgary
University of Alberta
University of Saskatchewan
University of Regina
University of Manitoba



Schedule



THURSDAY

FRIDAY

SATURDAY

7am	Breakfast	Breakfast	Breakfast
8			
9			
10	Career Fair	Competitions	Competitions
11			
12pm	Lunch	Lunch	Lunch
1			
2			
3	Tech Tours/ Scavenger Hunt	Competitions	Competitions
4			
5	Dinner		
6		Dinner	
7	Networking with Industry Partners		Awards Banquet
8		Networking with Industry Students	
9			4



The Value of Sponsorship

The Western Engineering Competition is one of the most effective forms of student engagement with the professional world. Our industry and academic partners get the opportunity to meet, interact with, and recruit some of the hardest working and most talented students in Western Canada, many of whom are nearing graduation. By the end of WEC, not only will new and lasting professional relationships exist, but our sponsors' influence will be fondly remembered by attendees for the rest of their careers.

Budget

Expected Costs

Function Space Rentals	\$5,700
Meals	\$50,000
Accommodation	\$35,850
Event Equipment	\$3,500
Competition + Awards	\$26,000
Promotional Material	\$10,000
Transportation	\$5,000
Contingency	\$15,000

Revenue Goals

Sponsorship Goals	\$100,000
Registration	\$40,000
Other**	\$11,050

<i>Total</i>	\$151,050	\$151,050
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**assuming \$250 per event per day*

***merchandise sales and student union sponsorship*

Benefits

Awareness and Exposure

Sponsors' logos are prominently displayed throughout the Western Engineering Competition as well as in the months leading up to the event. Exposure is available in many forms, including a career fair, the WEC 2017 website, promotional material like banners and signage, the delegate package, free handbags, clothing, and more. The next generation of engineers will be present and directly exposed to your brand through passive advertising and in-person engagements.

Networking

WEC provides a unique setting for networking with students and industry partners. The competition is one of a few occasions when hundreds of individuals from a variety of disciplines come together. Apart from the competitions, WEC is composed of a variety of networking events including a career fair, evening networking socials, and a formal awards banquet. Connections made at WEC have the potential to be hugely important for the careers of both students and industry partners alike.

Flexibility

Your company is free and encouraged to request customizations to the sponsorship package to suit your needs. If there is a way WEC can be beneficial to your organization which has not been outlined in this package, our organizing committee will be happy to work with you to achieve your goals.

Please see the following sponsorship opportunities pages for our suggested sponsorship plans, add-ons and customization.

Sponsorship Opportunities

	Title 30k	Platinum 15k	Diamond 10k	Gold 5k	Silver 2.5k
Feature Sponsor of	Awards banquet + choice of competition*	Choice of Competition* + Networking Event	Given Competition*	A meal/other event	
Presentation	Welcome + Final Address + Selected competition winners	Sponsored competition winners			
Career Fair Booth	Double Tables with Placement Choice	Double Table	Single Table	Single Table	
Resume Package	✓	✓	✓	✓	✓
Ad in Delegate Package	2 Full Pages	1 Full Page	1 Full Page	1/2 Page	1/2 Page
Judges	7	5	3	2	1
Promotional Material in Delegate Package**	✓	✓	✓	✓	✓
Logo on Website, T-shirts, and presentation	Feature	Prominent	Large	Medium	Small
Event Follow-Up Package	✓	✓	✓	✓	✓

7

*

Can customize the challenge for sponsored competition

**

Your company can provide any promotional material or merchandise which will be included in the delegate packages of all delegates

Add-Ons



Seminar/Presentation/Demonstration/Workshop
(2 sessions, 1 – 1.5 hours, 20 people each, 13 available)
\$1000

Spirit Cup Sponsor (Award for Team Spirit - company representative can select
and present this award during the banquet)
\$1000

Interview Room Holds (book a room for representatives to hold on the spot
interviews)
\$300

Information Page in App
\$100

Custom Made Merchandise for Delegate Package
Varies



Additional Information

- Every sponsor will receive a delegate information package.
- Academic Sponsors can use career fair booths as an opportunity to share research and technology from their universities.
- Company Representative and Judges will receive meal tickets to use on their scheduled days, and are invited to attend the awards banquet.
- If your company has any requests for opportunities not listed above, please contact our vice-president of sponsorship, who will be happy to work with you to achieve your goals.

Competition Summaries

Senior Design

A team of four students are given a complex design problem. Teams are typically given eight hours immediately after the problem is revealed and are required to design and realize a prototype, as well as prepare a presentation on their solution. This challenge tests the competitors' technical skills, as well as time management and teamwork. Teams present their solutions to judges using real-world justifications, then test the prototype according to the given functional requirements.

Junior Design

Teams of four students are given four hours to solve an engineering problem using creativity and limited resources. These students are in their first or second year of engineering making this challenge a test of their intuition as engineers and ability to work under pressure. Following the building session, teams do a short presentation for the judges before testing their prototypes with the provided equipment.

Re-Engineering

This challenge tests the competitors' creativity and understanding of real world engineering problems. In eight hours, teams of two students are presented with a practical objective which must be accomplished by redesigning an existing product or process such that its functionality is improved or re-purposed. They present their solutions to a panel of judges, and are evaluated based on functionality, practicality, cost, and marketability.

Consulting Engineering

During the given time, teams of four must develop an economically feasible solution to a current real world problem. This challenge is the largest in scope of all competitions, and tests the students' abilities in balancing ambition with practicality, technical capabilities with economics, and social benefits with environmental costs. Successful solutions will have considered every stage of the engineering design process.

Engineering Communications

Competitors are asked to describe a technical subject in layman's terms. They must consider the economic and environmental aspects of their subject, and provide a persuasive conclusion regarding the potential benefits, risks, or effect their subject has on the world.

Impromptu Debate

The Impromptu Debate category challenges participants to defend, from a given viewpoint, a topic disclosed just before the debate. Each team is composed of two members who are expected to present a structured defense of the assigned non-technical topic. They are given just 10 minutes to prepare and will need to rely on their intelligence and wit to construct and deliver convincing arguments.

Innovative Design

This category can be one of the most technical categories at WEC. A team of 1- 4 students must present a ground-breaking solution to a problem of their choosing, though it is encouraged to align with the theme. The solutions are expected to be fully researched, developed, and in most cases prototyped by the date of the competition. Many students have created their own businesses using their innovative designs. Students present their devices in a fair-like setting which is open to the public, and of course, judges.

Venue

The Banff Centre

The Banff Centre is one of the most spectacular conference centers in Canada. The Centre itself is a hub of programs supporting multidisciplinary Canadian art and culture. For the duration of WEC 2017, competitors and sponsors will be calling this beautiful venue home. The Centre features a campus with various buildings which will be used for the career fair, banquets, and the competitions themselves. The Banff Centre is also known for making sustainability a priority; it has been awarded 4 Green Keys from the Green Key Global eco-rating program since 2009 among other sustainability awards. Nestled in Canada's first national park, a UNESCO World Heritage Site, Banff town is just a 20 minute walk from the Centre and contains many interesting restaurants, shops, and fun activities.

About Banff

In the heart of the Canadian Rockies lies one of Canada's most cherished national parks. The town of Banff (pop. 8000) sees 4 million visitors every year to a variety of attractions. Banff is an iconic symbol of Western Canada, where the prairies meet the mountains. For this reason, Banff was selected as the venue for WEC 2017. It presented an opportunity to bring together engineering students in the heart of the West; competitors and sponsors can expect to quickly feel at home in this charming and historical location.

The Yukon Engineering Student Society

In 2010, a group of WESST member students put together a bid to host Canada's largest engineering student conference: CFES Congress. No conference had ever been hosted without a school and Engineering Students' Society behind them. If the challenge of an organizing committee spread-out through different provinces wasn't enough, they also proposed hosting Congress 2012 in Whitehorse, Yukon. This legendary and successful event has spurred an honorary unofficial group called the Yukon Engineering Students' Society that maintains the spirit of students coming together to achieve something never done before.

Three years after the Yukon Congress, a new group of WESST students took on the challenge of hosting WEC when no other school was willing. Holding to tradition, the organizing committee decided to host WEC 2017 in a city that doesn't have a WESST member school located in it. Although Whitehorse came up, it didn't make financial sense, and the decision landed on Banff. The theme of Collaboration was selected because the nature of engineering relies on interdisciplinary and diverse teams, and also because of the collaboration required for the Yukon team to host the event. Now we ask you to collaborate with us, share our vision, and make this a WEC to remember.

The WEC 2017 Organizing Committee

Chair – Sarah Elder
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VP Sponsorship – Fabio Bollinger
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VP Communications – Nathan Tanner
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VP Competitions – Tim Erdmer
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VP Logistics – Mike Park
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