

CTRL+y

DESIGNATHON CORPORATE PACKAGE



2023//2024

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A NOTE FROM CTRL+Y,



The rising popularity of emerging technologies (such as artificial intelligence and artificial reality) poses a new type of design challenge to UX/UI designers. The uncertainty of these technologies and their evolving speed makes it incredibly daunting for aspiring designers wanting to break into the industry. The Ctrl + y team has designed a solution to help the design community more confidently adapt to the changes in the industry.

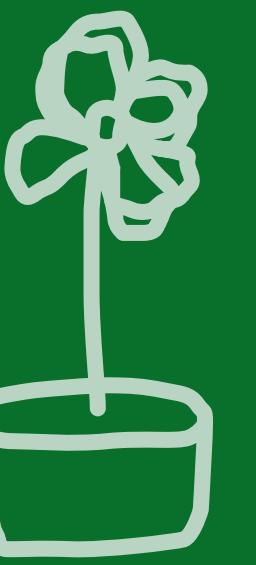
We are a team of passionate designers, engineers, and students who have a dream of encouraging aspiring UX/UI designers to design for the future. Our designation is named 'CTRL + y' in honour of the popular keyboard shortcut for 'redo.' It symbolizes how we're taking the resources of the past to design for the future. Our goal is to equip passionate students with the experience and network to make an impact in the future of design.

You can help us provide an invaluable experience to aspiring designers by joining us as a sponsor! Your support in the journeys of new designers will leave a lasting impression on them through Ctrl+y. We thank you for considering sponsoring our designation; your support in helping us inspire and equip new designers means the world to us ❤️.



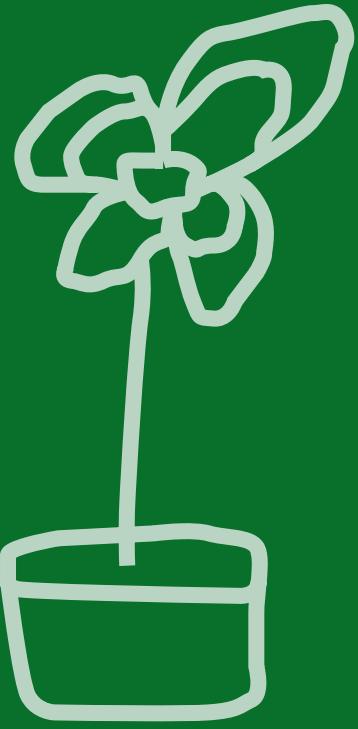
OUR MISSION

To **equip students** with the skills and network to break into and adapt to the rapidly changing design industry.



OUR VISION

Provide students with an opportunity to **explore UX** by connecting with and collaborating with other aspiring designers.



OUR OBJECTIVE

Host a **design challenge**, workshops, and a networking event to make breaking into the UX industry less intimidating and more fun!

EVENT DATE

SEPT. 29 - OCT. 1, 2023

LOCATION

IN PERSON @ THE UNIVERSITY
OF WATERLOO

EXPECTED ATTENDEES

WE ARE EXPECTING 100-150
ATTENDEES, ALL UNIVERSITY OF
WATERLOO STUDENTS FROM
VARYING PROGRAMS & YEARS!

OVERVIEW

Our designathon will follow the structure of a typical designathon, which will run over the course of **48 hours**. The design challenge will be announced on the Friday after opening ceremonies at 6pm; the design prompt will follow the theme of '**design for the future**' Participants will then have until Sunday 12pm to design a solution. Throughout the day on Saturday, we, along with the sponsors, will run a number of varying **UX-related workshops**. Judging will occur on Sunday from 12pm to 6pm, when the closing ceremonies will occur and winners will be announced.



SPONSOR PERKS

*Online options available. Please contact us for more details.

	Bronze In-kind	Silver \$150	Gold \$300
Offer mentors on Discord	*	*	*
Logo on website (logo size)	Small	Medium	Large
In-Event mentions	*	*	*
Speaker @ opening ceremonies*		*	*
Social Media Promotion		*	*
Access to student resumes		*	*
Dedicated booth for networking event*		*	*
Offer a judge*			*
Host a workshop*			*

THANK YOU!

Please do not hesitate to contact us with any questions or inquiries. You can reach our team via email or check out our socials!

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