



PARTNERSHIP PACKAGE

Providing academic, social,
and professional support
since 1974

Contact us at external@zooengg.ca
Visit our website at zooengg.ca



UNIVERSITY OF
CALGARY

CLUB OVERVIEW

AN INTRODUCTION TO ZOO

The University of Calgary's Electrical and Software Engineering Students' Society, affectionately referred to as ZOO, is an initiative run by students, for students. ZOO aims to support their undergraduate students, both academically and socially, by providing them with a variety of events to enrich their university experience.

In addition to those responsibilities, ZOO serves as a liaison between the Department (ESE) and many engineering students. We work hard to represent student opinions and ensure that student voices are heard.



**800+ Students
represented**

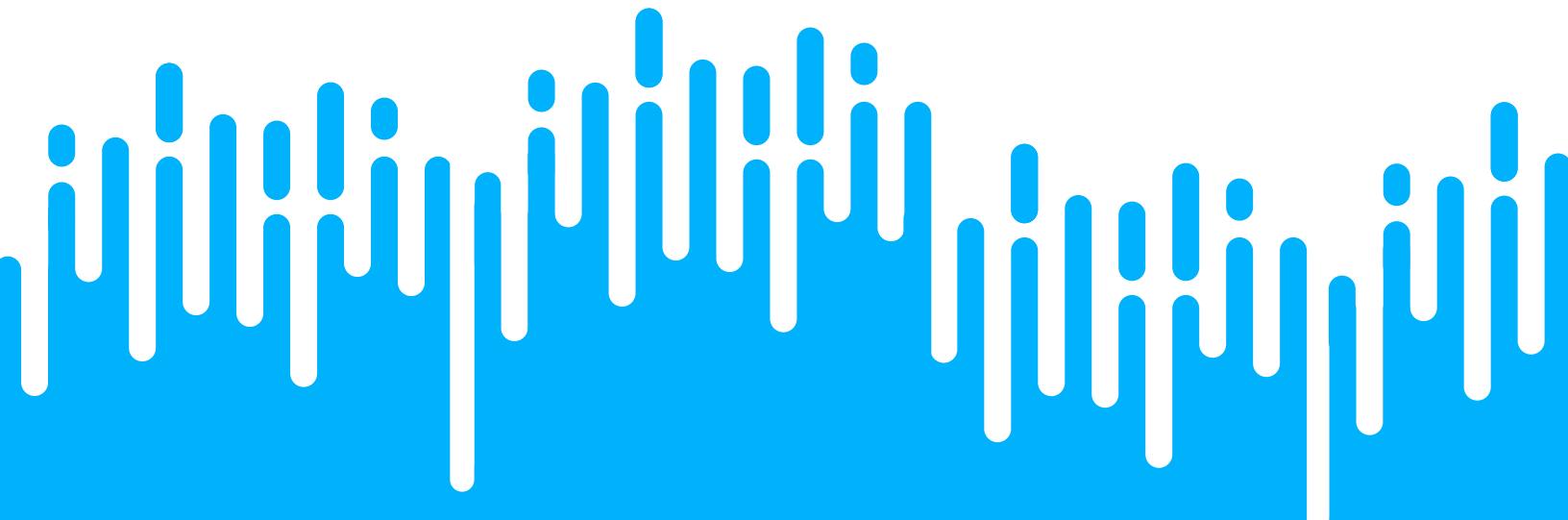


**300% Increase in
students since 2017**



**15+ Events &
Workshops**

Over the past few years, there has been significant growth in the students enrolling into Software and Electrical Engineering programs. Therefore, it is our goal to ensure that students are provided with the necessary resources to succeed in and out of the classroom. A smooth transition from post-secondary to industry is crucial, and it is our mission to ensure students are prepared for this transition.



SPONSORSHIP TIERS

PERKS AND BENEFITS

The following are our available sponsorship tiers for the 2023-2024 year. The benefits for each tier will carry throughout the entire school year and include access to our most prestigious event, Tech Fair: our annual Career Fair.

Please note that our team will accommodate additional and custom requests!

\$650

Silver

\$850

Gold

\$1100

Platinum

Logo Showcase

Proportionally small-sized logo used on ZOO merchandise*.

ENGG Week

Recognition at ENGG Week festivities.

Personalized Event

Can pick from our proposed event ideas** or suggest your own.

Tech Fair - Basic

Receive **Basic** tier perks for the Fair.

Up to 5 Available

Logo Showcase

Proportionally medium-sized logo used on ZOO merchandise*.

ENGG Week

Recognition at ENGG Week festivities.

Personalized Event

Can pick from our proposed event ideas** or suggest your own.

Tech Fair - Corporate

Receive **Corporate** tier perks for the Fair.

Up to 5 Available

Networking Event

Send representatives for a later speed networking event.

Logo Showcase

Proportionally large-sized logo used on ZOO merchandise*.

ENGG Week

Recognition at ENGG Week festivities.

Personalized Event

Can pick from our proposed event ideas** or suggest your own.

Tech Fair - Enterprise

Receive **Enterprise** tier perks for the fair.

Networking Event

Send representatives for a later speed networking event.

Event Invitation

Attend all our events for free!

Only 1 Available

* Merchandise will contain logos if size permits (i.e. logos will not be able to appear on stickers, pins, etc...)

** Additional charges may apply for Company Tours.

TECH FAIR

ANNUAL CAREER FAIR

Join many Electrical and Software Engineering, and Computer Science students at our third annual Tech Fair. Last year, our Tech Fair saw about **400 registrants** with a **70% turnout rate**, which was the most student engagement seen in any ZOO event.

This year, we are planning to host it **in-person** and will take place around the month of **September**. Additional details will be confirmed at a later date. In the meantime, take a look at our refreshed partnership opportunities:

If you choose not to pursue an year long sponsorship, you may also purchase the Tech Fair packages separately.*

\$300

Basic

Logo on Marketing

Proportionally small-sized logo used during marketing campaign

\$400

Corporate

Logo on Marketing

Proportionally medium-sized logo used during marketing campaign

\$500

Enterprise

Logo on Marketing

Proportionally large-sized logo used during marketing campaign

Small Booth

1 representative and 1 table

Up to 10 Available

Student Resumes

Receive available student resumes after the Fair

Student Resumes

Receive available student resumes after the Fair

Large Booth

2-3 representatives and 2 tables

XL Booth

4 representatives and 3 tables

Host a Session

Optionally, you may host 1 workshop or session during the event

Up to 10 Available

Host a Session

Host 1 workshop or session during the event

Key Note

Do a speech during opening ceremonies

Only 1 Available

What “Marketing” includes:

- Logo on social media posts, stories, and members newsletter when available
- Logo on ZOO website
- Logo on event signup
- Logo during opening ceremony

* Tech Fair packages are included in the year-long Sponsorship Packages seen on the previous page

OUR EVENTS

Through our events, ZOO promotes academic and professional success while fostering a community for students. Our partnership opportunities are listed below, but we are always looking for new ways to connect with Calgary's technology industry.

If you choose **not** to pursue an year-long sponsorship, you may also purchase the personalized event perks separately*.

\$300

- Reach a diverse and engaged audience with your sponsorship of our games night in a fun and memorable way.
- Benefit from increased brand recognition, positive association, and product or service showcasing.
- Connect with students in a relaxed setting and gain networking opportunities by sponsoring our games night.

Games Night



\$300



Technical Workshops

- Allows students to learn fundamentals of computer, software, and electrical concepts outside the classroom.
- Example workshops include: an overview of PCB design guidelines, introduction to web development, cybersecurity, learning about databases, or even breadboarding basics.
- Sponsors can lead a workshop catered to students or support an existing one led by ZOO's technical representatives.

\$300

- Company representatives share their experiences in a social or professional environment with undergraduate students.
- Allows companies to show their culture, network with other speakers, and engage with prospective employees.
- It is an opportunity to engage in conversation regarding employment, diversity in the workplace, or long-term career goals.

Speaker Sessions



\$500



Company Tour

- Companies offer students a tour of their workplace to provide an opportunity to share their experiences and showcase their products.
- A company tour is a unique marketing opportunity that enables businesses to showcase their products and services in a memorable way
- Company tours allow participants to see behind the scenes of the company, offering an inside look at how the company functions and what makes it unique.

* Event packages are included in the year-long Sponsorship tiers seen on the previous page

Note: The given cost is the estimated budget required to run each event, and covers food (in-person) or technical logistics (remotely). Please note that there is a limited number of events that can be hosted in the year.

CONTACT INFORMATION

Want to support ZOO? Let us know at:

external@zooengg.ca



Electrical and Software
Engineering Students' Society