



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.



**1300+ Students
represented**

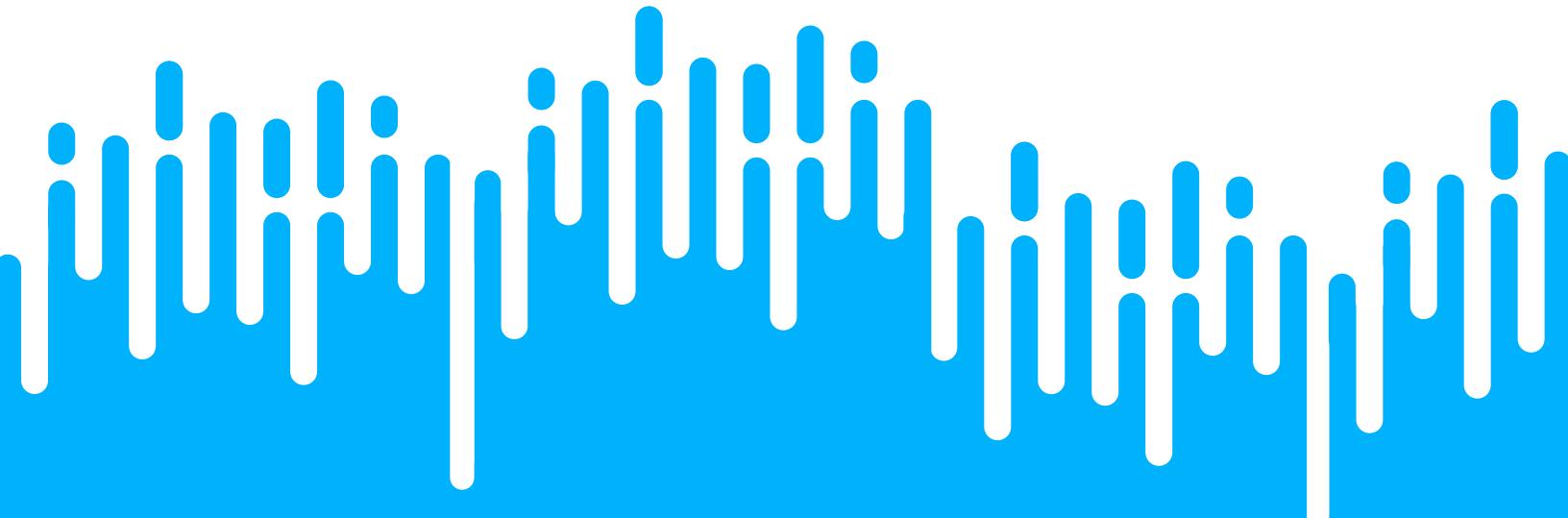


**65% Increase in
students since 2021**



**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 events such as, Tech Fair, technical speaker sessions and networking nights!

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

\$699

Silver

\$899

Gold

\$1149

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.

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 you own.

Tech Fair - Corporate

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

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 you 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!

* 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

***Returning and continuing sponsors get 15% off on listed pricing

TECH FAIR

ANNUAL CAREER FAIR

Join the Electrical and Software Engineering student body at our annual Tech Fair. Throughout the last couple of years, Tech Fair has seen growing engagement with a higher turnout rate each year. In the past, companies have benefited from a diverse pool of students, bridging the gap between industry and academia.

Tech Fair is held at the beginning of each academic year around [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*.

\$349

Basic

\$399

Corporate

\$499

Enterprise

Logo on Marketing

Proportionally small-sized logo used during marketing campaign

Small Booth

1 representative and 1 table

Logo on Marketing

Proportionally medium-sized logo used during marketing campaign

Student Resumes

Receive available student resumes after the Fair

Logo on Marketing

Proportionally large-sized logo used during marketing campaign

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 following the event

Host a Session

Host 1 workshop or session following the event

Company Showcase

Exclusively showcase your company on our social media platforms.

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 benefits are included in the year-long Sponsorship tiers 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*.

\$299

- 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

\$319

- 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

\$349



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.

\$399



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.

* One personalized event perk is included in each year-long Sponsorship tier.

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