Dear potential sponsor,

The Engineering Students’ Society (ESS) is currently seeking sponsorship to further advance our services and events to the over 4400 undergraduate students we represent. With a much stronger focus on philanthropic events, advancement of collaboration between discipline clubs and other faculties, and a greater effort into our relationships with industry, the upcoming academic year is going to be one with change. Our mission is to promote professional awareness among engineering students by encouraging a sense of unity and integrity through the combined efforts of all engineers working together in both social and technical activities. This is not an easy task and without support from our sponsors, our ability to achieve our mission becomes much harder.

For nearly 100 years the ESS has taken many forms throughout its history and it is with confidence that I see this to be one of our strongest years yet, even despite current economic conditions. The work that we do is finally starting to be being recognized and valued by our students and the faculty. With over 60 volunteers, the planning for the upcoming year has already started and many meetings have already been had. In the month of May alone, the executive team has met already five times including once with our new Dean of Engineering, Dr. Fraser Forbes.

I personally extend an invitation to read our enclosed sponsorship package for more details. If you have any questions, concerns, or other ideas on how you think your company could better engage with future professionals, I encourage you to reach out to Mahmoud Kenawi, Associate Vice-President Sponsorship.

Whether you’re a returning sponsor or a new one, the ESS appreciates any effort in building our relationship with you further and looks forward to hearing back from you soon. This year is already going to be great but it could definitely always be better; be part of the change!

Sincerely,

Josh Goselwitz
President
Engineering Students’ Society
ess.president@ualberta.ca
Be part of our student life

SEP  Engineering Carnival
Themed festival during the first weeks of school that exhibits student life and student involvement.

OCT  University of Alberta Engineering Competition
One day long engineering competition, where participants design a solution to an engineering problem.

JAN  Geer Week
The longest standing engineering student life tradition at the University of Alberta, where engineering disciplines and other faculty associations compete against each other.

NEGMM  National Engineering and Geoscience Month
An annual event that promotes and celebrates the roles and achievements of engineers and geoscientists.

MAR  Spring Formal
A formal awards banquet that recognizes the outstanding contributions of individual engineering students.

More ways to get involved:

Student Services  UNIVERSITY OF ALBERTA  COMPANY
ENGINEERING CAREER FAIR  PRODUCT
CAREER FAIR  DESIGN
COMPETITION
Engineering Carnival is a festival themed event aimed at showcasing various ways students can get involved in their engineering community to enrich their university degree. Student run organizations and local companies advertise their unique opportunities at tables positioned in the engineering quad. Simultaneously, students can opt to enjoy food from local food trucks or participate in the interactive games that will allow them to socialize and compete with fellow engineers. Events include capture the flag, inflatable obstacle courses and bumper balls etc. If the weather doesn't cooperate on the date planned, the company and student tables will be moved inside to the Engineering Teaching and Learning Complex Solarium to ensure that company and student tables will be able to showcase their unique opportunities that each organization provides.
Reason to invest in

Engineering Carnival is an event that is held early in the year and gives companies a unique opportunity to advertise their brand to new engineering students in a fun and relaxed atmosphere. Support of this one of a kind of event could affiliate one’s company with a strong work hard, play hard mentality

Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>GOLD</th>
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<tbody>
<tr>
<td>Company logo prominent on all advertising material.</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td>Opportunity to set up booth at Engineering Carnival.</td>
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</table>
University of Alberta Engineering Competition
October 1, 2016

The University of Alberta Engineering Competition is a single-day event where students can participate in seven differing design and consulting engineering challenges. UAEC challenges engineering aptitude and individual communication skills as teams must present their projects to a judging panel. The winning teams of each category are invited to represent the University of Alberta at the Western Engineering Competition in Canmore from January 12th to 15th, 2017.

Competition categories:
Senior Team Design
Junior Team Design
Consulting Engineering
Re-Engineering
Impromptu Debate
Engineering Communication
Innovation Design
Reason to invest in UAEC

This event gives companies the opportunity to associate their brand name with a pursuit of innovation and engineering superiority. UAEC category winners are some of U of A’s brightest students; sponsorship of this event proves one’s commitment to creative and experiential learning.

### Sponsorship Opportunities

<table>
<thead>
<tr>
<th>Title</th>
<th>Gold</th>
<th>Silver</th>
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<tbody>
<tr>
<td>Logo prominently displayed on application/rulebook/advertising.</td>
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<td>🔄</td>
</tr>
<tr>
<td>Invitation to bring banner and company memorabilia.</td>
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<td>🔄</td>
</tr>
<tr>
<td>Invitation for judge(s) to attend. (separate competitions)</td>
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<td>2</td>
</tr>
<tr>
<td>Opportunity for keynote address.</td>
<td>🔄</td>
<td></td>
</tr>
<tr>
<td>Opportunity for company memorabilia given to category winners.</td>
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*Note: The table above provides a breakdown of sponsorship opportunities and the associated costs.*
GEER Week
January 16 - 21, 2016

Geer Week is the longest standing engineering student life tradition at the University of Alberta. Starting in 1939 with the Engineering Ball, 74 successful renditions of this memorable week have passed and with 2017 bringing the competition’s highly anticipated 75th anniversary. Geer Week is an inclusive competition between engineering discipline clubs, other faculties at the University of Alberta, administration and engineering alumni, as well as guests from the University of Calgary. Teams are put through a variety of philanthropic, skill testing and entertaining events throughout the week in an attempt to be crowned GEER Week champion at the Engineering Ball at the end of the competition.

Events include:
- Tech Display
- Design Competition
- Blood Drive and Food Drive
- Battle of the Bands
- Are You Smarter Than a First Year
- CANstruction
- Dodgeball
- The "Engigneering" Spelling B
- Scavenger Hunt
- Engineering Ball
Reasons to invest in GEER Week

This event will undoubtedly be our biggest of the 2016-2017 school year. Sponsorship of this week will advertise a brand across the engineering faculty as well into other faculties at the university. Support of the 75th edition of GEER Week will positively portray one’s brand to participating students, faculty and returning alumni.

Sponsorship Opportunities

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<thead>
<tr>
<th>TITLE</th>
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<tr>
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<td>⚙️</td>
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<tr>
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<tr>
<td>Keynote speaker opportunity at Engineering Bal (closing ceremonies).</td>
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National Engineering and Geoscience Month (NEGM) is an annual event that promotes and celebrates the roles and achievements of engineers. Throughout the month of March, the Engineering Students’ Society organizes a series of events focused on engaging students in matters of past engineering accomplishments, present engineering problems, and future engineering endeavors.
Reason to invest in **NEGM**

National Engineering and Geoscience Month is a monthly event that is recognized by Engineers Canada. Sponsorship of this event illustrates one’s commitment to the solidifying the present and future wellbeing of the engineering industry.

**Sponsorship Opportunities**

A. NEGM Month Sponsorship

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<tr>
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<td>$1,500</td>
<td>$1,000</td>
<td>$500</td>
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</table>

- Logo displayed on event banners.
- Opportunity for company engineers to participate in Professional Speaker Series.
- Opportunity to provide company merchandise for event prizes.
- Logo displayed on all promotional material for every event.
- Opportunity for keynote address at Opening Ceremonies.

B. Individual Event Sponsorship

<table>
<thead>
<tr>
<th>Design Competition</th>
<th>Impromptu Debate</th>
<th>Professional Speaker Series</th>
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<tr>
<td>$500</td>
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<td>Free</td>
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</table>

- Opportunity to bring banners and set up display.
- Logo prominently displayed on all competition information.
- Invitation to send judges.
Spring Formal
March 2016

Spring Formal is a formal awards banquet that recognizes the outstanding contributions engineering students have made to the Faculty of Engineering of the University of Alberta. This event celebrates these student achievements while providing an entertaining social atmosphere as food is served and live bands perform throughout the night.
Reason to invest in **Spring Formal**

Spring Formal gives the opportunity to reach out and engage with student leaders within the Faculty of Engineering. Awards are spread out among the various student discipline clubs and the vehicle project groups and given to people who’ve contributed significantly to the improvement of their group through, leadership, technical knowledge and passion. Sponsorship of this event shows one’s commitment to the development of leaders in engineering.

## Sponsorship Opportunities

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<tr>
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<th><strong>Title</strong></th>
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<th><strong>Silver</strong></th>
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<tr>
<td>Table(s) named after company.</td>
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</tr>
<tr>
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</tr>
<tr>
<td>Opportunity for keynote address.</td>
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<td></td>
</tr>
<tr>
<td>Company logo posted on all awards.</td>
<td><img src="image" alt="gear icon" /></td>
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Support Student Services

The ESS provides academic, mentorship, and health and wellness services to engineering students. These services act to enrich and support the education of engineering students, giving them the tools to grow in a well-rounded manner. The ESS would use financial assistance in order to obtain the supplies and resources necessary to sustainably run these programs.

Academic

The flagship program of the Academic portfolio is “PASS”, or the Peer Assisted Study Sessions. Starting this year, the program will run weekly, offering study sessions in a lecture/help-desk style format to first year students. The sessions are led by upper-year students for core first-year engineering courses, giving first-years an opportunity to learn from relatable sources, as well as giving upper-year students relevant teaching experience.

Other initiatives include a textbook exchange program, academic advocacy, and advertisement of other academic enrichment opportunities, such as technical tours, extra-curricular courses, and design competitions. For example, last year, the program ran a “Transportation Design Challenge”, inviting students to present an idea that would improve transportation in Edmonton.

Mentorship

The Mentorship portfolio runs an eight-month mentorship program that pairs senior students and first/second years, providing much-needed inter-year interaction. The program aims to harness the experience of upper-year students to help first-year students more naturally integrate into the university environment through structured self-development events and fun activities. Last year, over sixty students participated in the mentorship program.

In addition to the main program, the Mentorship portfolio runs personal/professional development events to support the growing need for industry, alumni and senior student interaction. For example, the portfolio ran a highly successful “Women in Engineering Panel” last year, inviting female leaders from industry to speak on their experiences.

Health and Wellness

The Health and Wellness portfolio aims to provide students with opportunities and information in order to maintain wellbeing. The portfolio executes a variety of fun, stress-relieving events throughout the year, including pancake breakfasts, paint nights, yoga sessions, and meditation sessions. In addition, the portfolio organizes sport/exercise-oriented events, including rock-climbing, snowshoeing, and dodgeball games.

Furthermore, the portfolio provides indirect support for mental health by inviting other groups and speakers for events specifically for engineering students. These events create awareness regarding mental illness and give students the information to seek help if necessary.
The 17th annual ESS Engineering Career Fair has been a staple for businesses to increase campus presence and awareness. We invite your company to attend and engage with our over 4400 member strong undergraduates along with graduates and alumni. In recent years, we’ve held host to over 60 companies encompassing business from all sectors. This is a great way to bolster awareness of your company and to reach out to another audience.

New this year

COMPANY PRODUCT DESIGN COMPETITION

Have a dream of designing a new product to perform a given task? Let the engineering students at the University of Alberta help you with that. Have some of the brightest and most creative engineering students design and cast a future company prototype. To create a design competition, willing companies must provide:
- A desired date of action
- An incentive for winning teams
- Food and beverages for all participants
- Materials needed for construction or resources needed to create design (exception of computers)

Contact esssl@ualberta.ca for any Company Product Design Competition inquires
Become a partner today

Contact us now through our Associate Vice President Sponsorship.

Mahmoud Kenawi
AVP Sponsorship
kenawi@ualberta.ca

K. Sapelnikova and D. Chen
VP external
esext@ualberta.ca

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