



University of Manitoba
Engineering Society

SPONSORSHIP PACKAGE

2023-2024

75A Chancellors Circle, Winnipeg, Manitoba
vscr@umes.mb.ca

A Message from the Dean



**University
of Manitoba** | Price Faculty of Engineering

Office of the Dean
E2-290 EITC
75A Chancellors Circle
Winnipeg, Manitoba
Canada R3T 5V6
T: 204 474 9809
F: 204 275 3773

July 2023

Re: Invitation to support the University of Manitoba Engineering Students Society (UMES)

Friends,

As Dean of the Price Faculty of Engineering, I'm pleased to highlight the creativity and positive energy embodied by the University of Manitoba Engineering Students Society (UMES), and I invite your support of the same.

UMES is an organization of engineering students, for engineering students, and they are an important partner in our goal of graduating first-class engineers and providing an exceptional student experience.

This past year – our first full academic year back in person post-Covid – UMES embraced the opportunity to renew and re-envision many of its activities, including high school outreach & recruitment, new student orientation, hosting student events, and providing academic support for student success. UMES also works actively to connect students to the University, to local communities, and to the engineering profession.

UMES is student-led and approximately 80 students serve on the various committees in which they develop leadership and professional skills. The UMES Executive is a talented group of student leaders who ensure that as a Faculty, we stay attuned to social issues around us today and seek ways to extend ourselves through service to our students and community. UMES' executive team devotes incredible amounts of time to UMES on behalf of creating a vibrant and inclusive culture in the Price Faculty of Engineering and ensuring students are well-served.

We are excited for the opportunities UMES creates to build a culture that promotes student success, builds lifelong community, and adds fun to a challenging degree program!

I hope you will consider opportunities to support UMES as well and contribute to excellence in engineering education in this way.

Sincerely,

A handwritten signature in cursive script that reads "Marcia Friesen".

Marcia Friesen
Dean, Price Faculty of Engineering

umanitoba.ca/engineering

A Message from UMES

Thank you for your interest in supporting the University of Manitoba Engineering Society (UMES). It is my pleasure as Vice Stick Corporate Relations of UMES to present to you the wide array of sponsorship opportunities our organization has to offer.

UMES was founded in 1909 and is the oldest formal engineering organization in Western Canada. There are over 1700 undergraduate engineering students at the University of Manitoba who benefit from the personal and professional development opportunities offered by UMES and the faculty is growing every year. Our faculty represents a diverse and unique Engineering culture with each student pursuing a B.Sc. in one of 5 departments: Biosystems, Civil, Computer, Electrical, and Mechanical Engineering. All engineering students are also given the opportunity to gain real-world industry experience by enrolling in one of our 4, 8, or 16-month Co-Op Education programs.

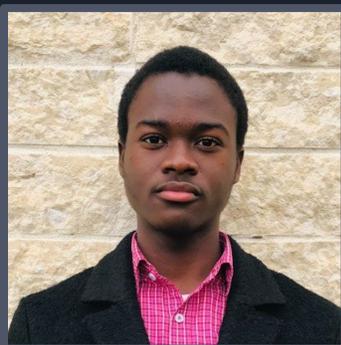
Having a diverse student body means that the needs of our students are just as varied. UMES coordinates several events and services throughout the year to provide students with any support they may require, whether that be academic, professional development, or social. Over the past two years, we have adapted our events to coincide with provincial health restrictions, while still maintaining the essence of their in-person counterparts through a mix of hybrid and remote events. For this year we are excited to return in-person and provide engineering students amazing networking opportunities, workshops, and industry exposure. Our in-person events will allow engineering students to collaborate with each other and gain invaluable industry insights and connections, while equipping them with the skills and knowledge necessary to make a meaningful impact in the world of engineering.

There are over 80 volunteer student council members, one of the largest engineering student councils in Canada, all of whom are committed to providing the very best student experience throughout the upcoming year. UMES recognizes that learning extends beyond the classroom. Students become industry ready through participation in a variety of extracurricular activities, and our students are among the most involved in the country. As you read through this package, you will see some of the initiatives UMES takes to support our students. It begins with their first-year orientation, EngO, and continues all the way until their graduation from the faculty. Throughout the year there are a variety of networking and professional development events, conferences, academic support services, and community outreach and involvement initiatives.

Sponsors are always acknowledged during an event's opening and closing remarks, and that is just the beginning. Your generous contributions will allow your logos to be displayed on social media and online presentations, as well as posters, shirts, banners, and our faculty network of television displays on campus. Your sponsorship increases the awareness of your company amongst engineering students and improves the engineering experience of all students.

With the generous support of industry leaders like yourselves, UMES will continue to strive to contribute to the success of University of Manitoba students by equipping them with the skills, tools, and network that they need to become exceptional engineering professionals.

Thank you for your time and consideration,



Victor Aderinto
Vice Stick Corporate Relations
University of Manitoba Engineering Society
Cell: 1.306.880.2917
vscr@umes.mb.ca



EngO

Engineering Orientation

EngO is our largest event that kicks off the school year, which attracts over 300 first year students and 100 returning engineering student volunteers. This event will allow our sponsors to promote their companies, thus creating a lasting impression on our first year students. EngO involves campus tours, team building exercises, an engineering design competition as well as a variety of other activities.

Sponsorship Deadline: **July 21st, 2023**



Diamond



Gold



Silver



Bronze

	Diamond	Gold	Silver	Bronze
	\$3500	\$2500	\$1000	\$500
Quantity Available	1	3	∞	∞
Logo Placement on 300+ EngO T-shirts and Event Banners	Central	Large	Medium	Small
Social Media Thank You ¹	Dedicated Post	Dedicated Post	Shared Post	Shared Post
Acknowledgement During Opening and Closing Remarks	✓	✓	✓	✓
Booth at the Technical Societies Fair	✓	✓	✓	✓
Opportunity to Distribute Promotional Material	✓	✓	✓	✓
Online EngO Promotional Video (up to) ¹	1 min	30 s	20 s	
Opportunity to Present Directly to Students	5 min	2 min		
Company Name on All First Year Student Lanyard Name Cards	✓			
Exclusive Naming Rights for EngO	✓			
Design Competition/Technical Societies Fair/Faculty Tour Naming Rights		✓		

1. Post would be featured on the official UMES Instagram account: @umes_eng

Engineering Competition

UMEC

Our local Engineering Competition welcomes all U of M Engineering Students to put their engineering knowledge and skills to the test against their peers. Competitions include Senior Design, Junior Design, Innovative Design, Engineering Communications, Debate, Consulting Engineering, Re-Engineering and Programming. The winners of this event will move on to the Western Engineering Competition and potentially to the Canadian Engineering Competition.

Sponsorship Deadline: **September 15, 2023**

	 Gold	 Silver	 Bronze
	\$750	\$500	\$250
Quantity Available	1	7	∞
Two Weeks Worth of Sponsorship Recognition on EngVision ¹ TVs	✓		
Logo Placement on Competition Banner	✓	✓	✓
Naming Rights to 1 of 8 Awards	Senior Design	1 of 7	
Opportunity to Address the Competitors During Lunch	✓		
Exclusive Naming Rights to UMEC	✓		
Social Media Thank You ²	Dedicated Post	Shared Post	Shared Post

If you are interested in sending company representative(s) to serve as judge(s) for UMEC please send an email to vse@umes.mb.ca indicating your interest.

1. EngVision consists of our TVs located in the atrium and the student lounge
 2. Post would be featured on the official UMES Instagram account: @umes_eng

UMEC Kick-off Dinner

UMEC

A dinner to kick off the 2 day University of Manitoba Engineering Competition. The University of Manitoba Engineering Competition (UMEC) is an engineering competition run by UMES. All engineering students currently enrolled at the U of M are invited to participate. UMEC serves as the qualifier for the regional competition, known as the Western Engineering Competition (WEC). The dinner will be held on Friday and the competition will be held on Saturday and Sunday.

Sponsorship Deadline: **September 15, 2023**

	 Gold	 Silver	 Bronze
	\$1000	\$500	\$250
Quantity Available	2	2	2
Logo Placement in Slide Show	Large	Medium	Small
Logo Placement in Advertisement	Large	Small	
Logo Placement in Delegate Package	Large	Small	
Company logo on all event tickets	✓		
Speaking opportunity	5 min		
Acknowledgement during opening and closing speeches	✓	✓	✓
Complementary Tickets	5	2	

Net at Night

Net at Night is a one-evening event that connects professionals with students and enables them to interact in a relaxed environment. This allows for students who are rather uncomfortable with interacting with industries, to market themselves and gain connections for their future.

Sponsorship Deadline: **October 14th, 2023**

	 Diamond	 Food	 Wine
	\$1000	\$500	\$500
Quantity Available	1	∞	∞
Logo Placement in Slide Show	Large	Medium	Medium
Logo Placement in Social Media Post ¹	Large	Small	Small
Company Logo on All Event Tickets	✓		
Speaking Opportunity	5 mins		
Logo Placement on Food Table		✓	
Logo Placement on Wine Table			✓
Acknowledgement During Opening and Closing Speeches	✓	✓	✓
Complementary Tickets	5	2	2
Two Weeks Worth of Sponsorship Recognition on EngVision ² TVs	✓		

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 2. Post would be featured on the official UMES Instagram account: @umes_eng

Networking Dinner

The Networking Dinner is an one evening event that will help encourage, motivate, inspire, and enlighten students. The event will be on professionalism and leadership; where professional engineers will talk about their process of learning these skills and how they apply it to their everyday jobs.

Sponsorship Deadline: **February 1, 2024**

	 Diamond	 Food
	\$1000	\$500
Quantity Available	2	∞
Logo Placement in Slide Show	Large	Medium
Logo Placement in Advertising	Large	Small
Company Logo on All Event Tickets	✓	
Speaking Opportunity	5 mins	
Logo Placement on Wine Table		✓
Acknowledgement During Opening and Closing Speeches	✓	✓
Complementary Tickets	5	2
Two Weeks Worth of Sponsorship Recognition on EngVision ¹ TVs	✓	

1. EngVision consists of our TVs located in the atrium and the student lounge

Beer and Pizza Tasting

The Beer and Pizza Tasting Evening is an event brought by UMES, hosted at TransCanada Brewing Company on Kenaston. This pub features the most taps in Canada for our beer enthusiasts and it serves as an excellent location for a unique and informal networking experience. Students and professionals will have the opportunity to connect on a more personal level over a wide assortment of craft beer and pizza.

Sponsorship Deadline: **January 10, 2024**

	 Diamond
	\$1000
Quantity Available	2
Logo Placement in Slide Show	Large
Logo Placement in Advertising	Large
Company Logo on All Event Tickets	✓
Speaking Opportunity	5 min
Acknowledgement During Opening and Closing Speeches	✓
Complementary Tickets	5

Networking Workshop

This event hosted by the Professional Development Directorship will be a workshop on networking. This much requested workshop will present students an opportunity to learn how to sharpen their networking skills and ways to enhance their conversational skills through this seminar. This workshop will have speakers who will discuss the dos and don'ts of networking, and providing students with more direction to be able to strengthen their networking abilities. This workshop will serve refreshments for attendees to enjoy during the talks from the presenters.

Sponsorship Deadline: **October 20, 2023**

	 Gold	 Silver	 Bronze
	\$400	\$100	\$50
Quantity Available	1	2	∞
Logo Placement on Advertisement	Large	Medium	Medium
Logo Placement on Introduction Slide of PowerPoint	Large	Medium	Medium
Formal Recognition at Opening and Closing Remarks	✓		
Access to Student Attendees' Resumes	✓		
Speaking Opportunity	5 min		
Formal Recognition at Opening and Closing Remarks	✓	✓	✓

Multicultural Showcase

The Multicultural Showcase is an engaging and enlightening event that celebrates the diverse cultures represented on campus. This pop-up exhibition invites students to explore and appreciate the rich heritage of various cultures present on campus. Through vibrant displays, student-led presentations, and authentic cultural experiences, attendees will gain a deeper understanding and appreciation for the unique traditions and perspectives that contribute to our multicultural tapestry. This event serves as a platform for cultural exchange, fostering connections and inspiring individuals to embrace diversity and promote cross-cultural understanding.

Sponsorship Deadline: **November 17, 2024**



\$300

Quantity Available

4

Logo Placement in Advertisement

Large

Acknowledgement in Event Descriptions

✓

Social Media Thank you

✓

Opportunity to Distribute Promotional Material

✓

Eng Grad

Dinner & Dance

This event brings together the engineering graduates, their families, and professionals to celebrate the accomplishments of the graduating class. EngGrad provides an opportunity for your company to leave a final, long lasting impression on the new engineering graduates.

Sponsorship Deadline: **January 31st, 2024**

	 Gold	 Table	 Wine
	\$9000	\$1000	\$750
Quantity Available	1	6	∞
Placement of Company Logo in Slideshow	Large	Medium	Medium
Placement of Logo in EngGrad Handbook	Large	Small	Small
Complimentary Tickets	10	2	2
Honourable Mention During Speeches	✓	✓	✓
Placement of Company Logo on All Wine Bottles			✓
Placement in EngGrad Dinner Program	Full Page Spread	Company Logo	
Placement of Company Logo on All Tables		✓	
Placement of Company Logo at the Iron Ring Ceremony		✓	
Placement of Company Logo on All EngGrad Tickets	✓		
Exclusive Rights as a Premium sponsor to the Most Extravagant Engineering Evening of the Year	✓		

Sustainability in Tech

This event aims to inform students on the methods of prioritizing and understanding the connection between sustainability and technology. Speakers from industry will be discussing topics involving applying sustainable practices to innovation, and fostering economic and social development within the field of engineering. There will be lunch provided while the speakers present.

Sponsorship Deadline: **January 1, 2024**

	 Gold	 Bronze
	\$600	\$300
Quantity Available	1	2
Advertisement on Instagram Page	✓	✓
Verbal Acknowledgement at Event	✓	✓
Logo Placement on Social Media Post	✓	✓
Logo Placement at Event Tables	✓	
Opportunity to have a Representative Speak at the Event	✓	

Sr. Outreach

Senior Outreach teaches high school students about the opportunities found in the Faculty of Engineering. One initiative involves sending design challenge material to schools so that students can compete, schools can post on their social media, and win prizes. Outreach aims to draw in as many students as possible to get them interested in engineering.

There will be three in person events, which will take place in October, November, and February.

Sponsorship Deadline: **October 1, 2023**

	 Gold	 Silver	 Bronze
	\$1000	\$500	\$250
Quantity Available	2	2	∞
TVs Logo Placement on Event Banner	Central	Small	Small
Recognition in Care Packages	Large	Small	Small
Logo Placement on Food Tables	Large	Small	Small
Acknowledgement During the Student Lunch	✓	✓	✓
Naming Rights to the Design Competition Held in the Atrium	✓		
Opportunity to Send a Representative to Speak to Prospective Engineering Students	✓		
Two Weeks Worth of Sponsorship Recognition on EngVision ¹	✓	✓	

1. EngVision consists of our TVs located in the atrium and the student lounge

Junior Outreach

Junior Outreach aims to promote creativity and collaboration for students in grades 5-8, provide an introduction to engineering, and present the different career paths available to an engineer. The directorship goes directly into schools across the province and educates students on what the University of Manitoba has to offer. The mediums used to inform students include presentations, sample demonstrations, pamphlets, and hands-on activities.

Sponsorship Deadline: **May 2024**

	
	\$500
Quantity Available	2
Logo Placement on all Advertisements & Banners	✓
Verbal Acknowledgement at Event	✓
Logo Placement on Pamphlet for Students	✓
Two Weeks worth of Sponsorship Recognition on EngVision ¹	✓

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EngWeek

EngWeek is a weeklong celebration of innovation, technology, and creativity in the faculty of engineering that kicks off the Winter term in early February. EngWeek hosts daily events which bring out the most spirited and creative engineering students. The students work in teams to solve various design challenges.

Sponsorship Deadline: **November 25th, 2023**

	 Gold	 Bronze
	\$1000	\$300
Quantity Available	1	5
Exclusive Naming Rights to the University of Manitoba EngWeek	✓	
Logo Placement on EngWeek Package	Large	Medium
Logo on Social Media Post	✓	
Verbal Acknowledgement During Opening and Closing Ceremonies	✓	✓
Posters Advertising the Event ¹	✓	✓
Two Weeks Worth of Sponsorship Recognition on EngVision ² TVs	✓	

1. Posters will be posted starting at the end of November,
 2. EngVision consists of our TVs located in the atrium and the student lounge

Exam Cram

Study Sessions

Exam Cram review sessions provide free academic support to over 300+ students via professional tutors. These review sessions that occur shortly before finals help many students succeed in a wide variety of courses. In the fall term, the sessions will be hosted virtually. In the Winter term, these sessions will be held on campus and free snacks will be provided to students.

Sponsorship Deadline: **November 2023 and March 2024**

	 Gold	 Bronze
	\$400	\$250
Quantity Available	∞	∞
Logo Placement on Exam Cram Schedule (Sent to All Students)	Large	Medium
Availability of Promotional Material on the Event Table (Winter Term)	✓	✓
Company Logo Displayed in Front of the Event Table (Winter Term)	✓	✓
Verbal Recognition of Sponsor During Exam Cram	✓	
Sponsorship Recognition on EngVision ¹ TVs	1 week	

1. EngVision consists of our TVs located in the atrium and the student lounge

The Great Engineering Pi-Throw

The Great Engineering Pi-Throw is an annual event held by the UMES Community Involvement directorship in order to raise money for charity. This event takes place the week before and the week of March 14th (Pi Day). The week before Pi Day, students and professors within the faculty of engineering have the opportunity to purchase whipped cream pies to send to their peers the following week. During the week of Pi Day, we will go to classrooms and throw pies at the students and professors they were purchased for. Money raised in past years has been donated to the Never Alone Foundation and Islamic Relief Canada (specifically to aid in the 2023 Turkey and Syria earthquake crisis).

Sponsorship Deadline: **February 14, 2024**

	 Gold	 Bronze
	\$500	\$250
Quantity Available	1	2
Verbal Acknowledgement of Company at Event	✓	✓
Logo Placement on Posters Displayed Throughout Engineering Buildings	Large	Small
Distribution of Company's Promotional Material During the Event	✓	
Logo and Acknowledgement in Instagram Post Promoting the Event ¹	✓	

1. UMES Community Involvement has their own dedicated instagram account: @umescommunityinvolvement

Vending Machine

You will be able to reach hundreds of engineering students each week by contributing to a new vending machine. This is a highly trafficked area since the machine is located on our main floor student lounge. This vending machine is an effective marketing zone as there is plenty of room on the sides and edges of the vending machine, and massive logos and decals can be placed on it.

	 Gold	 Bronze
	\$1000	\$500
Quantity Available	2	2
Company Logo on Vending Machine	✓	✓
Logo Placement on Vending Machine	Large	Medium
Social Media Thank You	Dedicated Post	Shared Post
Online Promotional Video (up to)	1 minute	



General Sponsorship

Your sponsorship enables UMES to improve student space and fund student travel to various conferences and competitions throughout the year. As a General Sponsor you are able to reach hundreds of engineering students each week through our engineering student lounge. This lounge is an effective marketing zone as it is a frequently used space by many engineering students.

	 Partner	 Contributor	 Supporter
	\$1000	\$750	\$500
Quantity Available	∞	∞	∞
Ad Space on EngVision ¹ TVs for Your Company to Advertise Your Opportunities to Students	2 weeks		
Opportunity to Display Company Event Posters on UMES Bulletin Boards Across the Engineering Faculty	3 weeks	2 weeks	1 week



We are also happy to accept donations of office supplies, cleaning supplies, or other items that will help UMES improve and enhance the undergraduate experience. To thank you for your donation, we will place your company logo and/or promotional items in high traffic areas, where many engineering students are sure to see them.

1. EngVision consists of new TVs located in the atrium and the student lounge

Contact Us

We look forward to working with you.

UMES Corporate Relations Team

Victor Aderinto - vscr@umes.mb.ca

Shannon Campbell - s.campbell@umes.mb.ca

Che Carby - c.carby@umes.mb.ca

Luke Qually - l.ually@umes.mb.ca

Michael Xau - m.xau@umes.mb.ca

Quoc Dung Tran - d.tranquoc@umes.mb.ca

Sobulachi Amadi - s.amadi@umes.mb.ca

