



UNIVERSITY OF SASKATCHEWAN

College of Engineering

ENGINEERING.USASK.CA



Saskatoon Engineering Students' Society

Sponsorship
Package
2021-2022



MESSAGE FROM THE DEAN

As Dean of the College of Engineering, I'm pleased to support the Saskatoon Engineering Student Society (SESS) and its 2021 sponsorship campaign. Particularly during this time of returning to on-campus operations, with 50% of our students new to our physical spaces –forging new relationships and communities - I appreciate all the SESS does to build a healthy and memorable university experience for our undergraduate students. I hope you will consider contributing to its wide-ranging work.

The SESS is the official organization representing all students within the college and is likely most well-known for leading the social events and celebrations where engineering students build community and create life-long memories. But it does much more – it organizes professional development and networking opportunities, supports the initiatives of our student societies and design groups, and helps provide academic support.

This is a broad mandate and as they execute it, SESS leaders begin to develop the management and organizational skills that will help them become hard-working, effective professionals. SESS officers continue to take on leadership positions in the Canadian Federation of Engineering Students (CFES) and we are especially excited that Shanleigh McKeown, past-president of the SESS, is the current president of the CFES.

By supporting the SESS, you can have a positive impact on students throughout our college, sustaining activities that help young men and women become resourceful, well-trained USask engineers.



Suzanne Kresta

Dean and Professor



MESSAGE FROM THE PRESIDENT

Thank you for considering supporting the Saskatoon Engineering Students' Society (SESS). My name is Kasey Burgess and as the current SESS President it is my privilege to present to you the many sponsorship opportunities available through the SESS.

Since 1919 the undergraduate student society in our college has been supporting students academically, socially, and professionally through events, travel opportunities, and academic advocacy at the University of Saskatchewan. It is our privilege to continue serving our approximately 1700 undergraduate students in the College of Engineering every day.

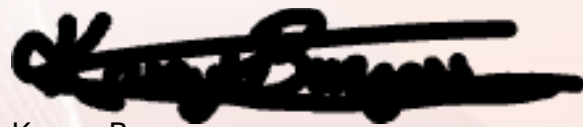
Members of the SESS are undergraduate students pursuing their B.E. (Bachelor of Engineering) in one of the eight (8) disciplines offered by the College along with specialty options and communication and entrepreneurship certificates through the Ron & Jane Graham School of Professional Development. Students in the College of Engineering have proven to be some of the most involved students in the country.

Holding close to 30% of the elected voting member positions for the Canadian Federation of Engineering Students (CFES) as well as compromising 70% of the Western Engineering Student Societies Team (WESST) Executive, SESS members have proven to be involved student leaders working to create a better tomorrow. Along with strong leaders, SESS members have proven to be problem solvers as they have taken home many awards over the past couple of years in the Western Engineering Competition (WEC) as well as sending teams on in the competitions of Parliamentary Debate, Jr. Design, and Innovative Design to the Canadian Engineering Competition (CEC). There is no doubt that the SESS helps students reach their potential to succeed as leaders and innovators on a national level.

The success of our students is a direct result of the financial support we receive from potential sponsors like yourself, who are willing to invest in the future of engineering. Your generous contributions help create a dynamic experience for our members during their time in the College of Engineering and allow us to offer our members the opportunities to fulfill their potential and become the great leaders and engineers they strive to be. Additionally, sponsors will always be acknowledged to the best of our abilities through advertisements and events to raise awareness of our sponsors to SESS members. Together, we hope to work to provide opportunities for our members to thrive and for our sponsors to be highlighted and acknowledged as the people making these opportunities possible.

Thank you for considering the Saskatoon Engineering Students' Society as a partnership opportunity. It would be our pleasure to partner with you and elevate the experience of our members' time in the College of Engineering.

Kind Regards,



Kasey Burgess

SESS President 2021-2022

**SASKATOON
ENGINEERING
STUDENTS'
SOCIETY**



YEAR LONG PARTNER

This is the premier and title-sponsor level all-inclusive package. Becoming a year-long partner includes platinum sponsorship of all four major events the SESS hosts throughout the year (these events are listed in the following pages.) In addition to platinum sponsorship of all major events, the partner package includes the below listed perks. This package will allow your company to be the title-sponsor for every major SESS event of the year and be promoted on all membership items as well as marketing/poster/banners for all events.

Sponsorship Deadline: December 1, 2021

	Partner
	\$10,000
Quantity Available	1
Company Logo under SESS website "Sponsors" page	Partner
Logo placement on sponsorship banner located in the student lounge and outside the SESS office for 1 year	Center Large
Company on social media cover page	Center Large
Platinum sponsorship of all events	✓
Opportunity to distribute and showcase promotional material in the SESS office & student lounge	✓
Logo on all items given to all SESS members (membership cards, mugs) roughly 500 members	✓
Opportunity to set up a company booth during orientation day	✓
Complimentary booth at our industry mixer in early November (largest space available)	✓
Logo at the back of each engineering student newspaper	✓

We are open to discussing custom benefits and recognition

ENGINEERING ORIENTATION AND WELCOME WEEK

Orientation is an event held before the first day of classes to welcome approximately 500 incoming first year engineering students and 1,500 returning engineering students. It is hosted by the Saskatoon Engineering Students' Society and includes tours of the engineering building, design challenges, and team building activities. This event will allow our sponsors to promote their companies, creating a lasting impression on all students. Welcome Week occurs during the first full week of classes. Many events take place during Welcome Week, including evening events in our student lounge for the whole college, first year only events, engineering design challenges, a scavenger hunt, and other morale and team building activities. This event is one of our most highly advertised and talked about events.

Sponsorship Deadline: August 31, 2021

	Platinum	Gold	Silver	Bronze
	Included in Partner Sponsorship	\$2,000	\$1,000	\$500
Quantity Available	1	2	3	∞
Number of times a half page ad will appear in our student newspaper	4	3	2	1
Recognition of company on social media platforms	✓	✓	✓	✓
Acknowledgement during orientation activities	✓	✓	✓	✓
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	✓	✓	✓	✓
Opportunity to distribute and showcase promotional material in the SESS office & student lounge	✓	✓	✓	✓
Opportunity for a community representative to welcome the first years at orientation	5 minutes	3 minutes		
Opportunity to distribute promotional materials during orientation day	✓	✓		
Company name and logo on all promotional material for event including banners, posters, and ads	Large	Medium	Medium	Small
Opportunity to set up a company booth during orientation day	✓	✓	✓	
Exclusive naming rights to Design Competition		✓		
Exclusive naming rights to Engineering Orientation	✓			
Full page ad in the student newspaper during the week of the event	✓			

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SASKATOON ENGINEERING COMPETITION

The Saskatoon Engineering Competition welcomes all U of S Engineering students to put their engineering knowledge and skills to the test against their fellow students. Students compete against each other in a variety of categories including communication, innovative design, team design, debate, reengineering, and consulting. The event includes approximately fifty students across all competitions. The winners of this event move on to the Western Engineering Competition (WEC) and potentially to the Canadian Engineering Competition (CEC).

Sponsorship Deadline: October 30, 2021

	Platinum	Gold	Silver	Bronze
	Included in Partner Sponsorship	\$1,000	\$650	\$300
Quantity Available	1	2	3	∞
Number of times a half page ad will appear in our student newspaper	3	2	1	1
Recognition of company on social media platforms	✓	✓	✓	✓
Exclusive naming rights to the Saskatoon Engineering Competition	✓			
Opportunity to send representatives to act as judges and interact with students	✓			
Full page ad in the student newspaper during the week of the event	✓			
Acknowledgement during opening and closing remarks of the Saskatoon Engineering Competition	✓	✓	✓	✓
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	✓	✓	✓	
Company name and logo on all promotional material for event including banners, posters, and ads	Large	Medium	Medium	Small
Logo on back of shirts given to all competition winners advancing to WEC (22-27 people)	Large	Medium	Small	

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WINTER FORMAL

Our SESS Winter Formal is an annual event that allows us to celebrate the holiday season and the ending of the fall term of classes. It gives students the opportunity to socialize in a formal setting outside of school, and to mingle with representatives of your company. The event consists of a dinner, dance, award, presentations, and a keynote speaker. In the past, the event was held at Louis' in Saskatoon and drew a large crowd of students. This year we are hoping that sponsorship can help us lower the ticket price and increase the number of students attending.

Sponsorship Deadline: October 31, 2021

	Platinum	Gold	Silver	Bronze
	Included in Partner Sponsorship	\$2,000	\$1,000	\$500
Quantity Available	1	2	3	∞
Complimentary tickets to send company representatives to Winter Formal	4	3	2	1
Recognition of company on social media platforms	✓	✓	✓	✓
Formal recognition of company at opening and closing remarks	✓	✓	✓	✓
Number of times a half page ad will appear in our student newspaper	3	2	2	1
Full page ad in the student newspaper during the week of the event	✓			
Opportunity to distribute promotional materials during event	✓	✓	✓	✓
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	✓	✓	✓	
Company name and logo on all promotional material for event including banners, posters, and ads	Large	Medium	Medium	Small
Opportunity to provide the keynote speaker for the event	✓			
Exclusive partnership for one Engineering Week event	✓	✓		
Naming rights to two tables	✓			
Company logo on all event tickets	Large	Medium	Small	
Company title in name of event	✓			

We are open to discussing custom benefits and recognition

ENGINEERING WEEK

Engineering Week is a five-day celebration of engineering held during National Engineering Week in March. The week involves social festivities and engineering challenges. Engineering Week 2021 will feature events such as a design challenge, morale boosting activities, a guest speaker, mental health workshops, and other activities to celebrate engineering.

Sponsorship Deadline: February 10, 2022

	Platinum	Gold	Silver	Bronze
	Included in Partner Sponsorship	\$750	\$500	\$300
Quantity Available	1	2	3	∞
Complimentary tickets to send company representatives to Winter Formal	4	3	2	1
Recognition of company on social media platforms	✓	✓	✓	✓
Formal recognition of company at opening and closing remarks	✓	✓	✓	✓
Number of times a half page ad will appear in our student newspaper	3	2	2	1
Full page ad in the student newspaper during the week of the event	✓			
Opportunity to distribute promotional materials during event	✓	✓	✓	✓
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	✓	✓	✓	
Company name and logo on all promotional material for event including banners, posters, and ads	Large	Medium	Medium	Small
Opportunity to present a seminar to students	✓	✓		
Exclusive partnership for one Engineering Week event	✓	✓		
Exclusive naming rights to Engineering Week	✓			

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GENERAL SPONSORSHIP

Your sponsorship enables the SESS to improve the student experience for engineering students. As a General Sponsor of the SESS, you are able to reach hundreds of engineering students each week through our engineering student lounge, student newspaper, and website. Your sponsorship will help fund tutorials, social and networking events. It truly is the ideal sponsorship option for any company not looking to sponsor a specific event.

	Gold	Silver	Bronze	Iron
	\$2,500	\$1,500	\$750	\$500
Quantity Available	∞	∞	∞	∞
Opportunity to present a seminar to students	✓	✓		
Recognition of company on social media platforms	✓	✓	✓	✓
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	✓	✓	✓	✓
Number of times a half page ad will appear in our student newspaper	4	3	2	1

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COMBINED SPONSORSHIP

Throughout the year, if a company sponsors the SESS with an amount over \$1,000 total, they will receive additional benefits, which are listed below in tiers. Whether a company sponsors one event or multiple, if the total sponsorship amount for the year is higher than the tier, additional benefits will be given as listed below

	Partner	Gold	Silver	Bronze	Iron
	\$10,000 (Shown for comparison)	Total sponsors-hip more than \$6,000	Total sponsors-hip more than \$4,000	Total sponsors-hip more than \$2,000	Total sponsors-hip more than \$1,000
Quantity Available	1	∞	∞	∞	∞
Logo placement on sponsorship banner located in the student lounge and outside the SESS office for 1 year	Center Large	Medium	Medium	Small	Extra-Small
Company Logo on social media cover page	Center Large	Medium	Medium	Small	Extra-Small
Complimentary booth at our industry mixer in early November (space varies depending on sponsorship amount)	Largest	✓	✓	✓	✓
Company Logo under SESS website "Sponsors" page	✓	✓	✓		
Logo at the back of each engineering student newspaper	✓	✓			
Logo on all items given to all SESS members (membership cards, mugs) roughly 500 members	✓				
Platinum sponsorship of all events	✓				

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CONTACT – SASKATOON ENGINEERING STUDENT'S SOCIETY



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