

# USASK ENGINEERING

Sponsorship Opportunities  
2022 | 2023



UNIVERSITY OF SASKATCHEWAN  
College of Engineering  
ENGINEERING.USASK.CA

BE WHAT THE WORLD NEEDS



# SPONSORSHIP OPPORTUNITIES

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# Thank you.

We appreciate your consideration of the following opportunities to showcase your organization through support of the College of Engineering.

Your support will provide formative experiences that foster continued development of the engineering profession through our alumni and our talented student body.

In the past, invaluable contributions from our industry partners have allowed us to elevate our events and activities and enhance our relationships with our community, which is positive for all involved.

This academic year promises to be another year of evolution and progress for USask Engineering. I hope you will join us as a partner and/or participant in one or more of our cornerstone events.

With sponsorship from organizations like yours, we open the door to meaningful industry and community connections: for our students, our alumni and our college. Thank you again for your consideration.

Sincerely,



Suzanne Kresta, Dean





# SAFETY DAYS

*January 2023*

*Safety Days is an event that engages our students in important conversations about safety awareness, accident prevention and the vital role engineers play in creating safe workplaces and communities.*

During Safety Days, we highlight our college’s commitment to safety and provide students with the foundational safety knowledge they will need as they enter the workforce. This event actively supports our belief that we have the responsibility to reinforce the importance of safety with our future engineers.

Students will learn about safety through first-hand accounts from alumni and industry partners in several key themes. Through these sessions and the closing panel, students will hear many stories that illustrate the value of a holistic, robust and proactive safety culture in the college and in industry.

As a sponsor, you will have the opportunity to network with students, supporting your own recruitment needs by demonstrating your safety culture and values.

*Available*  
**OPPORTUNITIES**

|  | Presenting Sponsor | Session Sponsors |
|--|--------------------|------------------|
| Value  | \$5,000            | \$1,500          |
| Opportunities available  | 1                  | 2                |
| Welcome address at event   | ■                  |                  |
| Verbal acknowledgment at event                                   | ■                  |                  |
| Digital recognition via logo on website and social media thanks  | Large              | Small            |
| AV recognition at event  | On screen          | On screen        |
| Logo recognition on promotional materials (Subject to timelines) | ■                  | ■                |

**AVAILABLE SESSIONS**

- Mental Health & Wellness
- Environmental Health & Safety





# C.J. MACKENZIE GALA OF ENGINEERING EXCELLENCE

*January 31, 2023*



## Gather with students, faculty and staff from the College of Engineering to celebrate excellence in engineering at the 46th C.J. Mackenzie Gala.

Each gala recognizes a USask Engineering graduate who has achieved prominence in their profession. They are honoured as the evening's distinguished lecturer and inducted to the College of Engineering Alumni Wall of Distinction. Past honourees include Dr. Ron Graham of Graham Construction (2012), Gilbert LeDressay of Federated Co-operatives Limited (2015), Dr. Kay Nasser of Victory Majors (2017), SaskPower's Mike Marsh (2018), Joe Deutscher of Dow Chemical (2019), Dr. Brad Polischuk of Hologic (2020), and Myron Stadnyk of ARC Resources (2022).

Well-known as a prime opportunity to gather, socialize and celebrate the engineering profession, organizations are invited to join us as sponsors of this cornerstone event. As a gala sponsor, you will receive premiere recognition within the engineering community and will be able to network with colleagues and connect with engineering students excited about entering the profession.

### Available OPPORTUNITIES

|   | Presenting Sponsor | Gold Sponsors   | Silver Sponsors | Corporate Table |
|---|--------------------|-----------------|-----------------|-----------------|
| Value   | <b>GRAHAM</b>      | \$6,000         | \$3,000         | \$1,050         |
| Opportunities available   | 0                  | 2               | 4               | 15              |
| Etiquette night (Pre-gala preparation for students)             | Speaker/content    | Speaker/content |                 |                 |
| Speaking opportunity at gala and logo on photo backdrop         | ■                  |                 |                 |                 |
| On-site banner display  | ■                  | ■               | ■               |                 |
| Complimentary tickets   | 12                 | 8               | 4               | 4               |
| Verbal acknowledgment at gala                                   | ■                  | ■               | ■               |                 |
| Digital recognition via logo on website and social media thanks | ■                  | ■               | ■               |                 |
| AV recognition at gala  | ■                  | ■               | ■               | ■               |
| Logo recognition on promotional print materials                 | ■                  | ■               | ■               | ■               |

(Subject to timelines)

## SPONSORSHIP & CORPORATE TABLES

Sponsorship and corporate table purchases help make ticket prices accessible for students.

Students will join your corporate table to complete the round, and you may request specific students and/or disciplines to join you at your table. Your company logo will be displayed on your table as well as on presentation screens during the gala.

# SASKATOON ENGINEERING SOCIETY UNDERGRADUATE DESIGN SHOWCASE

*March 29, 2023*





*Join us as the best 4th-year capstone design projects from across the College of Engineering are presented to judges and audience members.*

Showcasing the considerable talents of our future engineers, student teams will compete for bragging rights and cash prizes in the categories of product design, industrial design, social impact, environmental impact and audience choice.

The evening recognizes months of hard work by students, whose projects present creative solutions to real-world problems. As a sponsor of this evening, you will be able to meet each team, judge a specific award category and present the winning capstone project team with their award, on behalf of your organization.

## Available OPPORTUNITIES

|   | Presenting Sponsor | Capstone Sponsor | Award Sponsors | Table Sponsors |
|---|--------------------|------------------|----------------|----------------|
| Value   | \$10,000           | \$5,000          | \$1,500        | \$750          |
| Opportunities available   | 0                  | 1                | 0              | 8              |
| Keynote address and award presenter (with award sponsor)                  | ■                  |                  |                |                |
| Event welcome address   |                    | ■                |                |                |
| On-site banner display  | ■                  | ■                |                |                |
| Complimentary tickets   | 8                  | 4                | 2              | 2              |
| Judging and award presentation opportunities                              |                    | ■                | ■              |                |
| Verbal acknowledgment at event  | ■                  | ■                | ■              | ■              |
| Digital recognition via logo on website and social media thanks           | ■                  | ■                | ■              | ■              |
| AV recognition at event   | ■                  | ■                | ■              | ■              |
| Logo recognition on promotional print materials<br>(Subject to timelines) | ■                  | ■                | ■              | ■              |



# HARD HAT CEREMONY

*September 2023*





*Join us as we welcome the College of Engineering's 2nd-year students into their chosen disciplines and celebrate as they take a significant step toward becoming professional engineers.*

During the evening's formal program, students are welcomed to their discipline by an industry leader and then receive their hard hats. As the ceremony closes, all students recite the college's ethics pledge. A reception follows the program.

As a sponsor of this event, your business will have the opportunity to address students, have your logo decal featured on the hard hats, or highlight your support of our shared values and ethics on the card featuring the ethics pledge.

## Available OPPORTUNITIES

|   | Presenting Sponsor             | Hard Hat Sponsor               | Ethics Sponsor                                      | Discipline Sponsors                            |
|---|--------------------------------|--------------------------------|---|--|
| Confirmed sponsor   | <b>GRAHAM</b>                  | Engineering Advancement Trust  | <b>HATCH</b>  |  |
| Value   | \$10,000                       | \$5,000                        | \$5,000   | \$1,500  |
| Opportunities available   | 0                              | 0                              | 0   | 8  |
| Welcome address   | ■                              | ■                              |   |  |
| Ethics pledge speaking opportunity  |                                |                                | ■   |  |
| On-site banner display  | ■                              | ■                              |   |  |
| Special opportunities   | Sticker logo on every hard hat | Sticker logo on every hard hat | Logo on Ethics Pledge Card received by each student | Sticker logo on hard hats of chosen discipline |
| Welcome to discipline remarks   |                                |                                |   | ■ (chosen discipline)                          |
| Verbal acknowledgment at event  | ■                              | ■                              | ■   | ■  |
| Digital recognition via logo on website and social media thanks           | ■                              | ■                              | ■   | ■  |
| AV recognition at event   | ■                              | ■                              | ■   | ■  |
| Logo recognition on promotional print materials<br>(Subject to timelines) | ■                              | ■                              | ■   | ■  |



# ENGINEERING GRADUATE RESEARCH CONFERENCE

*September 2023*

*Organized by the college's Engineering Graduate Community Council, the annual Engineering Graduate Research Conference is an opportunity to exchange academic knowledge and have graduate students and industry connect.*

College of Engineering graduate students learn, share and lead through this interactive event consisting of a keynote presentation, career skills workshop and a research poster competition.

Concluding with award presentations, the research posters are judged on the research rationale, background theory, clarity of research methodology, along with the conclusion, discussion and overall presentation. Prizes are awarded for first, second and third place.

## *Available* **OPPORTUNITIES**

|  | Gold<br>Sponsor | Silver<br>Sponsors |
|--|-----------------|--------------------|
| Value  | \$1,500         | \$750              |
| Opportunities available                          | 1               | 3                  |
| Speaking opportunity at event                    | ■               |                    |
| Participation in judging panel                   | ■               | ■                  |
| Logo featured in event invitations               | ■               | ■                  |
| Verbal acknowledgment at event                   | ■               | ■                  |
| Digital recognition via logo/social media thanks | ■               | ■                  |
| Logo recognition on post-event communications    | ■               | ■                  |



*The USask Engineering Alumni Luncheons for students and alumni in Calgary and Saskatoon are usually held in November or December.*

Featuring a gourmet lunch service and a keynote presentation or a panel featuring one or more prominent members of the local alumni community, the alumni luncheon has become a staple opportunity to reconnect with past classmates, welcome new alumni, and keep up-to-date with recent developments in the College of Engineering.

For these community events, personal and corporate donations are gratefully received. To recognize our supporters at any level, we give our thanks verbally at the event, as well as by displaying the logo and/or name of each contributing party. Your support of a USask Engineering Alumni Luncheon helps to ensure that the event is provided at no cost to alumni. As a supporter, you will enjoy prime seating and will receive recognition leading up to and during the event.

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We are always looking for new faces from our alumni community that have a fresh and inspiring story to tell. If you know someone that you think would make an excellent speaker at a USask Engineering Alumni Luncheon, we want to hear from you.

If you want to know about the alumni events happening in your area or would like more information on planning your own event, we want to hear from you.

Contact us at: [enr.alumni@usask.ca](mailto:enr.alumni@usask.ca)





# INDUSTRY COLLABORATIONS

*Engagement beyond sponsorship*

## STUDENT COMMUNITY BUILDING

**Richelle Kenn, Development Officer:** [richelle.kenn@usask.ca](mailto:richelle.kenn@usask.ca)

**Alumni Relations:** [enr.alumni@usask.ca](mailto:enr.alumni@usask.ca)

### TECHNICAL

- Capstone design project industry client and/or mentor

### MENTORSHIP & GUIDANCE

- Join an alumni chapter
- Volunteer with Engineering Advancement Trust

### CORPORATE

- Support student design teams and clubs
- Support Indigenous student initiatives

## CO-OP PROGRAM FOR EMPLOYERS

**USask Engineering Co-op and Career Centre:** [engineering.coop@usask.ca](mailto:engineering.coop@usask.ca)

### TECHNICAL

- Hire students for a paid work placement for 4, 8, 12 or 16 months

### MENTORSHIP & GUIDANCE

- Mentor a co-op student from your place of employment

### CORPORATE

- Build a pipeline of new hires that arrive fully trained

## PARTNERSHIP FOR INNOVATION

**Jafar Soltan, Associate Dean, Research & Partnerships:** [enr.researchdean@usask.ca](mailto:enr.researchdean@usask.ca)

### TECHNICAL

- Fee-for-service research
- Data and outputs owned by funder

### RESEARCH CONTRACTS

- Specialized research for specific initiative

### RESEARCH GRANTS

- Primary goal is support of graduate students and publication of outcomes.

## STRATEGIC IMPACT

**Suzanne Kresta, Dean:** [enr.dean@usask.ca](mailto:enr.dean@usask.ca)

### TECHNICAL

- Establish research chair
- Co-create strategic initiatives or academic programming

### MENTORSHIP & GUIDANCE

- Join the Dean's Advisory Board
- Serve on the Engineering Advancement Trust Board of Trustees

### CORPORATE

- Co-create new knowledge and drive innovation to the forefront of Saskatchewan's economic future

# THOROUGH

## USask College of Engineering magazine

With an audience of alumni, industry, government, students and campus leaders, THOROUGH magazine promotes the academic, research and student activities of the College of Engineering to a potential readership of 11,000. Bring your message to this diverse and engaged audience.

Basic rates are listed. To discuss a solution that is appropriate for your audience call: **306-966-2633**

## 2023 RATE CARD

| PAGE               | Value   |
|--------------------|---------|
| Back outside cover | \$2,500 |
| Front inside cover | \$2,000 |
| Back inside cover  | \$2,000 |
| Full-page ad       | \$1,500 |
| Half-page ad       | \$750   |
| Quarter-page ad    | \$500   |

All advertising in THOROUGH is full colour.  
Rates are subject to GST.



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# Connect with us

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