

# USASK ENGINEERING

Sponsorship Opportunities  
2022 | 2023



UNIVERSITY OF SASKATCHEWAN  
College of Engineering  
ENGINEERING.USASK.CA

BE WHAT THE WORLD NEEDS



# HARD HAT CEREMONY

*September 23, 2022*



Join us in welcoming the College of Engineering's 2nd-year students into their chosen disciplines and celebrating as they take a significant steps to become professional engineers.

During the evening's formal program, students are welcomed into their discipline by an industry leader and then invited on stage, where they receive their hard hats and a card with engineering ethics and values. 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 a specially printed card.

## Available OPPORTUNITIES

	Presenting Sponsor	Hard Hat Sponsor	Ethics Sponsor	Discipline Sponsors
Confirmed sponsor	<b>GRAHAM</b>	Engineering Advancement Trust	HATCH	
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 (subject to timelines)	■	■	■	■

# 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 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 the importance of safety from first hand accounts of alumni and industry partners in key themes. Through these four sessions and 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 to promote your culture of safety and support 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 promotion 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) and 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 event	■	■	■	■
Logo recognition on promotion print materials	■	■	■	■

(subject to timelines)

## SPONSOR & CORPORATE TABLES

Sponsors & corporate table purchases helps to 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 upon the gala rolling presentation screens.



# SES UNDERGRADUATE DESIGN SHOWCASE

*March 29, 2023*





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

Showcasing the considerable talents of our future engineers, students 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 celebrates 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	3	8
Keynote address and award presentator (with award sponsor)	■			
Event welcome address		■		
On-site banner display	■	■		
Complimentary tickets	8	4	2	2
Judge role 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 promotion print materials (subject to timelines)	■	■	■	■

# ENGINEERING GRADUATE RESEARCH CONFERENCE

*September 2023*

Organized by the Engineering Graduate Community Council (EGCC) the annual Engineering Graduate Research (EGR) Conference is an opportunity to exchange academic knowledge, and allow graduate students and industry to 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 session.

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. Top prizes are awarded for first, second and third place.

## *Available* **OPPORTUNITIES**

	Gold Sponsor	Silver 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	■	■





# USASK ENGINEERING ALUMNI LUNCHEON

*Winter 2023 - Saskatoon & Calgary*

The USask Engineering Alumni Luncheons are an annual tradition for both Calgary and Saskatoon based alumni and students.

Featuring a gourmet lunch service and a keynote presentation or panel by 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 the USask Engineering Alumni Luncheons helps to ensure that the respective event is provided at no cost to alumni. As a supporter, you will enjoy prime seating and will receive recognition leading 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.

Do you want to know what alumni events are happening in your area or would like more information on planning your own, 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, Advancement Officer  
Alumni Relations**

**[richelle.kenn@usask.ca](mailto:richelle.kenn@usask.ca)  
[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, Acting 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 Deans 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

**USask Engineering, External Relations**

57 Campus Drive

Saskatoon, Saskatchewan, S7N 5A9

Phone: (306) 966-2633

Email: [enr.alumni@usask.ca](mailto:enr.alumni@usask.ca)

**[engineering.usask.ca](http://engineering.usask.ca)**



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