



SPONSORSHIP PACKAGE



ONTARIO ENGINEERING COMPETITION
WATERLOO, ON
JANUARY 29TH - 31ST, 2010



TABLE OF CONTENTS

Introduction	Page 1
Welcome Messages	Page 2
About OEC	Page 5
Sponsorship Details	Page 8
Sponsorship Opportunities	Page 9
Current Sponsors	Page 10
Organizing Committee	Page 11
Sponsorship Agreement	Page 12



Dear **Potential Partner**,

On behalf of the organizing committee, I would like to thank you for taking the time to consider supporting the 2010 Ontario Engineering Competition (OEC), to be hosted at the University of Waterloo. I am thrilled and honoured to be a part of such an inspiring event. Each year, the most creative, innovative and intelligent engineering students from across the province gather for one weekend of competition and networking. When you walk into the room filled with these students in February, the buzz of energy and atmosphere of talent will immediately strike you.

OEC is a recruiter's dream for high-performance engineering companies – a pool of the brightest engineering minds in the province, most about to graduate and looking for a place to make their start in the “real world”. Considering the economic situation of the recent past, is there currently a better investment to be made, than that of investment in future talent on which to base your firm's growth? As an OEC partner, your organization will gain valuable publicity both within the community, within the engineering profession, and to the students who represent your future employees, managers, clients, and partners.

Located in Waterloo, ON., a community recently named the World's Top Intelligent Community, the University of Waterloo is often recognized as the most innovative engineering university in Canada. The competition will be hosted at a variety of venues located both on the university campus, and off-campus in the Kitchener-Waterloo community. The community is not only home to a strong technology sector, but also to three well-known think tanks: The Institute for Quantum Computing, the Perimeter Institute for theoretical physics (Stephen Hawking recently named Research Chair), and the Centre for International Governance.

Please join us as we celebrate this gathering of bright young minds, and invest in the future of engineering in our Province. The Ontario Engineering Competition challenges these students to think even further outside the box, to consider real-world business viability of their designs, and to convince judges why their design is the best. If you think this sounds like the qualities your organization is looking for, then please help us make this possible by sponsoring the 2010 Ontario Engineering Competition.

Thank you for your time and consideration,

Stephen Lake
Chair
2010 Ontario Engineering Competition
University of Waterloo

City of Waterloo
Brenda Halloran, Mayor



Welcome from the Mayor

Welcome to the City of Waterloo. We are thrilled that the prestigious Ontario Engineering Competition is being held in this community in 2010.

Waterloo is the ideal location for this kind of event. For starters, we have received global recognition for our innovation, and were named the Top Intelligent Community in the world in 2007. Innovation is ingrained in our corporate values – we always strive to promote new ideas, products and services, technologies and skills.

Waterloo is home to many innovative companies, as well as two universities and a college. The University of Waterloo is also renowned for its innovation – and its faculty of engineering is considered one of the best of its kind in North America. The vibrant environment in Waterloo and this world-class institution make it the ultimate site for this competition.

On behalf of this City, I would like to wish all the engineering students the best of luck in this competition. We hope you enjoy your time in Waterloo.



Sincerely,

A handwritten signature in cursive script that reads "Brenda Halloran".

Brenda Halloran
Mayor

100 Regina Street South, Waterloo City Centre, Waterloo, Ontario Canada N2J 4A8 519-747-8700 Fax 519-747-8500





OFFICE OF THE PRESIDENT
University of Waterloo, 200 University Avenue West, Waterloo, Ontario, Canada N2L 3G1
519-888-4400 | Fax: 519-888-6337 | president@uwaterloo.ca

Participants in the Ontario Engineering Competition 2010:

It gives me great pleasure on behalf of the University of Waterloo to welcome you to our campus for the 2010 Ontario Engineering Competition.

To the organizers I extend a hearty "thank-you" for selecting Waterloo as the venue for this important competition. The OEC 2010, entirely organized and run by students, annually attracts many of the top engineering students from across the province. These are our future leaders and Waterloo is extremely pleased to be able to host these outstanding young people for this exciting event.

A key theme of the competition is innovation, as well as extending the impact of the engineering profession to the business world and society as a whole. These principles are already central to the makeup of Waterloo's engineering program that was founded, and continues to exist, as the world's leading co-operative engineering program. To this day Waterloo's mixture of practical co-op work placements and theoretical classroom instruction remains at the cutting edge.

Furthermore, we are proud to maintain our close links with the business world through our co-op and research programs, thus guaranteeing that our students and graduates will always be current in the latest technologies and processes.

Our engineering faculty's ambitious plan for the future, Vision 2010, culminating this year, sets out the road map to keep Waterloo among the leading institutions in the world by attracting the best faculty, students, staff and facilities. Therefore hosting the OEC in 2010 could not come at a better time to showcase the excellence of our engineering faculty, our university, and the brightest students from around Ontario.

Once again, welcome, and enjoy your stay at Waterloo.

Yours sincerely,

A handwritten signature in black ink, appearing to read "David Johnston".

David Johnston,
President



Welcome,

The University of Waterloo is proud to welcome the Ontario Engineering Competition back to our campus in 2010. And, as a major sponsor for this important event, we'd like to invite you to join us in supporting the OEC 2010.

From January 29 to 31, 2010, top engineering students from across the province will gather at Waterloo to showcase their engineering, design, communication and presentation talents. During this event, we will have an opportunity to watch the brightest engineering minds at work, producing innovative designs and -- as the event's theme promises -- redefining engineering. I know this will be a rewarding experience for all involved.

The event will also connect engineering students with professionals in industry, government and academia. At Waterloo Engineering, we know that connection is important, and we work hard to maintain it through our research programs and our renowned co-operative education system.

Please join us in strengthening the connection between Ontario's finest engineering students and the companies that will one day benefit from their talents. Your sponsorship would send a strong message to these young people, and to the engineering community: a message of vision, generosity and investment in the future of engineering. Please give it your consideration.

Yours Sincerely,

A handwritten signature in blue ink that reads "Adel S. Sedra".

Adel S. Sedra, Dean
Faculty of Engineering
University of Waterloo

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University of Waterloo
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Waterloo
FACULTY OF ENGINEERING
VISION 2010 CAMPAIGN





OVERVIEW

The Ontario Engineering Competition (OEC) is an annual event that attracts over 200 of the top engineering students from across the province – the engineers, managers, and business leaders of tomorrow. OEC showcases the talent of aspiring engineers from the following 15 accredited engineering programs in Ontario through challenges which test them in the fundamental principles of engineering such as innovation, design, communication and teamwork.

- Carleton University
- University of Guelph
- Lakehead University
- Laurentian University
- McMaster University
- University of Ontario Institute of Technology
- University of Ottawa
- Queen's University
- Royal Military College of Canada
- Ryerson University
- University of Toronto
- University of Waterloo
- University of Western Ontario
- University of Windsor
- York University

OEC was the brainchild of Diane Neil and the Queen's University Engineering Society in 1980. In less than three decades, the competition has grown from just 56 Ontario participants competing in 3 categories to the launch of three other regional competitions throughout Canada and setting the blueprint for the Canadian Engineering Competition.



ABOUT OEC

COMPETITIONS

Consulting Engineering

The goal of the Consulting Engineering category is to encourage undergraduate engineering students to utilize their full range of skills to solve a complex, multi-disciplined engineering problem and convince a “client” that their solution is optimal. In this category, competitors must design and promote an engineering solution to potential clients (judges).

Engineering Communications

The goal of the Engineering Communications category is to encourage undergraduate engineering students to present a technical topic, expressing a viewpoint on its social, economic, and/or environmental impact. In this category, competitors must identify a technological process or issue, form an opinion about it, thoroughly and clearly explain the process or issue to an audience not specializing in their field, and present strong arguments to support their viewpoint.

Innovative Design

The goal of the Innovative Design category is to encourage undergraduate engineering students to utilize their creativity and education to develop a product or service. In this category, competitors must design a marketable product or service, or a component of a service that is a significant improvement upon previous designs.

Junior & Senior Team Design

The goal of the team design category is to encourage junior/senior undergraduate engineering students to produce a feasible design despite limited materials and preparation time. In this category, competitors combine teamwork and problem solving skills to design, construct, test, and present a previously undisclosed project.

Parliamentary Debate

The goal of the Parliamentary Debate category is to encourage undergraduate engineering students to present a well-reasoned viewpoint with a minimum of preparation time. In this category, competitors defend or refute a previously undisclosed resolution using the format of parliamentary style debate.





OEC 2010: REDEFINING ENGINEERING

The University of Waterloo has a worldwide reputation as a centre for innovation and advancement of engineering education. The organizing committee intends to extend this history of innovation into the central theme of OEC 2010. This theme is “Redefining Engineering” in which participants aspire to broaden the definition of the profession to include the application of engineering principles in the business world and its impact on society on the whole. Engineering has evolved into a truly multifaceted profession involving an extensive knowledge and understanding of applied science and having both exceptional technical and soft skills. Successful engineers of the future must adapt to the fast-paced world of commerce and realize the far-reaching business and societal impacts of their work. We plan to integrate the theme to the competition by introducing a significant marketing/feasibility (business) aspect into the design competitions, and to move new technological advances into the forefront of all competitions.

BUDGET

Source	Expense	Revenue
Accommodations at Delta Kitchener	\$80,000	
Competition	\$10,000	
Awards	\$30,000	
Speaker	\$10,000	
Promotions and Misc.	\$15,000	
Competitor Fees		\$48,000
Observer Fees		\$2,000
Sponsorship		\$95,000
Total	\$145,000	\$145,000



SPONSORSHIP DETAILS

OVERVIEW

The Ontario Engineering Competition cannot be possible without the support of its industry partners. With your support, the competition promises to be an exceptional event not only showcasing the talents of the top engineering students in the province but providing a unique networking opportunity for students and professionals in the industry. The recently integrated Career/University Fair allows graduating and non-graduating students to explore opportunities not only in the industry but as well as graduate studies, to further enlighten their career path. Join us as we bring together some of the brightest young mind in Ontario and support the future of engineering.

BENEFITS OF A SPONSOR

With your sponsorship, you will have the opportunity to:

- Observe an elite group of engineering students showcasing their talent in a high pressure and time sensitive situation, as well as innovative design.
- Network with other professionals in the industry.
 - Current participating sponsors include Hatch, Hydro One, Hammond Power, Ontario Centres for Excellence and Consulting Engineers of Ontario, Ontario Society of Professional Engineers and Sanford Fleming Foundation.
 - Past participating sponsors include Research In Motion, Syncrude, Dow, Ontario Power Generation, Juniper Networks, Pratt & Whitney Canada, Magna, Golder and Associates, Conestoga-Rovers and Associates, Xerox Centre for Engineering Entrepreneurship & Innovation and etc.
 - Past participating school sponsors include University of Guelph, McMaster University, Carleton University, University of British Columbia, Queen's University, Ryerson University, University of Western Ontario and University of Ottawa.
- Advertise at the event and in all related publications including the website and Delegate Package.
- Provide professional input on competition challenges.
- Recruit potential employees or graduate students.





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR
\$25,000

- Introductory letter in Delegate Package
- Corporate table at the Awards Banquet

All benefits of Participating Major Patron, additional Career/University Fair table.

WELCOME DINNER SPONSOR
\$12,000
1 Available

- Corporate table at the Welcome Dinner
- Dedicated promotional material at dinner
- Input on dinner meal options
- Opportunity to address competitors during the meal

All benefits of Participating Major Patron, additional Career/University Fair table.

AWARDS BANQUET SPONSOR
\$15,000
1 Available

- Corporate table at the Awards Banquet
- Dedicated promotional material at dinner
- Input on dinner meal options
- Opportunity to address competitors during the meal

All benefits of Participating Major Patron, additional Career/University Fair table.

SUSTAINING MAJOR PATRON
\$5,000
2 Available, Consulting Engineering & Innovative Design

- One voting seat on the Advisory Board
- Present awards of sponsored competition

All benefits of Participating Major Patron

Sustaining Major Patron positions involve commitment to future years of sponsorship at or above the Participating Major Patron level.

PARTICIPATING MAJOR PATRON
\$5,000
Unlimited

- Guaranteed two seats at the Awards Banquet
- Full page advertisement in publications
- Name appears on sponsor's page of publications
- Prominent large logo displayed on web page and active hyperlink
- Prominent large display of name and logo on sponsor's board
- Dedicated promotional booth at Career/University Fair
- Resume CD

PARTICIPATING PATRON
\$3,000
Unlimited

- Half page advertisement in publications
- Name appears on sponsor's page of publications
- Small logo displayed on web page and active hyperlink
- Medium display of name and logo on sponsor's board
- Dedicated promotional booth at Career/University Fair
- Resume CD

PARTICIPATING CONTRIBUTOR
\$1,000
Unlimited

- Logo appears in publications
- Name appears on sponsors page of publications
- Name displayed on web page and active hyperlink
- Small display of name and logo on sponsor's board
- Shared promotional booth at Career/University Fair

DONOR
\$500
Unlimited

- Name appears on sponsors page of publications
- Name displayed on web page
- Name appears on sponsor's board

Allowed to display promotional material on a shared table at competition, if desired.



CURRENT SPONSORS

PRESENTING SPONSOR



SUSTAINING MAJOR PATRON

Engineering Communications



Junior Team Design



Parliamentary Debate



Senior Team Design



PARTICIPATING MAJOR PATRON

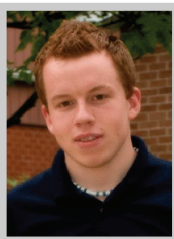


THANK YOU!





ORGANIZING COMMITTEE



Chair
Stephen Lake
Mechatronics 2B
srlake@uwaterloo.ca



VP Communication
Heather Lomax
Chemical 2B
halomax@uwaterloo.ca



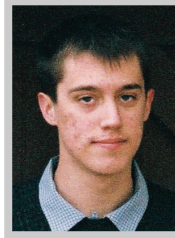
VP Sponsorship
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k13liu@uwaterloo.ca



VP Finance
Adli Nureddin
Mechanical 2B
anureddi@uwaterloo.ca



Technology Director
Julian Novick
Civil 3B
jnovick@uwaterloo.ca



VP Logistics
Computer 2B
Nick Cosentino
ncosenti@uwaterloo.ca

SPONSORSHIP AGREEMENT

Name: _____ Title: _____

Company Name: _____

Mailing Address: _____ P.O. Box: _____

City: _____ Province: _____ Postal Code: _____

Contact Information

Telephone: _____ Extension: _____

E-mail: _____

Sponsorship Opportunities (check)

	Amount	
<input type="checkbox"/> Welcome Dinner	\$12,000	or _____
<input type="checkbox"/> Awards Banquet	\$15,000	or _____
<input type="checkbox"/> Sustaining Major Patron	\$5,000	or _____
<input type="checkbox"/> Consulting Engineering or Innovative Design (circle)		
<input type="checkbox"/> Participating Major Patron	\$5,000	or _____
<input type="checkbox"/> Participating Patron	\$3,000	or _____
<input type="checkbox"/> Participating Contributor	\$1,000	or _____
<input type="checkbox"/> Donor	\$500	or _____

Method of Payment (check)

Cheque Money Order

You will receive confirmation upon our receipt of this document.

Please Mail to:

OEC 2010
University of Waterloo Engineering Society
Carl Pollock Hall, University of Waterloo
200 University Ave. West
Waterloo, Ontario
N2L 3G1

If you have any inquiries about the sponsorship package or customized sponsorship opportunities please free to contact Yuree Sung at y2sung@uwaterloo.ca.



