Corporate Sponsorship Package 2014

Attracting, empowering and advancing women in science, engineering and technology.

www.wisest.ualberta.ca • 780.492.1842
wisest@ualberta.ca • @WISESTualberta
Help us to Empower Women in the Sciences, Engineering and Technology

WISEST (Women in Science, Engineering and Technology) would like to invite interested corporations to join us in our vision to **Empower Women in the Sciences, Engineering and Technology (SET)**. Our award winning programs work towards this through hands-on experiences, active participation, mentorship, networking, outreach, and education.

Founded by the U of A Vice-President (Research) office in 1982, WISEST first investigated reasons why few young women chose and remained in science and engineering careers. To change this situation, WISEST initiated and continues to develop on-going Programs, Community Events and Networks. Thirty-two years later, the number of young women in post-secondary institutions in Canada is now greater than the number of young men. However, there is still an underrepresentation of women in many SET fields of study, particularly engineering and computing science, and these numbers tend to decline even more as women enter the workforce. This is why WISEST’s programs are still relevant and why we call upon our corporate sponsors to work with us to promote a diverse and equitable SET community within Alberta and within Canada.

WISEST is primarily a donor driven organization. Our programs would not be possible without the generous support of the government, industry and individual sponsors that believe in the work that we do. Each year, our programs reach over 1000 young women in Alberta and we engage over 600 volunteers to successfully deliver these programs. WISEST has fostered a unique and supportive SET community and we encourage you to consider joining us to further strengthen and to build this community by supporting our programs.
Our Programs

Choices: On each of two days, 300 Grade 6 girls and their teachers from 75 elementary schools in the Greater Edmonton area, spend a day at the U of A investigating the wonders of SET activities through hands-on experiences (14,600 students and 3535 teachers from 1991-present).

Meet-a-Mentor: Four live video-conference hands-on sessions delivered to Grades 5-9 students in rural Alberta by dynamic individuals from academia and industry build on a SET theme over the school year (435 students from 27 rural schools from 2009-present).

IlluminateIT: In this new outreach program, computer science and technology come alive to Grades 5-9 students where they expand their IT awareness, engage in hands-on activities using Microsoft Kodu Game Lab and/or Lego Mindstorms and develop ‘Digital Citizenship’.

Tales from the Science Buffalo: This new outreach program engages rural boys and girls in hands-on science activities that honour Aboriginal Ways of Knowing. Inspired by the five Grade 6 Science units, it includes 6-10 classroom visits each year and introduces science career options.

SET Conference: An annual day-long science and engineering extravaganza at the U of A for urban, rural and Aboriginal high school girls (3136 students from 1988-present).

WISEST Summer Research Program (SRP): A six-week paid summer research position for urban, rural and Aboriginal high school students in world-class science and engineering laboratories at the U of A (1413 students from 1984-present) During this program we also expose high school teachers to research on campus through our Teacher Appreciation Day.
Our Community Events

**Annual Lecture:** WISEST’s Annual Lecture is an event that is designed to bring together women in SET from academia, industry and government to hear from inspiring guest speakers and to engage in active discussion about solutions to the issues that women can face while pursuing a SET career. In May, 2014, WISEST welcomed Dr. Maria Klawe, President of Harvey Mudd College, US, a computing science enthusiast who sits on the board of Microsoft and who has been extremely successful in increasing the number of women in computing science courses at Harvey Mudd.

**Inaugural Symposium:** New in 2014, WISEST introduced an afternoon symposium that prefaced our Annual Lecture. This event had the objective of facilitating interactions between employee resource groups, women’s networks, and other interested individuals who wished to share their best practices, lessons learned and to build a strong, inclusive community in science, engineering, technology and trades.

**Annual Golf Tournament and Silent Auction:** Each summer, a dedicated group of volunteers organize an amazing golf tournament and silent auction to raise funds for WISEST’s programs. This event is an opportunity for organizations to network and socialize while supporting diversity in science, engineering and technology.

Our Networks

**UA-WiSE** (University of Alberta—Women in Science and Engineering) is a learning and support group for undergraduate women in the fields of science and engineering.

**WISER** (Women in Science, Engineering, and Research) connects early-career women in SET fields with one another and with the information, resources, support and professional development opportunities they require to advance in their careers.
Why Sponsor WISEST?

Diversity...

By giving to WISEST, corporations are helping to empower women in the sciences, engineering and technology. WISEST and our partners are working together to break down the barriers that often prevent young women from pursuing an education or career in SET and to promote the diversity of voices that are represented in SET fields.

Community...

Our sponsors are truly a valued part of the WISEST community. We offer sponsoring organizations multiple opportunities to volunteer or to participate in WISEST, including attending our Annual Lecture, speaking at special events, and interacting with students as role models. Building an inclusive and diverse SET community is integral to all of WISEST’s programs.

Opportunity...

Alberta is a world leader in the petroleum, agriculture and technology industries. We are fortunate to have exceptional career opportunities to offer young Albertans and WISEST and our sponsors work to ensure that young women are not exempt from these opportunities. Our programs show young women that they have the skills and the capabilities needed to succeed and to pursue leadership in the SET community by boosting their confidence and giving them access to resources that build their knowledge and skills.
Corporations interested in sponsoring WISEST can choose to direct their funds to a specific program or event, or contribute to WISEST’s **Fund For the Future**, a priority funding area for WISEST that allows us to distribute funds to where they are most needed to ensure the continued availability of all our programs. The matrix below details the levels of sponsorship and the benefits associated with each level:

<table>
<thead>
<tr>
<th>Sponsor Benefit</th>
<th>$20,000 + (Platinum)</th>
<th>$10,000 + (Gold)</th>
<th>$5,000 + (Silver)</th>
<th>$3,000 + (Bronze)</th>
<th>$500.00 + (Friend)</th>
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</thead>
<tbody>
<tr>
<td>Invitation for employees to volunteer as WISEST program role models, to deliver student workshops, etc.</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Logo recognition on WISEST website</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Opportunity to distribute your corporation’s brochures, publications, etc. to WISEST students and Networks</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Thank you message on WISEST’s social media (Facebook—over 500 fans, Twitter—778 followers)</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Prominent logo recognition on all related print material</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Prominent logo recognition on WISEST website, linked to your corporate website</td>
<td>X</td>
<td>X</td>
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<td>Opportunity to display a corporate booth and to participate in event programs (Annual Lecture, Inaugural Symposium, Golf Tournament)</td>
<td>X</td>
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<td>Profiling of your female employees’ accomplishments, awards, etc. on WISEST’s website and social media (Facebook and Twitter)</td>
<td>X</td>
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Sponsor a WISEST Community Event

Some of WISEST’s annual events have unique sponsorship opportunities. These events have their own Sponsor Benefit plans.

**WISEST Annual Golf Tournament**

<table>
<thead>
<tr>
<th>SPONSOR</th>
<th>$7,500</th>
<th>$5,500</th>
<th>$2,500</th>
<th>$2,500</th>
<th>$2,000</th>
<th>$1,000</th>
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<tbody>
<tr>
<td>TITLE SPONSOR</td>
<td>Limited to 1</td>
<td>Unlimited</td>
<td>Limited to 1 Each (see below)</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
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<tr>
<td>MASTER SPONSOR</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
<td>Unlimited</td>
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</tbody>
</table>

**Promotional Recognition**
- Exclusive naming rights for event.
- Recognition on the WISEST Facebook page (exposure to 134 fans) and Twitter account (@WISESTUAlberta, exposure to 491 followers).
- Logo recognition on:
  - Registration website
  - All print advertising
- WISEST Golf tournament website:
  - Corporate profile
  - Link to sponsor’s corporate website
  - Logo recognition

**Event Day Recognition**
- Company display table at clubhouse.
- Opportunity to feature promotional materials on banquet tables.
- Opportunity to distribute promotional materials to tournament participants in grab bags.
- Company recognition at a science experiment table.
- Vertical recognition at breakfast & lunch.
- Logo recognition on:
  - All major signage
  - Banquet slideshows
  - Event program
  - Tournament banner

**Complimentary Registration**
- 4 Golfers
- 2 Golfers
- 1 Golfer
- 1 Golfer

**Cart Sponsor**
- Company name and logo signage on all golf carts.
- Photo Sponsor:
  - Company name and logo signage in golfers' team photos, provided as same-day framed take-home gift to all 144 golfers.
  - Breakfast Sponsor:
    - Company name and logo signage on all banquet tables and buffet table during breakfast.
  - Lunch Sponsor:
    - Company name and logo signage on all banquet tables and buffet table during lunch.
- Logo recognition on:
  - All major signage
  - Banquet slideshows
  - Event program
## Annual Lecture and Inaugural Symposium

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>$5,000</th>
<th>$2,500</th>
<th>$500</th>
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<tr>
<td><strong>GOLD SPONSOR Limited to 5</strong></td>
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<tr>
<td>Promotional Recognition</td>
<td>Opportunity to meet with UA-WISE (undergraduate) and WISER (graduate, early career) groups in 2014-2015</td>
<td>WISEST Symposium/Lectureship website: Corporate profile</td>
<td>Logo recognition on Registration website All print advertising</td>
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<td></td>
<td>WISEST Symposium/Lectureship website: Corporate profile Link to sponsor’s corporate website Logo recognition</td>
<td>WISEST Symposium/Lectureship website: Corporate profile Link to sponsor’s corporate website Logo recognition</td>
<td>Logo recognition on Registration website All print advertising</td>
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<td></td>
<td>Recognition on the WISEST Facebook page and Twitter account @WISESTualberta Logo recognition on Registration website All print advertising</td>
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<td>Logo recognition on Registration website All print advertising</td>
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<tr>
<td>Event Day Recognition</td>
<td>Reserved seating for the Lecture Opportunity to distribute promotional materials in attendee bags Booth opportunity at the Symposium and/or Lectureship venue Company Logo on all Symposium and Lectureship material Verbal recognition at the Symposium and Lectureship</td>
<td>Booth opportunity at the Symposium and/or Lectureship venue Company Logo on all Symposium and Lectureship material Verbal recognition at the Symposium and Lectureship</td>
<td>Company Logo on all Symposium and Lectureship material Verbal recognition at the Symposium and Lectureship</td>
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<td><strong>SILVER SPONSOR Limited to 5</strong></td>
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<td><strong>BRONZE SPONSOR Unlimited</strong></td>
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How to Become Sponsor

There are several ways that your organization can decide to give to WISEST.

Contact WISEST

WISEST is happy to discuss sponsorship options with all interested corporations so that we can build the best partnership possible and help to meet your organization’s funding priorities. Contact us:

Call 780-492-1842 or email wisest@ualberta.ca

Donate Online

When giving online, you can choose to give on a one time or ongoing basis. You also have the option of directing your funds to a specific program or area of WISEST that you would like to support. Just click on the Make a Gift button on the bottom left of our website at www.wisest.ualberta.ca.

Mail a Cheque

If you prefer to write a cheque, you can make it payable to The University of Alberta and send it to us directly:

WISEST
295 CAB
University of Alberta
Edmonton, AB T6G 2G1

No matter how you decide to give to WISEST, we will provide an invoice. We can also provide a charitable tax receipt to all organizations if needed.