



NATIONAL
**DESIGN
LEAGUE**
event

McMASTER **CAD DESIGNATHON**



JANUARY 20-21, 2024
SPONSORSHIP PACKAGE 2024

In Collaboration With



ABOUT McMASTER DESIGN LEAGUE

OUR GOALS & MISSIONS

We are a student-run club at McMaster University whose mission is to bring together students with a passion for design, share and teach UI/UX and CAD skills, and provide the opportunity to interact with industry professionals and showcase their talents. We strive to increase accessibility to design opportunities so that more students can get involved in these industries.



WE HOST DESIGNATHONS

CAD Designathon

This is a 24-hour design challenge where students will be given industry problems and work in teams to ideate, design, and prototype a solution to one of many industry challenges. During the weekend, they will also have the opportunity to network with industry partners, attend workshops, engage in project-based learning, and meet other like-minded individuals who are passionate about engineering design.

UI/UX Designathon

A weekend-long competition where students work in teams to show off their design skills in a selection of design problems, build prototypes using UI/UX design software, and present it to a panel of judges.

WE HOST WORKSHOPS

We are passionate about promoting engineering design in our community and want to continue beyond our signature designathon events. Our team hosts workshops at McMaster University year-round to teach the technical skills needed for design and innovation. Open to all students, we start off the school year with our Autodesk Inventor Series workshops. These workshops introduce students to sketching, part modeling, and assemblies. We also run similar workshops for Fusion 360, Blender and SOLIDWORKS. This year we are introducing new UI/UX workshops in Figma.

Everyone's Involved

McMaster Design League's Designathon provides exciting opportunities for students and gives our partners an opportunity to interact with them! From the opening ceremony on Saturday morning to the closing ceremony on Sunday evening, there are a variety of ways to engage with students from **top universities and colleges across Ontario**. We offer our partners an opportunity to promote their brand, showcase their products, and recruit some of the brightest minds in engineering and design. This includes options to judge projects and hold on-site interviews for co-op or full-time positions. Additionally, our partners can work with us to pose their own design challenge for the event.

OUR LATEST CAD DESIGNATHON

February 10-12, 2023

200+
Participants

Students from Engineering, Science, Health Sciences, Arts, Business, Design, Humanities, Social Sciences, Computer Science, High School.

10+ Institutions

10+ Programs

PAST DESIGN CHALLENGES

FARMING SKEW INDICATOR

Sponsored by



Create an indicator/measurable instrument the machine operator can see or use when sitting in the cab of the tractor during operation.

WORK FROM HOME ROBOT

Sponsored by



Design a lab supervision robot that can carry out basic supervision and control tasks remotely.

VACCINE MACHINE

Sponsored by



Design a mechanism for a machine which can safely store, distribute, and automatically administer vaccines to people in an efficient manner.

HYPERLOOP INTERIOR DESIGN

Sponsored by



Create a new interior for the Hyperloop train, being constrained only by the dimensions of the tunnel and not the train's shape.

SPONSOR FEEDBACK

Rob Martin · Arcelor Mittal Dofasco

"What we're seeing is a lot of talented and innovative young people. The motivation and enthusiasm these kids have when given a specific problem, it's very encouraging to see that. These types of events for us are very important to recruit and to look at for the future of our organization."

David Mann · L3 Wescam

"It's a challenging and fun environment and it's also a good opportunity for us as employers to see students in a real environment solving problems."

SPONSORSHIP DETAILS

2024 CAD Designathon · January 20 - 21

JOIN OUR MISSION

We have a lot of new ideas for our 8th iteration of Canada's largest designathon and we would love to have your support. Our vision is to enable students to have the opportunity to tackle real-world problems and develop new skills through experiential learning. Regardless of experience level, we want all our participants to have access to design opportunities where they can learn something new. We want to make our designathon more accessible by accommodating participants overnight to increase involvement in the event. We aim to provide more unique workshops and networking opportunities that allow students to explore different sectors of engineering design and manufacturing. We want to provide participants with more tools during the events to bring their prototypes to life. We are so excited to implement our new ideas, but we need **your** support on this mission!



SPONSOR BENEFITS

TOP TALENT

Network and **recruit** hardworking and innovative students.

STUDENT OUTREACH

Promote a culture of **innovation** and **excellence** in the student community.

BRAND AWARENESS

Expose your **brand** on our website, social media, merchandise, and our event.

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SPONSOR TIERS

ITEMS	DIAMOND	GOLD	SILVER	BRONZE
	\$5,000	\$2,500	\$1,000	IN-KIND
RECRUITMENT				
Access to LinkedIn profiles	Before Event	During Event	Post-Event	
Access to resumes	Before Event	During Event	Post-Event	
Access to Participant Emails	Before Event	During Event	Post-Event	
Access to book candidates for interview	10 Days Before Event	3 Days Before Event		
Access to private coffee chat rooms on site at the event	●			
EVENT				
Booth at in-person sponsor fair	●	●	●	
Customized post-event report	●	●	●	
Suggest a design challenge*	●	●		
Speak at opening ceremony keynote	10 min	5 min		
Present a talk/workshop	1 x 60 min	1 x 30 min		
Present a prize	●	●	●	●
Judge at project showcase	●	●		
BRANDING				
Logo on slideshow & website	XL	L	M	S
Social media promotion	●	●	●	●
Instagram Reels	●	●		
Instagram Story Takeover	●			
Distribute Promotional Items**	●	●		
Custom Promotional items and workshop focused on your product	●			
MDL Pre-Event Participant Newsletter	Spotlight	Feature	Opportunities	Opportunities
CAD Designathon promotional video interview	●			

*With the "Suggest a Design Challenge" option, your company will be guaranteed a question to be posed to students. Our technical team will actively support you in creating your scope and defining requirements for your industry problem.

**Promotional items from sponsors will be distributed in a swag bag to participants.

ARE YOU A STARTUP/NON-PROFIT?

MDL is committed to supporting innovative design and student growth. Our team is eager to work with you to customize a sponsorship package. We welcome in-kind support through non-monetary donations such as sponsoring prizes or software licenses.

INTERESTED IN SPONSORING US? Contact Us at mdlmcmaster.sponsorship@gmail.com

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www.mcmasterdesignleague.com

DIRECT INQUIRY & CONCERNS

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