

McMaster

DESIGNATHON

PARTNERSHIP PACKAGE

JANUARY 20 - 21, 2018

In Collaboration With



McMaster
Engineering
Society



McMaster
Student
Union

MAC DESIGN LEAGUE

INTRODUCING DESIGNATHON

4 FRIENDS, 2 DAYS, 1 IDEA

The McMaster Designathon is a growing competition, dedicated to inspiring innovation and tackling problems through design and 3D modelling. Given selected problems from industry, students will generate solutions with CAD, 3D print prototypes, and present to judges - all in one weekend.

OUR MISSION

The Mac Design League's goal is to create a platform for students to bring their creative ideas to reality through design and CAD. We firmly believe these skills will be crucial in taking on the world's biggest challenges.

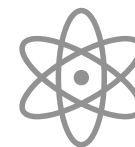
CANADA'S FIRST UNIVERSITY LEVEL

DESIGNATHON 2017

The 2017 Designathon was the inaugural year of the competition and so the scale of the event was kept small, helping our team determine logistics and student interest.

Feedback from participants, industry partners, and professors made it clear that the Designathon targets a huge student base. Our vision is to grow into one of the university's biggest competitions.

HERE'S HOW WE DID



1st Designathon
in Canada



50+
Participants



10+ Unique Projects
Submitted



3 Sponsored
Challenges

OUR PLAN TO LIFT OFF

DESIGNATHON 2018

For our second year, we have ambitious goals on growing the Designathon. With new partnerships built within the university as well as student interest rapidly growing, we hope to triple the number of participants and bring even more industry representation.

360 PARTNERSHIP

The Designathon is an opportunity for our partners to engage the McMaster community, exposing students to problem solving beyond the classroom. Through your support, students can gain experiences and insights which organizations would value post-graduation.

SPONSORSHIP TIMELINE

● **Connect**
Oct 2017

● **Finalize**
Nov 2017

● **Payment
Confirmed**
Dec 2017

● **Join us**
Jan 2018

GET THE BEST OF WORLDS

BEYOND NETWORKING

- A Recruiting Opportunity: The Designathon offers you the chance to observe students in an environment where they showcase critical thinking, communication, and leadership.
- Directly Access the Student Body: Meeting our students is a great way to promote your products and create an impression on the next wave of graduates.

CREATE AN IMPRESSION

- Interact with the Students: Bringing representatives, including recruiters, engineers, and sales reps, can be a great way to introduce your organization to the students.
- Mentorship Opportunities: Our students are always willing to learn. Having representatives available for questions is another way to communicate the skills your company is looking for.

PROMOTE YOUR BRAND

- A partnership gives you access to marketing throughout the event. Expose your company and its values to the most creative and driven students on campus!
- Bring "swag" (pens, USB's, sunglasses, t-shirts, etc.) to the event to further promote your brand!

SPONSORSHIP TIERS*

PACKAGE	PLATINUM \$ 2000	GOLD \$1000	SILVER \$500	BRONZE \$250
	(Minimum Bid)			
GENERAL				
Send Company Representatives Directly network and engage with students by sending reps to the event	◆	◆	◆	◆
Sponsored Problem Suggestions Give students a design problem you would like them to work on at the competition	◆	◆	◆	
Talk about company at Keynote Get a chance to show off your company with a pitch during the Closing Ceremony	◆	◆		
BRANDING				
Sponsor Table Increase brand awareness and engage with the competitors	◆	◆	◆	◆
Logo on Event Website / T-shirts / Banners Promote your brand by associating your logo with the event	X-Large (Powered by)	Large	Medium	Small
Social Media/Email Post Opportunity to have a sponsored post on social media (Facebook) or email list to directly connect with all club members (not just competitors)	◆	◆		
Sponsored Event Host fun event (eg. Paper aeroplane competition) to generate positive brand awareness among students	◆			

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RECRUITING				
Access to Resume's Gain access to pre-screened resumes from the top design and engineering talent from across the University	Before Event	After Event	After Event	
Interview Booth Pre-screen resumes prior to the event and pick the top talent to interview directly at the event - an invaluable recruiting tool	◆			

*SPONSORSHIP TIERS ARE JUST A GUIDELINE

Note: The sponsorship tiers are just a guideline. There are many ways to support us, from **sponsoring a meal** to providing **design challenge suggestions**. Our team is eager to work with you to customize a partnership package.

To learn more about partnership opportunities with the Mac Design League, feel free to contact our team. We hope this package helps you understand our vision for the McMaster Designathon 2018, and how it can bring value to your organization.

We greatly appreciate your time and consideration.
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