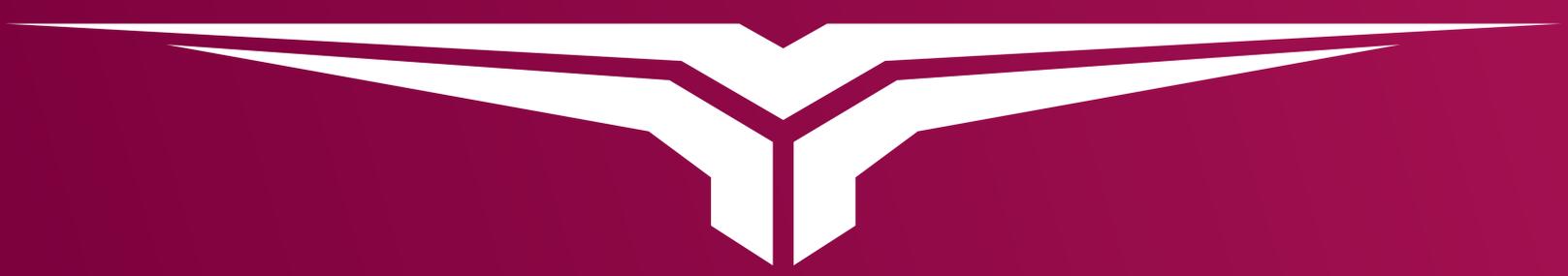




NATIONAL  
DESIGN  
LEAGUE  
event

McMASTER  
**UI/UX DESIGNATHON**



**SPONSORSHIP PACKAGE 2022**

November 4-6 2022

In Collaboration With



# ABOUT

## Designathons

The **UI/UX Designathon** is a 3-day event where students will work in teams and have the opportunity to solve industry design problems using creative UI/UX designs. At our first ever UI/UX Designathon in 2019, there were 80+ participants from more than 5 different institutions who came together to compete. Since then, we've expanded our reach online during the COVID-19 pandemic and our most recent UI/UX Designathon in 2021 had 200+ participants from more than 15 different countries. We expect to attract even more participants this year with our first ever hybrid UI/UX Designathon!

The **CAD Designathon** is a 3-day event where students work in teams to design a solution to industry problems using computer-aided design (CAD) and 3D printing tools. Students generate ideas, build prototypes, and present to judges; all in 36 hours. Our first ever CAD Designathon in 2017 had 40+ participants and we've grown to attract 300+ participants from 10+ universities across Ontario during our online CAD Designathon during the COVID-19 pandemic. Now that the pandemic restrictions are over, we are once again excited to meet everyone in-person for our CAD Designathon in 2023!

## Everyone's Involved

McMaster's Designathons provide exciting opportunities for students and give our partners an opportunity to interact with them! From the opening ceremony on Friday night to crunch time submissions Sunday evening, and closing ceremonies later in the week, there are a variety of ways to engage with students from the top universities and colleges. 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 prebook interviews with top talent for co-op or full time positions. Additionally, our partners can work with us to pose their own design challenge for the event.

## National Design League

National Design League (NDL) was founded with the aim of connecting students across Canada who share a passion for design. We do this through growing student-run chapters at universities. The McMaster Designathon is hosted by McMaster Design League (MDL), one of our chapters at McMaster University.

### I) Mission

Our mission is to provide an outlet for students to apply their creative thinking towards design challenges and connect them to companies that value these skills. Our chapters will primarily do this through workshops, online competitions, and organizing annual Designathons. These events focus on problem solving and communicating ideas, both of which are crucial for students looking to transition into their careers and for employers looking to recruit.

### II) Outlook

NDL's long-term goal is to grow an international community of problem solvers and innovators, giving students a platform to learn and apply their creative ideas while acting as a hands on recruitment platform. To build towards this vision, the NDL team is currently opening Design League chapters at educational institutes across Canada.



# UI/UX DESIGNATHON

November 4-6, 2022

## Our Goal

At the UI/UX Designathon students will be putting their design skills to the test to solve problems and present their solutions to industry professionals within the UI/UX field. Students will use wireframe and prototyping tools such as Balsamiq, InVision, Adobe XD, and Figma to create stunning and effective user interfaces with a focus on building an efficient user experience. Within this event, students are not limited to application and website design, but rather design in general whether that be digital or physical media. This one-of-a-kind designathon will provide our partners with an opportunity to endorse their brand, products, and employ candidates with high potential.

## Sponsorship Details

As our first-ever hybrid event, this year's competition presents the exciting opportunity for students to work with peers across Canada and beyond, as well as for companies to interact with the bright minds of today all the while preserving the thrill of an in-person Designathon. Sponsoring this event would include options to judge projects and present at the opening and closing keynotes. Additionally, our partners can work with us to pose their own design challenges for the event. Lastly, partners will have the opportunity to view unique submissions by students and present co-op opportunities for students.

## The Art of UI/UX

The key to creating a successful product is to have both complement each other, starting with UX followed with UI.

### I) UI Design

UI designers focus on presenting the content through the use of an intuitive and effective layout.

### II) UX Design

UX design involves more logical and technical thinking while UI design more closely correlates with graphic design. A UX designer understands how to research, facilitate, and execute data while empathizing with the consumer to understand and meet their needs.



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# Past UI/UX Designathon

November 12-14, 2021

**200+**  
Participants from  
**15+ Countries**

Student Backgrounds:  
Engineering, Health  
Science, Physics, and  
many more.

**40+**  
Competing  
Teams

**3**  
Industry  
Challenges

## Design Challenges

Students were given 3 distinct design challenges that were given by industry professionals. Participants from different backgrounds and skill assets resulted in a broad range of solutions for each design challenge.

## 2021 Design Challenges

COMPANY



**Relevant Bits**

### *Collaboration Dashboard*

Design a dashboard or mobile app that communicates goals to the project team while visualizing the metrics that help to maintain a healthy, sustainable project in near real-time.

COMPANY



**Martindale  
Animal Hospital**

### *Mobile-First Website*

Improve public transportation by rethinking the process. Start from the beginning, determine the users and stakeholders, storyboard, prototype, user testing, and handoff.

COMPANY

**TWGG**

a Deloitte business

### *Public Transportation Design*

Ask questions and determine real world client needs. Afterwards, create a modern design that fulfills company needs, feels natural, and has a unique identity. Carry this unique design identity further by designing social media and marketing posts.



# BENEFITS

## Development

- **Receive** new and unique ideas for solutions to design problems
- **Propose** a challenge for students to tackle
- **Judge** student projects at our project showcase and award the top teams

## Community Outreach

- **Promote** a culture of innovation and excellence
- **Foster** innovation and education in the student community

## Top Talent

- **Network** with hardworking and innovative students from universities and colleges across Canada
- **Access** student resumes and LinkedIn profiles
- **Recruit** students that best fit your company needs

## Brand Awareness

- **Feature** your brand on our website and social media channels
- **Expose** your brand through our flyers, posters, banners and t-shirts
- **Present** your brand to hundreds of students at our keynotes
- **Engage** students by sponsoring workshops and activities

## Sponsor Feedback

Rebecca Gysbers  
**McMaster Global Engineering  
Brigades Co-President**

“It was a great event to be part of. As a non-profit we are excited to integrate all the excellent put forth by students in our upcoming branding. We were really pleased with both the website and app concepts mock-ups that students generated and there were some really creative designs that we would have never previously considered. I hope we can be involved again next year.”

Shreya Gangwani  
**National Design League  
Co-Founder**

“A very engaging event between students and industry partners. Our involvement included proposing a custom UI/UX Design challenge to students. This was particularly interesting as it acted as a large brainstorming session for our company projects and gave us insight into student capabilities for hiring.”

# SPONSORSHIP TIERS

Regardless of the sponsorship tier (see below) that is right for your company, our team will walk through the sponsorship process with you. In the event planning process, we take a **hands-on approach** that will involve appointing a member of our sponsorship team as your company's point of contact. We strive to maintain open lines of communication within our partnerships, and take the time to schedule one-on-one calls throughout the process in order to keep you as informed as you would like to be.

PACKAGE	DIAMOND \$3,000	PLATINUM \$1,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
<b>RECRUITMENT</b>					
Access to LinkedIn profiles	EARLY	EARLY	◆	◆	◆
Access to resumes	EARLY	◆	◆	◆	
Access to book candidates for interview	10 DAYS BEFORE	3 DAYS BEFORE	DAY OF		
Access to private interview chat rooms	◆	◆	◆		
<b>EVENT</b>					
Networking & mentorship cocktail hour	◆	◆	◆	◆	◆
Booth at online sponsor fair	◆	◆	◆	◆	◆
Customized post event report	◆	◆	◆		
Suggest a design challenge **	◆	◆	◆		
Speak at keynote	10 MIN	5 MIN			
Present a talk/workshop	2 X 60 MIN	60 MIN	30 MIN		
Present a prize	◆	◆	◆		

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PACKAGE	DIAMOND \$3,000	PLATINUM \$1,500	GOLD \$1,000	SILVER \$500	BRONZE \$250
<b>EVENT CONT'D</b>					
Judge at project showcase	★	★	★		
Set a design problem **	★	★			
<b>BRANDING</b>					
Logo on slideshow/website	★	★	★	★	★
Social media promotion	★	★	★	★	★
Logo on T-shirt/banners/flyers	★	★	★	★	★
Distribute promotional items	★	★	★	★	
Custom designathon sticker	★				
Custom designathon banner	★				
Designathon co-hosted by you	★				
MDL workshop content focused on product	★				

## Sponsorship Tiers - Note

Our team is eager to work with you to customize a partnership package. There are also other ways to support us through non-monetary donations like sponsoring prizes and licenses.

For more details, please email: [mdlmcmaster.sponsorship@gmail.com](mailto:mdlmcmaster.sponsorship@gmail.com)

\*\*With the "Set a design challenge" option, your company will be guaranteed a question to be posed to students.

**Interested in  
sponsoring us?**

 [mdlmcmaster.sponsorship@gmail.com](mailto:mdlmcmaster.sponsorship@gmail.com)

 [mcmasterdesignleague.com](http://mcmasterdesignleague.com)

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McMASTER  
**UI/UX DESIGNATHON**



NOVEMBER 4-6 2022

[www.mcmasterdesignleague.com](http://www.mcmasterdesignleague.com)

**DIRECT INQUIRY & CONCERNS**

[mdl@mcmaster.sponsorship@gmail.com](mailto:mdl@mcmaster.sponsorship@gmail.com)