

McGill University
Montreal, QC

PROMOTING OPPORTUNITIES FOR

POWWE

WOMEN IN ENGINEERING

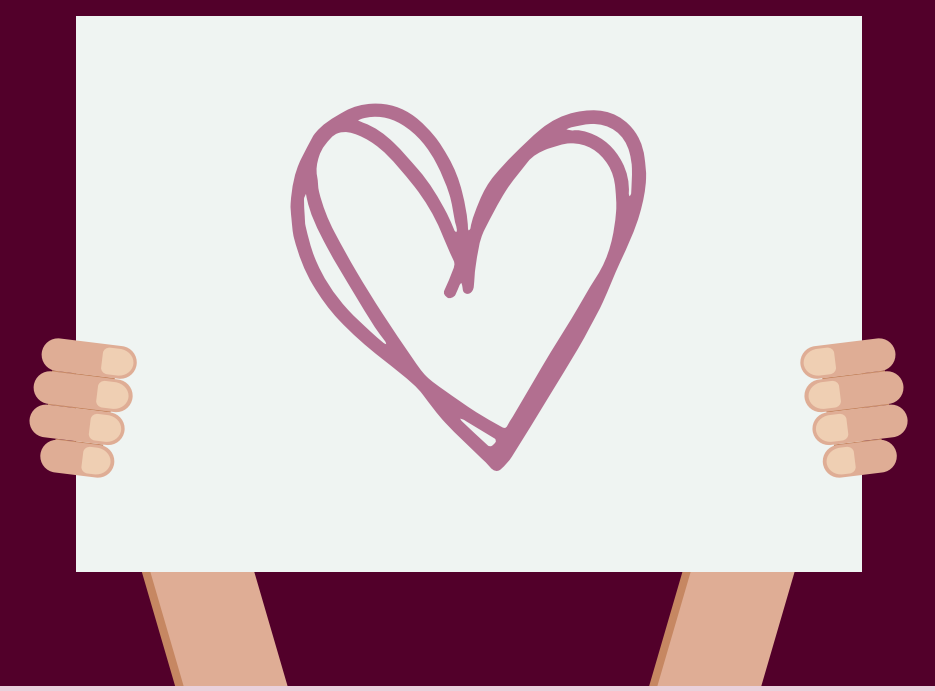
SPONSORSHIP PACKAGE

2023-2024



WHAT IS POWE?

WHY SPONSOR US?



With a 30+ year legacy of collaborating with both academia and industry, Promoting Opportunities for Women in Engineering (POWE) is a non-profit and philanthropic organization of students dedicated to providing the resources and opportunities to female identifying engineering students at McGill University to unlock their full potential and promote gender diversity.

Although McGill has the highest percentage of women studying engineering among universities in Canada, **only 33% of undergraduate students** enrolled in the Faculty of Engineering are women and women make up only 19.6% of newly licensed engineers of the Ordre des ingénieurs du Québec (OIQ). By proactively alleviating the unique challenges faced by women in engineering both in and beyond the classroom, POWE aims to support Canada's nationwide 30-by-30 initiative that aims to raise the percentage of licensed female engineers to 30% by 2030.

Through actionable items, we aim to fulfill our mandate through the following sectors:

- ★ Outreach to younger students with the goal of cultivating an interest in engineering
- ★ Professional development events to promote various industrial opportunities
- ★ Fostering a supportive and inclusive community of female identifying engineering students

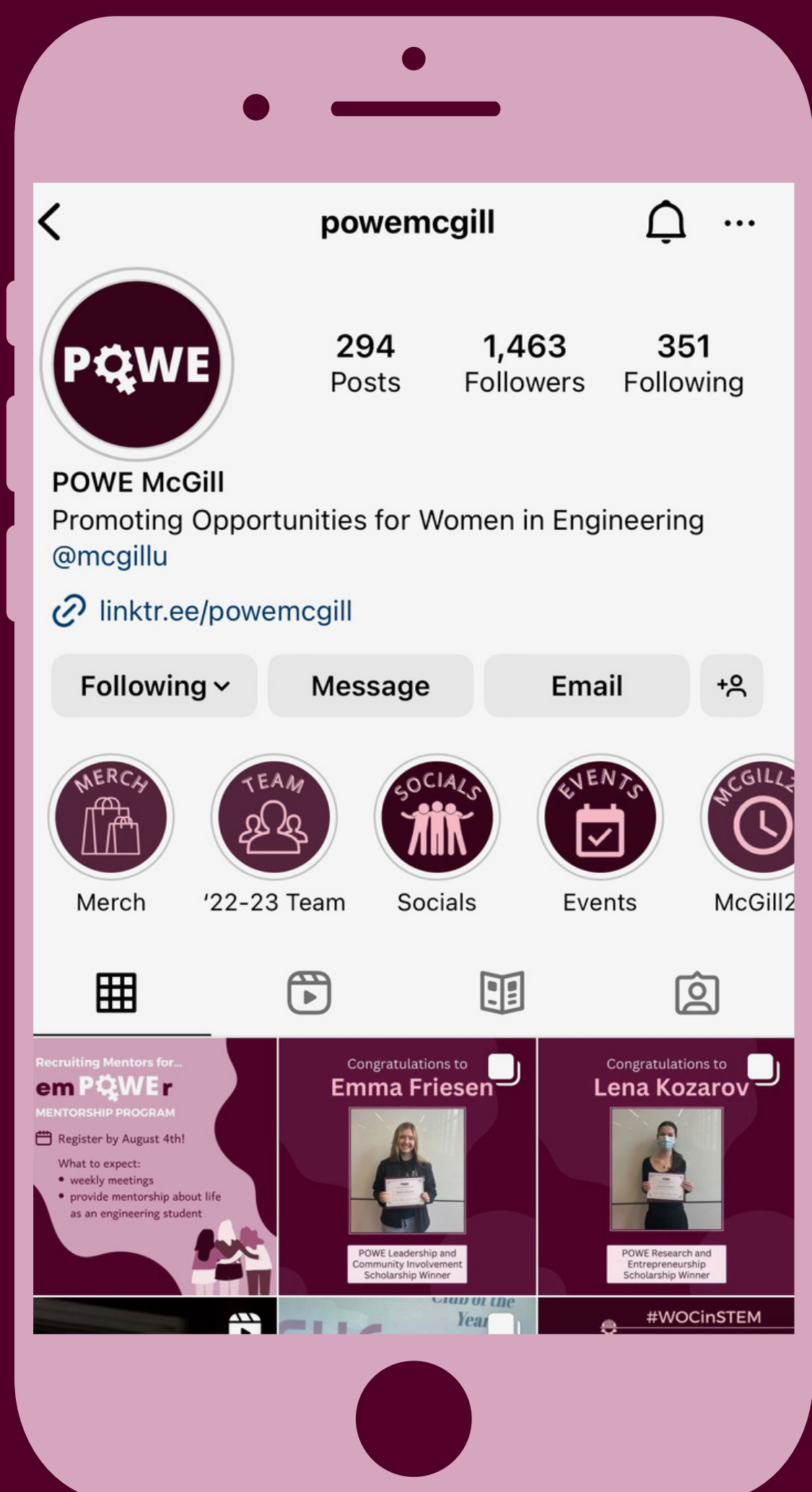
A YEAR IN REVIEW

- At capacity 30+ students at our annual Speed Mentoring event
- With 20 companies attending, Speed Networking held at capacity 50+ students
- Over 100 attendees at SymPOWEsium
- 145 students from 18 CEGEPs and high schools at the POWE Conference



A VIBRANT SOCIAL MEDIA PRESENCE

- Facebook page with 2K followers
- Instagram presence with 1.4K+ followers
- LinkedIn page with 800+ followers
- 880+ weekly newsletter subscribers
- Over 350+ website views monthly
- Over 1.3K followers and 84.7K likes on TikTok





IN MEMORY

POWE commits to being a voice for female engineering students, and we ask our future partners to stand with us and remember the women who lost their lives in the École Polytechnique massacre. Support for groups like ours confronts the realities of gender-based discrimination and unjustified acts of violence. In 1989, 14 female engineering students were murdered in one of the deadliest mass shootings in Canadian history. Since 1989, POWE invites the McGill community to attend the annual memorial and stand against gender-based violence and discrimination in engineering.

POWE BASIC BENEFITS

ALL sponsorship packages include the following Basic Benefits:

Invitation to SymPOWEsium career fair or Speed Networking:

Send a representative to SymPOWEsium or Speed Networking to promote your company and provide career guidance



Visibility through POWE's promotional material:

Your company logo on the T-shirts and merchandise we use for POWE conference, SymPOWEsium, and many more events throughout the year

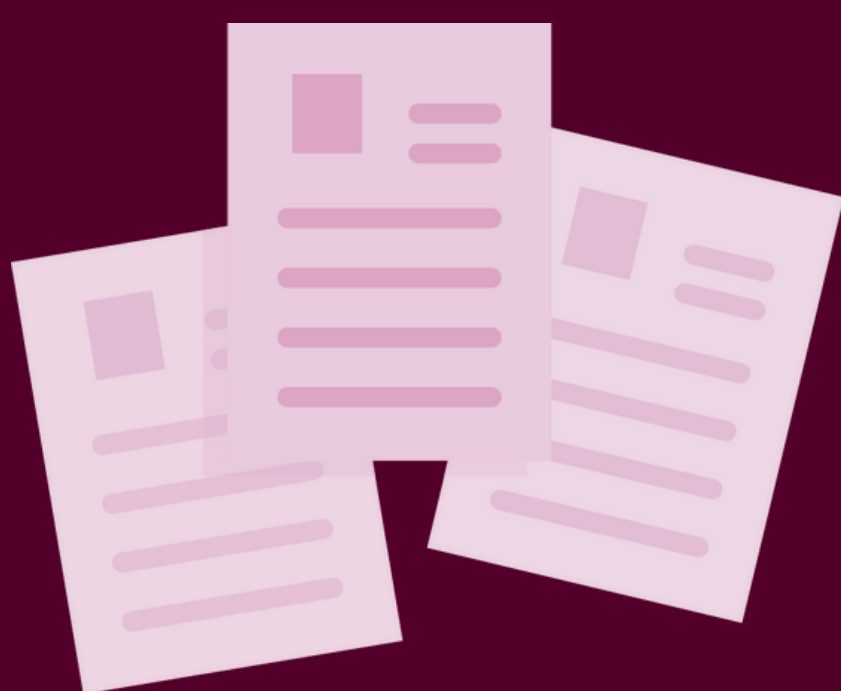
Featured social media post and newsletter post:


Periodic promotions of job postings, initiatives, events or other opportunities via POWE social media platforms (Facebook, Instagram, LinkedIn) and weekly newsletter



Access to our CV bank:

Online access to CVs of event participants to increase student engagement





SPONSORSHIP OPPORTUNITIES

POWE offers 5 sponsorship packages:

General Sponsorship

SymPOWEsium

POWE Conference

Conferences & Scholarships

Multi-Year Sponsorship

 Silver - \$1000

 Rose Gold - \$2000

 Gold Platinum - \$2000+

 Custom Amount - \$500+

***Please view page 9 for the perks of each sponsorship package**

GENERAL SPONSORSHIP

By choosing to be a POWE General Sponsor, your contributions will support professional development workshops, sending POWE delegates to conferences, mentorship initiatives, collaborative outreach events, and community building throughout the academic year.

SYMPOWESIUM

POWE is excited to host our 4th annual Women in Engineering SymPOWEsium in Winter 2024 where women and gender minority undergraduate students are able to attend a variety of networking and career counselling events. Event highlights include career booths with company representatives, interactive workshops, and an industry keynote by an accomplished woman in engineering!

POWE CONFERENCE

The Conference for Future Women in Engineering aims to foster curiosity about the world of engineering in young female high school/CEGEP students. It is a core component of POWE's educational outreach mission by inspiring and encouraging future engineering students. Held every February, this day-long conference includes an engaging design competition, a university student panel, an industry keynote by our title sponsor, and more!



CONFERENCES AND SCHOLARSHIPS

POWE wishes to provide funding for engineering students to attend large-scale engineering and STEM conferences where students attend a variety of workshops, fireside chats, professional and personal development events. While this sponsorship is custom amount, the costs for our conferences are as follows:

Society of Women Engineers Conference: ~\$1000 per person

Women in Science and Engineering Conference: ~\$500 per person

MULTI-YEAR SPONSORSHIP

In recognition of POWE's long-term sponsors, POWE wishes to provide sponsors with the opportunity to choose a contract-based 2-5 year sponsorship, receiving the title of Gold Platinum. Given the multi-year commitment, sponsors will not require annual renewal of the sponsorship and receive honorary mentions, as well as priority in event planning and are the first to see our yearly sponsorship package.



Perks	General Sponsor	SymPOWEsium <i>Up to 2 companies</i>	POWE Conference <i>1 company</i>	Conference & Scholarships <i>Up to 2 companies</i>	Multi-Year Sponsorship (Minimum \$2000) <i>Up to 2 companies</i>
POWE's Basic Benefits	✓	✓	✓	✓	✓
Priority in hosting a SymPOWEsium workshop		✓			✓
Sponsor speech at SymPOWEsium		✓			
Keynote address at POWE Conference			✓		
Potential involvement in the design competition at POWE Conference			✓		
Potential in collaboration on a workshop at POWE Conference			✓		✓
Featured social media & newsletter post				✓	
Contact with award recipient for potential internship				✓	
Honorary mentions at each event					✓
Priority in event planning					✓
First to see our sponsorship package each year					✓

POWE is more than happy to negotiate other sponsorship agreements and opportunities to host individual sponsored events with companies.

THANK YOU



Thank you for reviewing our sponsorship package! We are dedicated to building a meaningful relationship with our sponsors, wherein both parties can celebrate the impact we have on the engineering community. By choosing to partner with POWE, you are joining a network dedicated to supporting any individual with the passion and potential to don the iron ring. POWE is always open to tailoring our partnerships to your specific needs. Please do not hesitate to contact us to discuss how you can become involved with POWE. We look forward to developing a partnership with companies and organizations that share our values and aim to make engineering a worthwhile career for anyone who wishes to innovate.

CONTACT US



powe@mcgilleus.ca

For inquiries regarding sponsorship, please use the subject line:

"ATTN: VP SPONSORSHIP"

For miscellaneous inquiries about POWE use the subject line:

"ATTN: POWE PRESIDENTS"



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POWE McGill



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POWE McGill Newsletter