



Creating Connections

Working Together to Transform Our World

May 10 & 11, 2013 | University of British Columbia, Vancouver, BC

www.wwest.ca/cc



Westcoast Women in
Engineering, Science
& Technology

2054-6250 Applied Science Lane
Vancouver, BC, V6T 1Z4
604-822-6584
wwest@mech.ubc.ca

SPONSORSHIP OPPORTUNITY

On May 10 and 11, 2013, *Creating Connections: Working Together to Transform Our World* will bring together over 250 people from diverse backgrounds for a full day of personal and professional development, networking, and inspiration. By supporting and enabling a meaningful

dialogue about the role of women in Science, Engineering, and Technology (SET), we build capacity for individuals and organizations to engage in transformative and long-lasting change. We will create a place where everyone can belong.



Creating Connections is for everyone who wants to engage in a dialogue about diversity in SET disciplines: men and women, students, industry professionals, academics, people in career transition, managers and HR professionals, and people from the wider community. Our discussion will be broad, and topics will be applicable to more than one situation or group.

On Friday night, May 10, 2013, our Opening Evening will include a free keynote address open to the general public, and an opening reception. Both events (included reserved seating at the keynote) are included in conference registration. A limited number of opening-reception only tickets will also be available.

Our goal is to increase participants' belief in their ability to succeed in their careers – their career self-efficacy - and thereby increase retention rates in the profession. **We hope to see a statistically significant increase in the participants' career self-efficacy between the pre- and post-event surveys.**



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The conference needs your help to succeed. Your sponsorship of Creating Connections will allow us to:

- Engage women and men from across British Columbia and the Yukon by providing travel subsidies to promote full representation of our region;
- Welcome people at all stages of their careers by providing sliding-scale registration fees;
- Research, share, and communicate best practices into the broader SET community;
- Provide targeted career + personal development opportunities not available elsewhere.

Sponsoring the conference is an opportunity to show your commitment to engineering, science and innovation to a large, diverse audience.

On the following pages we have listed the numerous sponsorship benefits available to you, and provided a breakdown of our budget for this event. If you have any questions, please don't hesitate to contact us.

“...I just wanted to let you know that the conference hugely benefited me. I met my current co-op employer at that conference and was given the opportunity to speak with him and get exactly the type of co-op job I wanted for my first term. The first co-op term is hard to find a job, and I was able to get exactly what I wanted thanks to the conference”

-Creating
Connections 2011
Participant



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As of December 14th, 2012:

Sponsorship Benefits	Presenting Sponsor	Diamond	Platinum	Gold	Silver	Bronze
	\$20,000 +	\$10,000 +	\$5,000 +	\$2,000 +	\$1,000 +	\$500 +
	0 of 1 available	2 of 2 available	3 of 6 available	Available	Available	Available
Linked logo on website Home Page	Yes	Yes	Yes			
Linked logo on website Sponsor Page	Yes	Yes	Yes	Yes	Yes	Yes
Opportunity to have a booth at the opening reception	Yes 16' x 10'	Yes 8' x 10'				
Recognition on select promotional materials and advertisements	Logo	Logo	Logo	Logo*	Logo*	Text*
Opportunity to include promotional material in workshop packages	Yes	Yes	Yes	Yes		
Opportunity to provide promotional giveaways (pens, notepads, etc.)	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary registrations	3	2	1			
Opportunity for a 5 minute presentation and to introduce a keynote speaker	Yes	Yes				
Opportunity to introduce a workshop OR Banner recognition for a meal			Yes			
Official Event Summary	Yes	Yes	Yes	Yes	Yes	By request

Creating Connections is also glad to discuss custom benefits and recognition at the higher sponsorship levels. Please feel free to contact us with your proposal. Donations are also happily accepted and tax receipts are available for funders in that category. The University of British Columbia charitable registration number is 10816 1779 RR0001. *Recognition on some materials or advertisements may be available at the Presenting, Diamond and/or Platinum levels only due to space restrictions.



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Budget

Expenses

Program Expenses	\$18,500
<i>Presentation fees</i>	
<i>Workshop / general supplies</i>	
Travel Subsidies	\$5,000
<i>To increase accessibility for women outside the Lower Mainland</i>	
Reception	\$13,200
Catering	\$12,830
Administrative Expenses	\$7,250
Advertising & Marketing	\$1,500
Human Resources	\$18,520
<i>Student Salaries(direct)</i>	
<i>Volunteer appreciation</i>	
<i>Additional salary support in-kind by WVWEST</i>	

Total Expenses **\$76,800**

Revenue

Registration (sliding scale fees)	\$15,200
<i>Students @ \$40</i>	
<i>Career transitions @ \$40</i>	
<i>College & High School Instructors @ \$60</i>	
<i>Young Professionals @ \$80</i>	
<i>Regular Registration @ \$120</i>	

Sponsorship Target **\$61,600**

Total Revenue **\$76,800**