

July 21, 1999

Dear Potential Sponsor,

On behalf of EngFrosh99, Carleton Engineering's orientation week, we would appreciate it if you could take a moment to consider our sponsorship proposal. This package is designed to introduce you to our newly re-designed event, explain why your participation is necessary, and show how it benefits your company as an active member of our growing community.

In past years, University administrators and potential sponsors, upon recognizing the liability that is associated with orientation weeks in their current state (i.e. Alcohol orientated), have decreased their involvement and support. EngFrosh99 has been restructured to better address the needs of the incoming students. The focus has now been restored to academics, teambuilding exercises, and an intensive faculty and student resource orientation program, in an attempt to restore confidence by all concerned parties (parents, Carleton University, our community, and our sponsors).

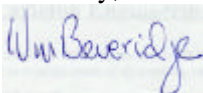
The increasing demand of high-tech professionals in the Ottawa area has resulted in Carleton Engineering being the fastest growing faculty in Ontario. EngFrosh99 has taken a pro-active approach to restore the viability in the full week long orientation program. We are the first at Carleton University to actively move away from centering events at nightclubs, preferring to bring our first year students to recreational areas where the consumption of alcohol is de-emphasized.

The success of the proposed program involves a significant level of sponsorship support. There are two active fundraising campaigns to date. The corporate campaign that involves support from corporations such as yours that have an interest in working with future engineers. There is also a community-based approach, where local establishments in and around Carleton University are being introduced to the students in exchange for advertising.

This year, a cash or product equivalent approach is designed to allow interested companies a choice of where they would like to offset EngFrosh99's costs of operation. Donations to EngFrosh99 can be used for tax exemptions. Enclosed is a list of items and minimum monetary targets that we are trying to achieve. We would appreciate a reply by August 16, 1999.

We believe that the success of this event will help create a strong basis for future leaders of this community, hence fundraising has become a crucial part of EngFrosh99. With your generous donation, this week will provide prospective engineers with a link to the high-tech community. A general outline of EngFrosh99 is available at www.engfrosh.carleton.ca. We hope you now share our vision and will support us in our campaign.

Cordially,



Bill Beveridge, Director
EngFrosh99

EngFrosh99

Carleton University Engineering Frosh Week

The Week of Events

Sunday, September 5th - The entering class will be meeting with the Dean of Engineering, the Mayor of Ottawa, the President of the University and the Campus Security Services. They will be introducing themselves as representatives of the Community that the first year students are about to live in, in the hopes of creating an increased awareness of the interests of their host city.

Monday, September 6th - The Engineering Directions workshop will be introduced. The workshop is a complete introduction of the student societies, activities and university resources. There will also be industry speakers who will present an introduction to Engineering from an applied perspective. There will be a focus on what major companies look for in a graduating student, and suggestions on what skills students should learn to become more competitive in the marketplace. The afternoon is spent at Karter's Korner in Stittsville, where the first series of icebreaker and teambuilding games are introduced. The purpose is to bring together the Facilitator teams by participating in problem solving games.

Tuesday, September 7th - The morning is spent with the Faculty of Engineering for the Academic Orientation program. This program is designed to teach students to effectively learn and cope in the University environment on a more formal level. What professors expect, academic requirements, time management, and other important topics are discussed. For the remainder of the day, the Facilitators have their first of two group nights, usually designed to get more individual participation for those that were not too involved previously. It's also the first opportunity for group bonding.

Wednesday, September 8th - The Great Canadian Bungee Company will be hosting us at Morrisson's Quarry, PQ., where groups are placed in their respective Engineering streams so that students can meet who will be in their classes and will be working with over the next four years on an informal basis. The day will be similar to Monday in format, but more relaxed. The day is completed by a concert presented by former Carleton Engineers. This will show incoming frosh our diverse interests beyond academics.

Thursday, September 9th - First day of classes and then everyone goes off to the Mayfair Theatre for a movie night.

Friday September 10th - Classes resume all day. Then we head to the Byward Market for our annual pub-crawl.

Saturday, September 11th - In order to introduce us to downtown Ottawa a scavenger hunt is held. The evening is the second group night, where building of various watercraft will be done for tomorrow's races.

Sunday, September 12th - Today brings us to the Rideau Canal where we continue the annual boat racing between the Facilitator Teams which takes up most of the day. Engineering alumni also participate as well. The week of EngFrosh99 is then completed with closing ceremonies and celebrations.





Proposed Budget for EngFrosh99

	Revenue	Expenses
First Year Fees	42,000	
Frosh Kits		24,000
Transportation		8,000
Foodstuffs		16,500
Events		6,640
Supplies and Admin		5,000
Mailout		1,600
Totals	42,000	61,740
Sponsorship Goal:	19,740	

Mutual Benefits

Potential Sponsor,

We thank you for your interest in sponsoring EngFrosh99. This is a unique opportunity for your company to advertise to 800+ Carleton University students and many other persons in our local community that will be involved in EngFrosh99.

Thank you again for your support. If you have any questions and/or comments please feel free to contact myself at work phone 592-1460 ext.1327, cell phone 277-7956.

Cordially,

James Huck, Fundraising Coordinator
EngFrosh99

Sponsorship Benefits

Bronze Level (250 +)

- ❖ Company website link on EngFrosh website
- ❖ Company Logo displayed on website
- ❖ Company gratuity items and/or coupons put in frosh kits
- ❖ Certificate of recognition for company as a bronze level contributor

Silver Level (500 +)

- ❖ Company name and logo displayed on t- shirt and EngFrosh merchandise
- ❖ Plus all listed in bronze level

Gold Level (750 +)

- ❖ Company profile mentioned during events
- ❖ Logo and article placed in Vena Contracta
- ❖ Large company name and logo displayed on t-shirts and EngFrosh merchandise
- ❖ Large company logo displayed on website
- ❖ Company will be regularly informed of events happening at Carleton Engineering
- ❖ Plus all listed in bronze and silver levels

Platinum Level (Largest Sponsor)

- ❖ One day named after the company
- ❖ Plaque of recognition for the company with the largest contribution
- ❖ Recipient of follow-up package (including pictures and souvenirs)
- ❖ Predominant company logo displayed on website
- ❖ Predominant company name and logo displayed on t-shirts and EngFrosh merchandise
- ❖ Plus all listed in bronze, silver, and gold levels