

ENGFROSH 2003

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**ENGFROSH 2003
SPONSORSHIP PACKAGE**

March 2003

Carleton Student Engineering Society (CES)
Carleton University
Ottawa, Ontario

Carleton Student Engineering Society (CES)



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1. INTRODUCTION

University life can be an intimidating experience for any starting first year student with new surroundings and new friends. At Carleton University, the engineering, architecture and industrial design programs are one-of-a-kind programs. This means they contain their own unique culture with many challenges and as such, require their own orientation week for the incoming students. The solution is Engfrosh 2003. Held in the first week of the university calendar year, Carleton University's Engfrosh is aimed at welcoming each and every incoming student into the Carleton Engineering and Design family.

The objectives of Engfrosh are to introduce the first year students to the engineering, architecture, industrial design and information technology lifestyle; to make the incoming students feel at home, not only during their first week of university, but to make them regard Carleton University, and Ottawa, as their home for the next 4 years. We also strive to introduce the new students to problem solving and design; to develop teambuilding, leadership and communication skills; and to provide the students with the opportunity to meet fellow classmates, lab partners, professors, and friends.



2. ENGFROSH AT A GLANCE

What: Eight days scheduled to welcome the first-year students to the Faculty of Engineering and Design at Carleton University.

Organized by the upper-year students and the Faculty, this week gives the first-years the opportunity to work on their teambuilding, communication and problem solving skills, all equally needed in today's industry.

Events will range from the Engineering Games, Boat Design and Racing. They will include a day cheering on Ottawa's baseball team, the Ottawa Lynx, as well as a Byward Market Scavenger hunt.

To learn more visit our web page at www.engfrosh.com

Who: 600 first year engineering, architecture and industrial design students, and 180 upper-year students (or "facilitators")

When: August 31st - September 7th, 2003

Where: Carleton University and other locations in the Ottawa region

Why Sponsor: Community leadership
Marketing YOU!
Meeting the best and the brightest students
Investing in future leaders
Potential Customers

How: Monetary sponsorship ranging from \$1000 to \$10000, or through product/service donation



3. ABOUT ENGFROSH

Our director, Mike Kelland, heads the planning committee for Carleton University's Engfrosh 2003. With full Faculty support and trained facilitators working directly with the first-year students, Engfrosh 2003 is sure to exceed all expectations.

The week's activities have been designed to fulfill the objectives highlighted in the introduction in the safest, fun-filled way.

- At the start of the week, the first-year students and facilitators will be split into ten groups, each group led by a head facilitator and two assistants. Teambuilding, leadership and communication skills are developed throughout the week with friendly competition between these groups.
- However, with a facilitator to first-year student ratio less than 1:4, the individual student is not lost within the group. With this open and inviting atmosphere, first years are encouraged to network with upper year students.
- Problem solving and design skills are introduced with events such as the Engineering Games and the Boat Design and Race competition.

Listed in the following sections are the projected budget and the planned major events for the week. For more detailed information, please visit the Engfrosh 2003 webpage at www.engfrosh.com

3.1 PROJECTED BUDGET

Expenses		Revenue	
Administration	\$ 1,050	Student Kits	\$25,650
Events	\$20,250	Engineering Kits	\$ 7,000
Food	\$12,500	Student Fees	\$35,500
Student Kits	\$35,700		
Transportation	\$10,300		
Miscellaneous	\$12,000		
Subtotal	\$ 91,800	Subtotal	\$68,150

Sponsorship Goal = \$25 000



3.2 ENGFROSH ACTIVITIES

Engineering Games

As a true test of a first-year student's ingenuity, creativity, and performance under pressure, these games are the perfect introduction to their coming years at Carleton. The games consist of various tasks and activities for them to perform at designated stations. Problem solving, communication, teamwork and leadership skills are emphasized.

Market Scavenger Hunt

Armed with a list of odd and unusual treasures, all the students can be seen traipsing around the Byward Market chanting and cheering as they seek the title of Scavenger Hunt Champions. Storeowners and shoppers alike look forward to bargaining with the students and being entertained by these off-the-wall hunters.

Monte Carlo Night

Monte Carlo Night was a new event two years ago, which is quickly becoming tradition. Facilitators take on the role of the dealers and first-years use their Engfrosh "money" at the tables. At the end of the week, the first-years bid on prizes with their Engfrosh cash. The event lasts the entire night and the students always end up having a great time.

White Water Rafting Day

What better way to get to know your group members than shooting down the Ottawa river rapids in a raft with them while trying to stay afloat? For those who don't want to take a raft ride, this is a day for them to kick back, relax over a game of volleyball, football or giant chess, and to have fun in the sun.

Boat Design and Race

The boat race is the most anticipated event of Engfrosh. Each group designs and creates a floating device from scrap materials. The race is held on the Rideau Canal from the Bronson Bridge to Hartwell Locks and draws a large amount of public attention as curious pedestrians and cyclists witness this battle of "boats".



4. WHY SPONSOR ENGFROSH 2003?

COMMUNITY SUPPORT

Each year, Engfrosh welcomes new students (mainly engineering, industrial design, architecture, and information technology) many of whom are new to the city, to the province or to the country. Engfrosh is usually the first official orientation to their new surroundings. What better way to show your role as leaders in the Ottawa-Carleton community than to welcome these newcomers to the Nation's Capital?

MARKETING YOU!

Engfrosh is a perfect setting for a weeklong campaign of your company not only to the first-year students, but to all those who come into contact with them. As events are held in various locations across the city, this opportunity to reach into all corners of the community is one that should not be missed.

MEETING THE BEST AND THE BRIGHTEST

In this day and age, companies are looking for the best, brightest, well-rounded and talented individuals. Many of the participants in Engfrosh move on to become leaders in campus and community organizations and societies. Your support will bring these leaders closer to your company and potentially to joining you in the future.

INVESTING IN THE FUTURE

Engfrosh strives to prepare students for the corporate world by providing them with a strong foundation of networking, problem solving, teambuilding and leading. By supporting Engfrosh, you are in addition to everything else, investing in the leaders of tomorrow.

POTENTIAL CUSTOMERS

Should you wish to become a product/service sponsor, you have the opportunity to become the sole provider of your product/service. Your name will become synonymous with your product or service to many who are new to the city and area.



5. SPONSORSHIP LEVELS

Monetary Sponsorship

Steel Level - \$500

- Company name and Link Displayed on Engfrosh 2003's official website, www.engfrosh.com
- Name mentioned in list of official sponsors

Copper Level - \$1000

- All of the above mentioned benefits
- Company logo displayed on Engfrosh 2003's official website, www.engfrosh.com
- Gratuities added to the package given to all the students in Engfrosh

Iron Level - \$2,500

- All of the above mentioned benefits
- Company profile listed on www.engfrosh.com
- Company logo placed on the Engfrosh t-shirts worn by all the students

Bronze Level - \$3,500

- All of the above mentioned benefits
 - Official Sponsor of a team boat in the boat race
- Or
- Official Sponsor of Superfrosh

Silver Level - \$5,000

- All of the above mentioned benefits
- Official sponsor of a full day's event, i.e. *your name here* Engineering Games
- Establish an award for the event, i.e. *your name here* trophy

Gold Level - \$7,500

- All of the above mentioned benefits
- Company name mentioned in all media coverage
- Company logo displayed on the leg of each first-year student's coveralls, (which are worn throughout the week)

Platinum Level - \$10,000

- All of the above mentioned benefits
- Official Sponsor of Carleton University's Engfrosh 2003



Product/Service Sponsorship

- Your organization could provide a product or service to Engfrosh 2003 free of charge or at a discounted price.
- The sponsorship level will be determined by the equivalent monetary level of the product and service provided or of the discount given.
- Your Company will have the opportunity to become the sole provider of the product or service, which you provide to Engfrosh 2003, eg. Transportation, beverages, audio equipment, cell phones, etc.



6. CONTACT INFORMATION

Please contact the sponsorship committee using the information provided below confirming your level of requested sponsorship. Upon receipt of this confirmation, you will be sent an invoice.

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