



**ENGFROSH 2004
SPONSORSHIP PACKAGE**

February 25, 2004

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

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1. INTRODUCTION

New surroundings and new friends can be intimidating for first year students entering Carleton University. The Faculty of Engineering and Design offers courses in Engineering, Architecture, and Industrial Design. Students in these programs experience a unique culture and adjustment challenge than students in the University's other faculties. As such, Engineering and Design students benefit from their own orientation week: Carleton University Engfrosh. Held during the first week of the university calendar year, Carleton University's Engfrosh is aimed at welcoming every incoming student into the Carleton Engineering and Design community.

Engfrosh was established to introduce students enrolled in Engineering, Architecture, Industrial Design, and Information Technology to the Engineering and Design community. Engfrosh seeks to foster a fun, and welcoming environment for new students so that they may regard Carleton University, and the City of Ottawa as home for their university careers. Engfrosh strives to establish problem solving and design skills; to develop better teambuilding, leadership and communication skills; and to provide students with the opportunity to network with fellow classmates, lab partners, professors, and friends.

2. ENGFROSH AT A GLANCE

What: Eight fun-filled days welcoming first-year students to the Faculty of Engineering and Design at Carleton University.

Organized by upper-year students and Faculty members, Engfrosh gives first-year students the opportunity to network, and develop their teambuilding, communication and problem solving skills. Skills which are all needed in today's industry.

Events range from the Engineering Games, the Rideau Canal Boat Race and Design Competition, and the Byward Market Scavenger Hunt! Participants may also spend a day cheering on Ottawa's local baseball team, The Lynx.

Who: 400 first year engineering, architecture and industrial design students, and 200 upper-year students (as facilitators and planning committee)

When: September 5th to 12th, 2004

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 support, or product and service donations.

3. ABOUT ENGFROSH

Director Jocques Butler and Assistant Director Stephanie Dickson head the planning committee for Carleton University's Engfrosh 2004. With full Faculty support and trained facilitators working directly with the first-year students, Engfrosh 2004 is sure to be a complete success!

Safe and fun-filled activities have been developed to fulfill all Engfrosh 2004 objectives.

- Six months before the start of Engfrosh 2004, nine groups will be formed, consisting of one Head, two Assistants and a team of eager facilitators.
- At the start of the week, Engfrosh participants will be divided among the groups. Through friendly inter-group competition, skills such as teambuilding, leadership and communication will be developed.
- With a facilitator to participant ratio less of than 1:4, no individual student will feel lost within their group. With this open and inviting atmosphere, participants 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 Race and Designcompetition.

The following sections outline the projected budget and major events planned for the week. For more detailed information, please visit the Engfrosh 2004 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, the Engineering Games are the perfect introduction to their coming years at Carleton. The games consist of various tasks and activities for participants to enjoy. Problem solving, communication, teamwork and leadership skills are emphasized.

Market Scavenger Hunt

Armed with a list of odd and unusual treasures, 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 is a new event, started in 2001, which is now 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 the Ottawa River rapids in a raft 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, enjoy 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 a 'boat' and constructs it using 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 'The Battle of the Boats'.

4. WHY SPONSOR ENGFROSH 2004?

COMMUNITY SUPPORT

Each year, Engfrosh welcomes hundreds of new students to the Faculty of Engineering and Design, many of whom are new to the city, to the province, or to the country. Engfrosh is usually the first official orientation to the student's 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 great advertising venue for your organization. Opportunities exist for you to contact both event participants, and everyone whose paths they cross. As events are held in various locations across the Ottawa Region, Engfrosh provides an opportunity for your organization to reach all corners of the community.

MEETING THE BEST AND THE BRIGHTEST

Today, companies are looking for the best, brightest and most talented, well-rounded individuals. Many Engfrosh participants move on to become leaders in campus and community organizations and societies. Your support will provide lasting contacts with these student leaders, and future members of the workforce.

INVESTING IN THE FUTURE

Engfrosh strives to prepare students for the corporate world by providing them with a strong foundation of networking, problem solving, teamwork, and leadership skills. By supporting Engfrosh, you are investing in the leaders of tomorrow.

POTENTIAL CUSTOMERS

Should you wish to become a product or service sponsor, you gain the opportunity to become the sole provider. Your name will become synonymous with your product or service to many who are new to the Ottawa Region.

5. SPONSORSHIP LEVELS

Monetary Sponsorship

Steel Level - \$500

- Company name and Link Displayed on Engfrosh 2004'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 2004'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 mentioned Iron Level 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 mentioned Silver Level benefits
- Company name mentioned in all media coverage

Platinum Level - \$10,000

- All mentioned Gold Level benefits
- Official Sponsor of Carleton University's Engfrosh 2004

PRODUCT/SERVICE SPONSORSHIP

- Engfrosh 2004 welcomes the sponsorship of free or discounted products or services.
- The sponsorship level will be determined based on the equivalent monetary amount of the product or service donated, or the discount provided.
- Your Company will have the opportunity to become Engfrosh 2004's sole provider of your product or service.

6. CONTACT INFORMATION

Using the information provided below, please contact the sponsorship committee confirming your level sponsorship. An invoice will be sent upon receipt of this information.

Engfrosh 2004 Director of Sponsorship

Matthew Wells

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