



SPONSORSHIP PACKAGE 2005



Carleton University EngFrosh
is a service provided by the
Carleton Student Engineering Society

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INTRODUCTION

Brand new surroundings and a lack of familiar faces can be an intimidating combination for first year students entering Carleton University. Students in the Faculty of Engineering and Design, which offers courses in Engineering, Architecture, Industrial Design and Information Technology, experience a unique culture and adjustment challenge that students in the University's other faculties do not encounter. As such, Engineering and Design students have traditionally benefited from an orientation week tailored to their needs: Carleton University EngFrosh. Held during the first week of the academic year, EngFrosh is designed to welcome every incoming student into the Carleton Engineering and Design community.

EngFrosh seeks to foster a fun and welcoming environment for new students, so that they may regard both 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.

ENGFROSH AT A GLANCE

What? A fun-filled week to welcome 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 necessary in today's industry.

A wide range of fun and challenging events make up the EngFrosh schedule, including the Engineering Games, the Rideau Canal Boat Race and Design Competition, and the Byward Market Scavenger Hunt!

Who? Over 300 first year Engineering, Architecture, Industrial Design and Information Technology students, and 200 upper-year students serving as facilitators and the planning committee.

When? September 5th though 11th, 2005

Where? Carleton University and other locations in the Ottawa region

Why become a 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.

ABOUT ENGFROSH

Co-Directors Phillip Auclair and Matt Gawlik head the planning committee for Carleton University EngFrosh 2005. With full Faculty support and trained facilitators working directly with the first-year students, EngFrosh 2005 is sure to be a complete success!

- Six months before the start of EngFrosh 2005, groups will be formed consisting of one Head, two Assistants and a team of eager facilitators.
- At the start of orientation week, EngFrosh participants will be divided among those groups. Through friendly inter-group competition, skills such as teambuilding, leadership and communication will be developed.
- With a facilitator to participant ratio of approximately 1:2, no individual student will feel lost within their group. In 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 Design competition.

The following sections outline the projected budget and some of the major events planned for the week. For more detailed information, please visit the EngFrosh 2005 webpage at www.EngFrosh.com.

PROJECTED BUDGET

Expenses		Revenue	
Administration	\$ 2 500	Participant Fees	\$37 500
Entertainment	\$21 000	Facilitator Fees	\$10 000
Food	\$ 7 000	Sponsorship Goal	\$12 500
Participant Kits	\$14 000		
Transportation	\$12 000		
Miscellaneous	\$ 3 500		
Total	\$60 000	Total	\$60 000

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 that are both challenging and fun! Problem solving, communication, and leadership skills are emphasized in this team-building event.

Market Scavenger Hunt: Armed with a list of odd and unusual treasures to find, students can be seen chanting and cheering as they run around the Byward Market, seeking 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.

Double-Decker Bus Tour: For many students coming to Ottawa, the city is a fascinating but foreign place. EngFrosh seeks to introduce them to the National Capital Region with a whirlwind bus tour of its many sights and attractions. Students are whisked around the downtown area via double-decker tour busses, to see some of the wonderful things that Ottawa has to offer.

White Water Rafting: What better way to get to know your group members than shooting down the Ottawa River rapids in a raft while trying to stay afloat? White Water Rafting is by far one of the most enjoyable days for students, giving many yet another opportunity to try something new. 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 annual boat race is the most anticipated event of EngFrosh. Each group has less than 24 hours to design and construct a 'boat' using only scrap materials. A race is then held on the Rideau Canal from the Bronson Bridge to Hartwell Locks, and draws a significant amount of public attention as curious pedestrians and cyclists witness the 'Battle of the Boats'.

WHY SPONSOR ENGFROSH?

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 their first official orientation to their new surroundings. What better way to show your role as leaders in the 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.

SPONSORSHIP LEVELS

Iron Level - \$500

- Company name and link displayed on EngFrosh 2005's official website, www.EngFrosh.com
- Name mentioned in list of official sponsors

Bronze Level - \$1000

- All Iron Level benefits
- Company logo displayed on EngFrosh 2005's official website, www.EngFrosh.com
- Gratuities added to the package given to students participating in EngFrosh

Silver Level - \$2,500

- All Bronze Level benefits
- Company profile listed on www.EngFrosh.com
- Company logo placed on the EngFrosh t-shirts, worn by all participants

Gold Level - \$5,000

- All Silver Level benefits
- Official sponsor of a major EngFrosh event
- Sponsor of an award for that event

Platinum Level - \$10,000

- All Gold Level benefits
- Company name mentioned in all media coverage
- Official Sponsor of Carleton University EngFrosh 2005

PRODUCT AND SERVICE SPONSORSHIP

EngFrosh 2005 welcomes sponsorship in the form of free or discounted products and services. The corresponding sponsorship level will be determined based on the equivalent monetary value of the product or service donated, or of the discount provided. By becoming a sponsor in this fashion, your company will have the opportunity to become EngFrosh 2005's sole provider of your product or service.

CONTACT INFORMATION

For more information, or if you would like to become an official sponsor of EngFrosh 2005, please contact us using the information below. If you have decided to sponsor EngFrosh 2005, please be sure to contact the sponsorship team confirming your level sponsorship - an invoice will be sent upon receipt of this information.

EngFrosh 2005 Sponsorship Team

Email: sponsorship@EngFrosh.com

Fax: (613) 520-6699

Mailing Address:

EngFrosh 2005
c/o Carleton Student Engineering Society
2090 Minto Centre, Carleton University
1125 Colonel By Drive
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