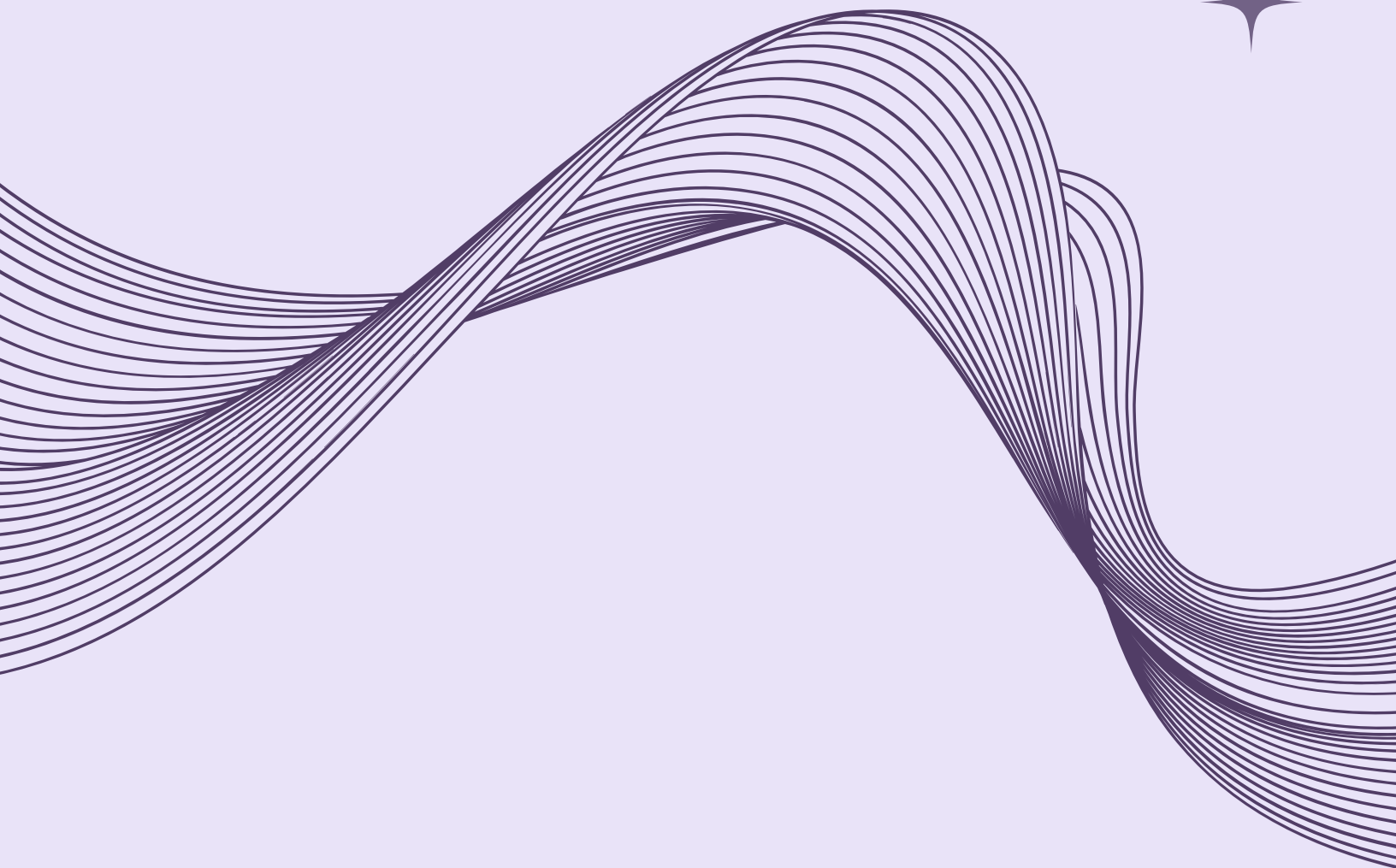




SPONSORSHIP PACKAGE

2024/2025



Equality

Diversity

Leadership

WHO IS WISE

Women in Science and Engineering (WISE) is a non-profit University of Calgary student organization dedicated to supporting and encouraging women and other underrepresented groups interested or already engaged in science or engineering careers. Following its establishment in 1990, WISE at the University of Calgary has been devoted to promoting diversity and equality in the science, technology, and engineering sectors.

Boasting over 1300 members, WISE strives to use its platform to provide students with numerous opportunities for networking, professional development, academic support, and mentorship. Through our curated events and Professional Development Certificate, WISE hopes to establish a support system between students and industry professionals to further decrease the gender gap in science and engineering workplaces.

WISE is working to expand our impact within the community as well by reaching out to elementary, middle, and high school students that aspire to apply for STEM undergraduate programs. We hope to encourage and assist those that need a safe space to become inspired.



LETTER FROM THE PRESIDENT

Dear Potential Sponsor,

The Women In Science in Engineering (WISE) club is one of the oldest, most established, and best-known clubs at the University of Calgary. Since 1990 we have been working to promote equity, diversity and inclusion in STEM fields through our events and initiatives. As WISE enters its 25th year, we are shaping up to be better than ever, and you can help with that!

WISE hosts everything from professional development workshops to movie nights, from career fairs to med school panels, and even coordinates volunteer opportunities, youth engagement programs, and a mentorship program. All of this helps WISE foster a safe, caring, supportive community amongst its members. The generous support of sponsors is how we keep WISE running at a high caliber while ensuring cost is not a barrier to entry for our initiatives. WISE knows that everyone has the potential to be great, and our events help facilitate that with social connection and professional and academic development.

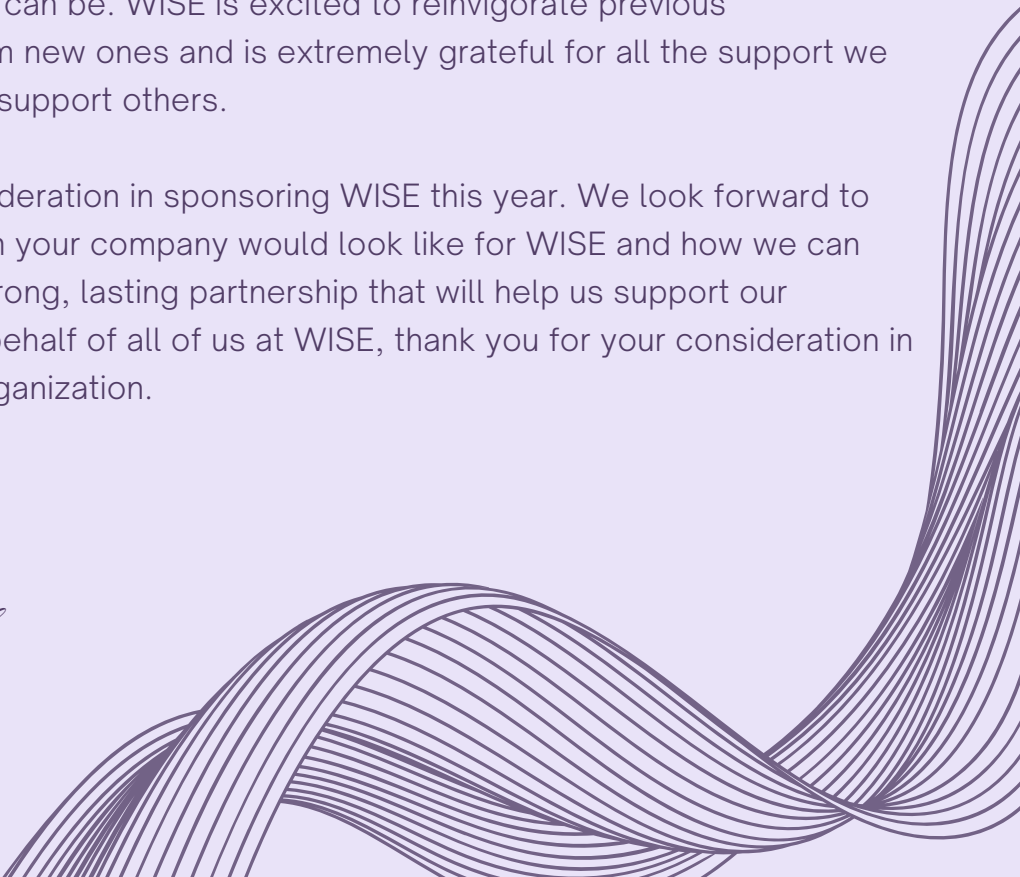
In this package, you'll find our plans for the 2024/25 academic year. We aim to connect sponsors with students in a way that is mutually beneficial, allowing students to connect with talented professionals while showcasing and recognising the generous contributions of companies like yours. By sponsoring an initiative or the club as a whole, you can help us shape WISE into being the best it can be. WISE is excited to reinvigorate previous sponsorship connections and form new ones and is extremely grateful for all the support we are provided that in turn helps us support others.

We greatly appreciate your consideration in sponsoring WISE this year. We look forward to discussing what sponsorship from your company would look like for WISE and how we can support each other to create a strong, lasting partnership that will help us support our members for years to come! On behalf of all of us at WISE, thank you for your consideration in sponsoring and supporting our organization.

Sincerely,

Philippa Madill

Philippa Madill



SPONSORSHIP ✨ TIERS

	PLATINUM (\$2,200)	GOLD (\$1,000)	SILVER (\$500)	*BRONZE (\$200)
Complimentary tickets (2) to WISE Year-End Gala	<input checked="" type="checkbox"/>			
Hosting exclusive Professional Development Workshops (PDW) with students	<input checked="" type="checkbox"/>			
Exclusive LinkedIn post and sponsor bio added to WISE website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Company social media handles added to WISE website	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Access to attend all WISE events and workshops (not including Year-End Gala)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Company logo shown at event, on website, and in all related promotional materials (posters, social media posts, monthly newsletters, etc.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company volunteer/professional opportunities shared with club members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

*The Bronze sponsorship may also be selected in the form of in-kind support for initiatives through products and services valued at \$200 or less.

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FIRST YEAR TIPS AND TRICKS

✦ September 2024 - \$200

This event is designed to help first-year students with their transition into university. It will include tips on academic resources available, studying methods, maps of key points on campus, and discussions about how to succeed in standard first-year STEM courses.



ACADEMIC RESEARCH NIGHT

✦ October 2024 - \$700

Research Night is an annual event for University of Calgary professors to present their research in the Engineering and Science fields. Research Night is an excellent networking opportunity for students interested in completing a summer research term. The event helps foster further student involvement in STEM research and generates interest in research and development careers.

CARVE BEYOND BOUNDARIES

✦ October 2024 - \$250

Join our pumpkin carving EDI event in October! Embrace creativity and camaraderie as industry representatives, to foster an inclusive environment that promotes collaboration and understanding among all participants. All representatives welcome from all fields and professions.



MEDICAL SCHOOL NIGHT

✦ November 2024 - \$500

Students from various healthcare programs across Canada, including pharmacy, dentistry, medicine, optometry, and veterinary medicine, contribute to this event. Students interested in these programs are provided with the opportunity to have all their questions about applications, programs, and “day in the life” answered. This event is valuable for students interested in continuing education in healthcare.



INDUSTRY NETWORKING NIGHT

✦ January 2024 - Booth: \$100

This event is an opportunity for students to network with representatives of companies in the Calgary area. We try to have as many companies that have an interest in STEM as possible, as part of our mission is to provide opportunities and foster connections for students who may not have received them without WISE events and initiatives.



DIVERSITY DAY

✦ March 2025 - \$1000

This is a large all day event that takes place on International Women's Day each year. It's a major event that provides education on various aspects of diversity, including accessibility, race, gender, sexuality, and more. Panel discussions and professionals in STEM regarding diversity initiatives also occur throughout the day in addition to presentations of marginalized groups.

OTHER EVENTS

✦ Throughout Year - \$400

Join us for a variety of general events designed to build community and foster connections among students and professionals in STEM. These events include a holiday card decorating event for the Women's Center, where participants can spread cheer and creativity while supporting a great cause. Additionally, we host movie nights, trivia nights, and panels on various topics featuring leaders to encourage thoughtful dialogue and awareness. These events offer a perfect blend of social interaction, creativity, and professional development, ensuring there's something for everyone throughout the year!



THE WISE GALA

✦ Sponsorship Goal: \$10,000 ✦

Last year, to great success, WISE hosted its first annual gala; an event that recognized all the hard work and accomplishments of our members, sponsors, volunteers and executives with a fun year end event. The opportunity to celebrate diversity and network in a fun and safe environment received resounding praise and was enjoyed by all who attended. We hope to carry on this new tradition by hosting a gala again this year.

Last year taught us many things about what hosting a gala entails, including the steep costs for space, food, music, and all the other various components that contribute to making something like the gala a success. The costs of an event as large as the gala can exceed \$ 10,000, and WISE is looking for support from sponsors to assist with those costs. The contribution of every sponsor will be noted during the opening and closing of the event, the program, and depending on the sponsorship tier there may also be an opportunity to attend the gala. Companies will also have the opportunity to sponsor student awards that are presented during the gala and have their logo on all promotional materials.

An event for women and underrepresented groups to come together with friends new and old to network and celebrate their hard work from the previous year is something that was desperately needed, and thanks to the generous support of sponsors last year we were able to provide that. It is only with the support of sponsors like you that we will be able to put on such an event again. As this is a unique opportunity, please contact us to find a sponsorship that works best for your company



We would appreciate any monetary sponsorship towards this event and are looking for a keynote speaker

SPECIAL ✨ EVENTS

EARTH SCIENCE FOR SOCIETY

✨ March 2025 - \$150

This is an all day event that takes place on International Women’s Day each year. It provides education on various aspects of diversity. Last year we saw over 200 students and were able to expose them to a fun science based activity with homemade oobleck, helping them learn about non-newtonian fluids. All contributions here help us to provide more hands-on science to little scientists!



BUILDING BRIDGES MENTORSHIP PROGRAM

✨ 2024/2025 - \$400

The “Building Bridges” mentorship program was established to foster collaboration among women in STEM by connecting female undergraduate STEM students with mentors working in the STEM field. The program features two key events, the Mentorship Kick-off and the Mentorship Wrap-Up Celebration, ensuring mentors and mentees can meet in person at least twice. Corporate sponsors are invited to send representatives to participate as mentors for the students. Last year, we had over 30 mentor/mentee pairings!

ONGOING ✨ INITIATIVES

KIDS IN STEM

Budget of \$200

WISE presents this initiative to children aged 8-12 at the Calgary Public Library. These presentations involve hands-on experiments where children can explore different areas of science.



PROFESSIONAL DEVELOPMENT WORKSHOPS (PDW)

Budget of \$1,000

Hosted on a monthly basis in partnership with a featured corporate sponsor, PDWs provide students with the opportunity to hear from industry leaders, engage in networking opportunities, hone their professional development skills and more. The WISE team loves to collaborate with sponsors to plan and design different sessions that promote diversity, equity and inclusion within STEM, tailored to your organization.



VOLUNTEERING PROGRAM

Budget of \$200

WISE's volunteering program provides students with the opportunity to engage in community service, develop leadership skills and build a supportive and meaningful network. With the efforts to inspire and uplift the next generation of women in STEM, as well as give back to the community our volunteers work to create a positive impact by participating in a variety of events throughout the year. Including events at the Calgary Public Library, the Calgary Food Bank, the Mustard Seed, the Foothills Hospital and many more.

ONGOING ✨ INITIATIVES

LUNCH & LEARN

AND OTHER SCHOOL ACTIVITIES

Budget of \$100

Hosted every two months, Lunch and Learn provides High School students with tips and tricks in order to be successful in University; this includes advice on the application process, promotion of research activities and opportunity for students to inquire about a degree in STEM and university life. The WISE team is looking to expand this program into middle schools featuring similar activities and information.



WISE SCHOLARSHIP

Budget of \$1,000

Every year, WISE offers a scholarship to two female University of Calgary students pursuing a major in science or engineering.

WISE RESEARCH AWARD

Budget of \$8,000

WISE provides funding to eight female and gender-diverse students in grade 11 to participate in a summer research studentship with a supervisor of their choice at the University of Calgary.