



UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING

UNIVERSITY OF TORONTO ENGINEERING KOMPETITIONS

2020–2021 SPONSORSHIP PACKAGE

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FACULTY OF APPLIED SCIENCE & ENGINEERING

June 11, 2020

Dear Sponsor,

On behalf of the Faculty of Applied Science & Engineering, it is our privilege to extend our support to the University of Toronto Engineering Kompetition (UTEK), which is entering its 20th year running. This event is an inspiring weekend-long competition of design challenges, a forum for creative ideas and influential presentations from various teams of engineering students. It is the only qualifying competition to determine U of T's representatives for the provincial continuation, the Ontario Engineering Competition (OEC), and thereafter to the national continuation, the Canadian Engineering Competition (CEC).

Once again, this year's winning team from UTEK 2020 performed extremely well at the provincial and national levels. U of T Engineering students achieved first place in the Parliamentary Debate competition at OEC 2020, while also taking second in Communications. The momentum of UTEK continues to grow every year, with up to 500 students participating. Preparation for the 2021 competition has already begun, and the organizing committee is excited to explore the potential of the event as it relates to student experience and industry relevance.

We are tremendously proud to see our students continuing to distinguish themselves as engineering leaders, passionate about making a difference in the world. UTEK is one gateway through which the university builds students' competencies in a diverse and practical way, opening more doors for leadership as they embark upon their careers.

This event is hosted by engineering students, and we are proud to sponsor this event with the Engineering Alumni Association. It is our hope that you will extend your support as well.

By sponsoring UTEK 2021, you can help our students achieve their potential.

Thank you for your consideration.

Sincerely yours,

Christopher Yip
Dean

Thomas W. Coyle
Vice-Dean, Undergraduate Studies

Welcome to UTEK!

Dear Prospective Sponsors,

As THE largest design competition at the University of Toronto, UTEK is proud of attracting hundreds of the university's brightest and most enthusiastic engineers to apply their education to real world problems.

However, UTEK is much more than a competition. We aspire to connect the next generation of technical leaders to like-minded peers, industry leaders, and influential academics. In turn, we provide you the chance to connect with some of the best that the University of Toronto has to offer. UTEK has been very successful historically, and sponsors such as yourselves have played no small role in that achievement. The support we have received over the years has allowed us to create a safe environment for innovation.

On behalf of the UTEK Committee, we invite you to become a sponsor for the competition in January 2021. Our team has already begun making plans for both online and in-person competitions, and have several opportunities for your company to interact with our competitors. We look forward to partnering with you, and invite you to join us in this weekend of invention, innovation, and inspiration.

Thank you,
The UTEK Team



A collection of handwritten signatures from the UTEK team members, arranged in a loose grid. The signatures include: Vajayji, Sabrina Sun, Wendy Wang, Bipasha, K. Diatha, Yi Li Ng, Kenh, Julianne Attai, Harsh, Jhanavigera, Farah, and others.

How UTEK Runs

Workshops

UTEK hosts a series of workshops throughout the fall semester to prepare participants for the eight competitions they will eventually compete in and welcomes all resources that may help our students become the best!

Competition Weekend

Here is a general overview of the UTEK schedule each year. It is still open to changes, and there are many opportunities to interact with and support students as they are challenged with unique and current problems!



The table below provides a general overview of the UTEK schedule for January 16 and 17, 2021. Orange callout arrows highlight specific activities: 'Meet the competitors before the competition!' points to the 9:00 AM and 10 AM slots on Jan. 16; 'Address all competition attendees, including competitors, organisers and volunteers!' points to the 11:00 AM slot on Jan. 16; 'Discover all our competitors' great ideas!' points to the 10:30 AM and 11:00 AM slots on Jan. 17; and 'Let our participants dream up solutions to your problem statement!' points to the 3:30 - 4 PM slot on Jan. 17.

Time	Jan. 16 2021	Jan. 17 2021
9:00 AM	Registration & Networking	Registration
10 AM		Presentations & Judging
10:30 AM	Opening Ceremony with Keynote Speaker	
11:00 AM	Competition Time Networking Opportunities	
12:00 PM	Lunch	Lunch
1:00 PM	Competition Time Networking Opportunities	Presentations & Judging
3:30 - 4 PM		Closing Ceremony
4 PM		Networking and Judge Feedback
6:30 PM	Events, Networking Reception	

After UTEK

UTEK winners go on to represent the University of Toronto at the provincial (OEC) and national (CEC) level. Some of our major achievements include:

- 2020** - 3rd place Communications, 1st place debate (OEC)
- 2019** - 2nd place Communications, 1st place programming (OEC)
- 2018** - 3rd place Communications (OEC)
- 2017** - 1st place Communications, 2nd place consulting (OEC)

Eight Unique Kompetitions

Each competition provides you an opportunity to directly interact with students and the engineering community! If you are interested in partnering with a specific competition to provide input on the design challenge or pre-competition training sessions, please let us know!

Weekend-Long Competitions

Participants in these competitions receive their problem at the beginning of the competition and present their solution at the end.

Senior Design

3rd & 4th year students only

Participants work in teams of 4 to address a complex engineering problem using Arduino Robotic kits. Teams are evaluated on features such as novelty, practicality, & usability.

Junior Design

1st & 2nd year students

Participants work in teams of 4 to develop a solution to a creative design problem using affordable materials. Teams are evaluated on effectiveness, originality, and scalability.

Consulting

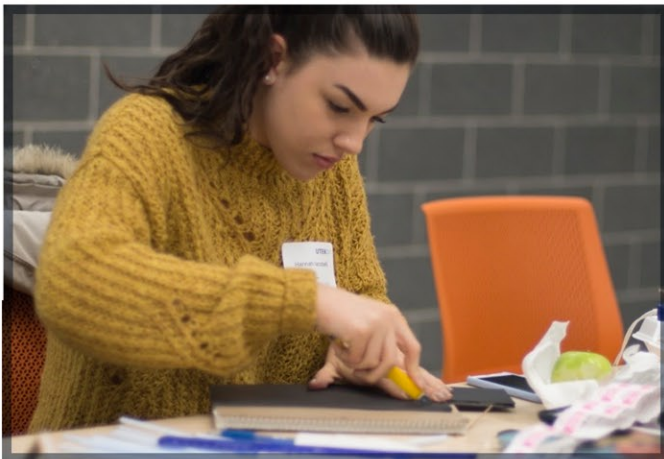
All undergraduate students

Participants work in teams of 4 to develop a solution explained through a report and presentation while considering its environmental, economic, and technical effects.

Programming

All undergraduate students

Participants work in teams of 4 to solve a problem that can be addressed through a software solution. Teams are evaluated based on criteria such as the practicality, ease-of-use, and capability of their coded solution.



Reengineering

All undergraduate students

Participants are challenged to take an existing engineering concept or technology and provide improvements on the original design to suit an alternate application. In teams of 2, participants must develop a concise technical document and presentation.

Kompetitions Kontinued

Single Day Competitions

These competitions involve either pre-competition work or on the spot thinking.

Innovative Design

All undergraduates

Before the competition weekend, participants work to create an innovative product, process, or service to address a market need in teams of up to 6. The teams are evaluated based on novelty and economic feasibility of their design.

Parliamentary Debate

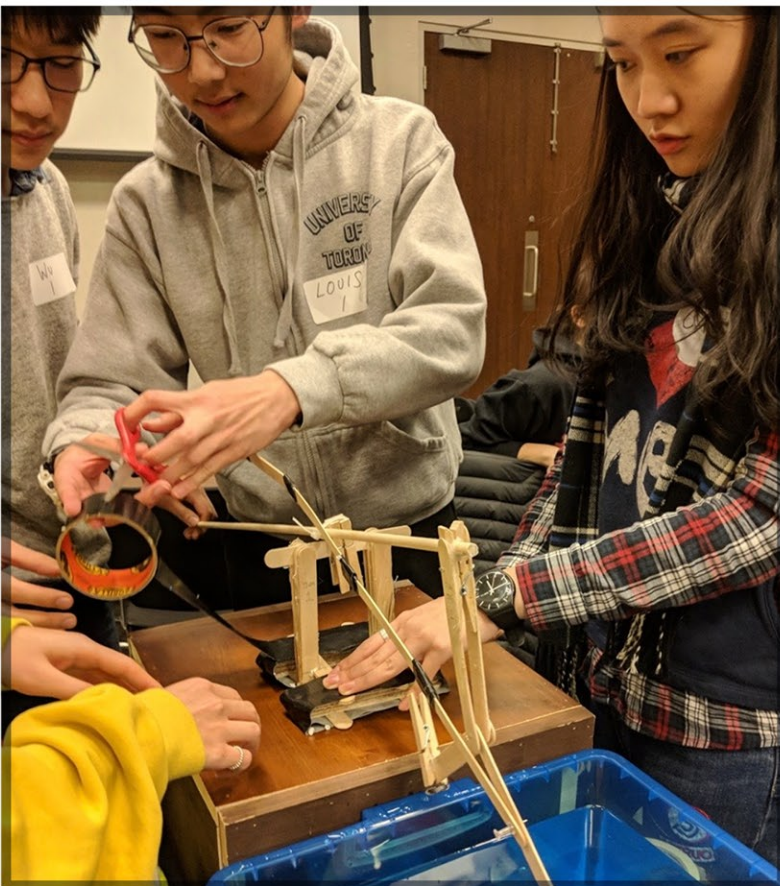
All undergraduates

Participants debate an engineering related resolution in parliamentary debate structure. Judges evaluate participants on their ability to defend their stance through logic and reasoning.

Communications

All undergraduates

Participants come prepared with a half-hour presentation explaining an engineering or scientific concept in simplified terms. Judges evaluate the participant's ability to coherently and concisely communicate their point.

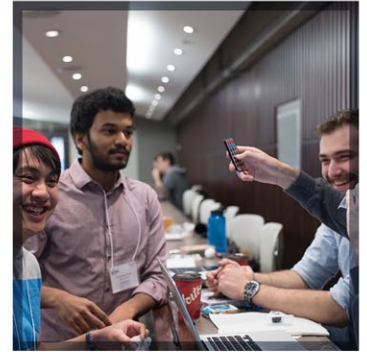


UTEK and You

There are many ways YOU as a sponsor can be involved with UTEK before, during and after the weekend long competition! Whether online or in-person, UTEK is a key part of the engineering community at UofT, drawing faculty, alumni and students altogether. To help your company make a lasting impact, UTEK will help you:

Promote your company's brand and vision across the community!

Access the engineering community through our Facebook and Instagram accounts as well as the hundreds of motivated students following our LinkedIn. You can also boost your company's visibility online and in-person by being featured in the competition booklet distributed to every participant & through sponsored promotional material and swag!



Access Top Talent!



UofT Engineering is ranked the #1 engineering program in Canada and top 20 in the world! With over 20 design teams, dozens of clubs, and 10 startup accelerators, our community is filled with excited and innovative talent ready to be accessed. By working with UTEK, you receive direct, influential access to this top, motivated talent. We can help you sift through and target applicants, conduct interviews and have input on the judging team.

Connect with UofT Engineers!

By participating in the UTEK 2021 Career Fair, Networking Sessions, or Workshops, you can personally interact with over 300 top engineering students and showcase your products and services. Your company can make a lasting impression by addressing all UTEK attendees at the opening and closing ceremonies! Sponsoring UTEK provides you the chance to build your corporate profile as an investor in young innovators!



Sponsorship Packages

Regardless of the size of your company, our 3 tiers provide you the opportunity to be involved in UTEK 2021! The following chart provides a starting point to what can be expected from collaborating with UTEK, but we are flexible to restructuring these packages to better suit you! We also accept useful merchandise to include in our Competition swag bag. If you have any other ideas on how you would like you to be part of UTEK, please let us know! We value your support and want to hear from you!

	Silver	Gold	Platinum
Monetary Value	\$500	\$750	\$1000+
Feature in Handbook	Company logo	Half page	Full page
Logo on Banner	No	Small	Large
Logo on UTEK merch	No	No	Yes
Features on Website Sponsors Page	Small logo linking to company website	Small logo linking to company website	Large logo linking to company website Company description on sponsors page
Career Opportunities Advertisement	No	On website careers page	On website careers page
Social Media Posts	Few	Some	Many
Nominate Competition Judges	Nominated candidates will be considered	Second priority	Highest priority
On-site Interviews	No	No	Yes
Career Fair Booths	Shared Booth	Small Booth	Large Booth
Resume Catalogue Access	Resumes from 2 competitions (max 1 Weekend Long)	Resumes from 4 competitions (max 2 Weekend Long) with finalists highlighted for 2 competitions	Resumes from all competitions with finalists highlighted for all competitions
Nominate speakers for Opening and Closing remarks	Nominated candidates will be considered	Second priority	Highest priority

Become a Partner!

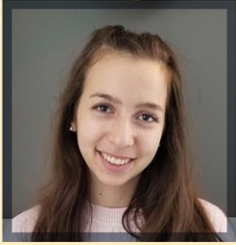
In addition to the above tiers, you also have the unique opportunity to work closely with one of the eight competitions at UTEK! As a partner, you are at the forefront of student interaction, with many opportunities to engage competitors such as at workshop and training sessions both before and during UTEK along with direct involvement in the development of the competition.

Only one sponsor can partner with each competition. Since this position is highly competitive, only the sponsor with the highest bid will be chosen. Spots are limited and demand is high, so let us know immediately if this is something that interests you!

Starting at \$500 (In addition to any tier)	
Contribute to Problem Statement	Yes
Contribute to pre-competition training workshops	Yes
Be involved in judging process	Yes
Opportunity to run company specific networking or workshop sessions during UTEK	Yes
Exclusive access to winning competitors and their solutions	Yes
Exclusive post-competition networking session with finalists	Yes



Hear From the Participants



Vanessa Bottero

2020 UTEK Junior Design Winner

"UTEK gives students the opportunity to foster creativity by applying classroom fundamentals to inventively design practical solutions for real world applications. This competition has definitely inspired me to further pursue my passion for design and has taught me the importance of engineering solutions in society."

Emily Bao

2020 UTEK & OEC Debate Winner

"I signed up for UTEK to practice my communication and critical thinking skills. It was a really enjoyable experience and I connected with students I otherwise would not have met. The competition reignited my passion for debate and inspired me to be more involved in the Skule community, and I look forward to future UTEK competitions as well!"



Sarika Goel

2020, 2019 UTEK Communications Winner, OEC 3rd Place Winner

"UTEK really taught me a lesson about pursuing the things you enjoy rather than always trying to catch up and be good at the same things as everyone around you. Not to mention I loved the chance to explore Ottawa for OEC!"

Jonathan Duong

2019 UTEK Re-engineering Winner

"If you're looking to participate in competitions to gain experience, then you don't want to miss out on UTEK! Between the friendly competition, the opportunity to apply problem solving skills learned in the classroom in a novel way, UTEK was a delightful experience and definitely something worth adding to my resume!"



Eva Liu

2017-2020 UTEK Participant and Executive

"Being involved in UTEK for the past three years, both as a competitor and as an executive team member, has given me the confidence and skillset to tackle real-world engineering problems with creativity, teamwork and perseverance."

Jaden Reimer

2020 UTEK Senior Design Winner

"UTEK is a great way to put yourself to the test among friends and meet new people. UTEK is a great place to practice creative problem solving in a low-risk environment. I had never gone to a hackathon or engineering competition before and advanced to the Ontario Engineering Competition which was a blast!"



Thank You!

UTEK looks forward to working with you to create a memorable experience for students and sponsors alike. We greatly appreciate your support. Thank you for your time and consideration!

Bipasha Goyal and Kevin Zhu



Contact Us

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UTEK 2021

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