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Our Mission

Our Mission

Our Mission
With a 30 year legacy of collaborating with both academia and industry, Promoting Opportunities for Women in Engineering (POWE) is a non-profit organization of students that share a common vision: providing tools for future women in engineering to unlock their full potential and promoting gender diversity.
Our action to attain these goals is three-fold:

1. Seeking young women’s interest in the profession and the diverse opportunities it offers through mentorship, school visits, and a Women in Engineering Conference;

2. Promoting equally beneficial partnerships with the industry by hosting professional and personal development opportunities such as our renowned Speed Networking and Speed Mentoring events;

3. Providing women currently in engineering with a support network to foster a sense of belonging and general awareness on the issues pertaining to gender inequality through year-round activities.
Although every year with POWE is full of fantastic advancements and opportunities, this year is particularly special to our community: it marks both POWE’s pearl anniversary and the 30th commemoration of the École Polytechnique massacre. This particular number also coincides with Engineers Canada’s "30 by 30" targets. Although McGill has the highest percentage of women studying engineering in Canada, we believe we can do better.

By proactively alleviating the unique challenges faced by women in engineering both in and beyond the classroom, we hope to raise the number of women who not only choose to study engineering, but also choose a career in the industry.

By being a POWE sponsor,

you and your company demonstrate an understanding of these challenges and a commitment to promoting Canada’s best women in engineering to the level they deserve.
In Memory

We at POWE are very excited to be celebrating 30 years of promoting equity and inclusion at McGill, and in the engineering profession. However, we would be remiss to neglect to acknowledge another event that happened 30 years ago, the École Polytechnique massacre. In 1989, 14 female engineering students were murdered in the deadliest mass shooting in Canadian history. These women were specifically targeted because of their gender and the ‘male-dominated’ career they had chosen to pursue. Every year since the shooting, POWE has collected signatures of various students who stand in solidarity with the victims of the shooting and against gender based violence in engineering. Thirty years later, POWE remains committed to being a voice for female engineering students, and would like to ask our future partners to stand with us, and remember the women who lost their lives, by supporting others like them.
How POWE promotes opportunities for YOU!

Promotional Merchandise showcasing your presence and commitment.

Photography Service during our events with the opportunity to get your company’s watermark on photos.

Title Sponsorship, Keynote & Presentation Opportunities for our most renowned events.

Access to Our CV Bank of women in engineering at McGill with a cross listing option to tailor it to your needs.
A Vibrant Social Media Presence

- A Facebook page with 1.7k+ followers;
- An Instagram with 400+ followers;
- 700 weekly newsletter subscribers;
- A growing LinkedIn presence with over 280 vetted group members;
- A dedicated website showcasing both our achievements and those who helped us make them come true.
POWE in Numbers 2018-2019

Event Portfolios
- 380+ Student Attendees
- 50+ Professional Representatives, Mentors & Speakers

The POWE Conference
- 23 Schools
- 148 Female High School Students
- 60+ Volunteers

Mentorship & Outreach
- 65 Mentorship Pairings
- 20 Science Fair Design Projects
- 10 Science Fair Judges
- 500+ Outreach Workshop Attendees
Past Partners

Accenture
Broccolini
CN
Hydro Québec
RCM Technologies
Rio Tinto
McKinsey & Company
SAP
MDA
Schlumberger
ERICSSON
Microsoft
SITA
Genetec
POMERLEAU
Pepsico
Google
Société Générale
Simulation + Training
Sponsorship Opportunities

Whether you’re looking for a one-time, important exposure, or seek a year-long partnership, we have something for you!

1. General Sponsorship
2. Speed Events
3. SWE Conference
4. POWE Conference
1. General Sponsorship

By choosing to be a POWE General Sponsor, you are entering a year-long, enriching, and fulfilling partnership with our organization. Your contributions will make a broad impact across the board, going towards a variety of our programs that occur throughout the academic year. These programs include career workshops, mentorship programs, outreach workshops, industry tours, and even sending delegates to hackathons.

In addition to seeing the impact of our wonderful programs, this partnership offers you exposure through our expansive social media presence, invitations to our annual Speed Networking events and even the chance to host your very own workshop with POWE!
We asked our team: “How would your portfolio make use of an extra $500?”

The mentorship portfolio could make use of an additional $500 through the sponsorship of prizes at the Montreal Regional Science and Technology Fair. Students from high schools and CEGEPs in the Montreal area compete for awards at the science fair by showcasing their innovative and compelling new ideas. Supporting their endeavors can spark an interest in STEM fields, and give rise to future scientists and engineers.

The design challenge in our standard outreach workshops consists of building a catapult from popsicle sticks, tape, push pins, etc. However, this is a typical design challenge given to students and we want to push the boundaries regarding an engineer’s job. We would invest in ozobots for the design portion of the presentation, in hopes of diversifying the focus of workshops, and incorporating software/computer engineering.

Making our internal events bigger and more accessible! Though already quite impressive, an extra $500 would mean the possibility to host larger events, bigger venue, and more attendees.
## General Sponsorship (Year-long)

<table>
<thead>
<tr>
<th></th>
<th>Platinum Pink¹ - $2000</th>
<th>Rose Gold² - $1000</th>
<th>Silver - $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Office Tour or 1 Hour Workshop, Includes Watermark on Event Photos</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description on POWE's Website</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Invitation to POWE End of Year Wine &amp; Cheese</td>
<td>✔ Up to 4 Professionals</td>
<td>✔ Up to 2 Professionals</td>
<td></td>
</tr>
<tr>
<td>Access to CV Bank</td>
<td>✔ Entire Academic Year</td>
<td></td>
<td>Event Specific (When Company is in Attendance)</td>
</tr>
<tr>
<td>Sponsor Specific Bulletin in Weekly Newsletter</td>
<td>✔ Unlimited Posts</td>
<td>✔ 2 posts per semester</td>
<td></td>
</tr>
<tr>
<td>Invitation to Speed Networking Event</td>
<td>✔ Up to 3 Professionals</td>
<td>✔ Up to 2 Professionals</td>
<td>✔ 1 Professional</td>
</tr>
<tr>
<td>Visibility Through POWE's Promotional Material (T-shirts &amp; Other Merchandise)</td>
<td>✔ Large (Back of T-Shirt)</td>
<td>✔ Medium (Back of T-Shirt)</td>
<td>✔ Small (Back of T-Shirt)</td>
</tr>
<tr>
<td>Featured Social Media Posts</td>
<td>✔ 1 Fully Independent Instagram Post 1 Shared Facebook post</td>
<td>✔ 1 Instagram Story Post 1 Shared Facebook post</td>
<td>✔ 1 Shared Facebook post</td>
</tr>
<tr>
<td>Logo on Website (General Sponsorship Tab)</td>
<td>✔ Large Logo &amp; Hyperlink of Choice</td>
<td>✔ Medium Logo</td>
<td>✔ Small Logo</td>
</tr>
</tbody>
</table>

¹ Limited to 2 sponsors, first come basis
² Limited to 5 sponsors, first come basis

**PLATINUM PINK NO LONGER AVAILABLE**
2. Speed Events

Speed Mentoring and Speed Networking are group-networking style events filled with career advice and fast-paced discussions between professionals and students. The events are geared towards providing guidance, advice, and knowledge to current engineering students. Professionals have the opportunity to share their experiences, discuss challenges faced in the field, diversity in the workforce, and their own personal journeys. The aim of these events is to help students make meaningful connections with companies and individuals in order to further their career and make the most of their university experience.

Number of attendees (2018-2019):

- Speed Mentoring (November): 45
- Speed Networking (February): 78
### Speed Networking (February) & Speed Mentoring (November)

<table>
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<tr>
<th>NO LONGER AVAILABLE</th>
<th>Speed Networking Title Sponsor - $2500</th>
<th>Speed Mentoring Title Sponsor - $1250</th>
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<tr>
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<td>✔</td>
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<tr>
<td>Keynote Address</td>
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<td>✔ 5 minutes</td>
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<tr>
<td>Access to CV Bank</td>
<td>✔ Entire Academic Year</td>
<td>✔ Event Attendees</td>
</tr>
<tr>
<td>Watermark on Event Photos</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Invitation to POWE End of Year Wine &amp; Cheese</td>
<td>✔ Up to 3 Professionals</td>
<td>✔ 1 Professional</td>
</tr>
<tr>
<td>Featured Social Media Posts</td>
<td>✔ 1 Facebook Post 1 Instagram Post 1 LinkedIn Post</td>
<td>✔ 1 Instagram Post 1 LinkedIn Post</td>
</tr>
<tr>
<td>Visibility Through POWE’s Promotional Material (T-Shirts &amp; Other Merchandise)</td>
<td>✔ Large (Back of T-Shirt)</td>
<td>✔ Medium (Back of T-Shirt)</td>
</tr>
<tr>
<td>Logo on Website (General Sponsorship Tab)</td>
<td>✔ Large Logo &amp; Hyperlink of Choice</td>
<td>✔ Medium</td>
</tr>
<tr>
<td>Invitation to Speed Events</td>
<td>✔ Up to 2 professionals for Speed Mentoring Up to 4 professionals for Speed Networking</td>
<td>✔ Up to 3 professionals for Speed Mentoring Up to 2 professionals for Speed Networking</td>
</tr>
</tbody>
</table>
Every year in the Fall, the Society of Women Engineers (SWE) hosts the world’s largest conference and career fair dedicated toward women in engineering and technology and brings together the leading businesses, organizations, universities and innovators in engineering. For the last 5 years, POWE has subsidized the trip for two female undergraduate students to attend the event. This is an amazing opportunity for our POWE representatives as they can connect with professionals from around the world like never before! When they return from the conference, they pass on what they have learned to the rest of our members at one of our general meetings.

This year’s conference will be held in Anaheim from November 7-9.
Your company's contributions will go towards covering the costs of transportation, accommodations and registration for the conference for two female McGill Undergraduate students. In return, we will showcase your company logo on our SWE promotional material (i.e., logo on applications and watermark on pictures). When the delegates return from the conference, representatives from your company will also be invited to a breakfast with the delegates to hear about their experience. Depending on your company's social media presence, the delegates can also write a blog post for your company or the delegates can “takeover” your Instagram for the day!
4. The POWE Conference

The Conference for Future Women in Engineering is POWE’s upstream, high-turn-out event which aims at fostering curiosity for the world of engineering in young women; as such, it is a core component of POWE’s educational mission and a formidable opportunity for you to really alleviate women’s underrepresentation in engineering through two axes: **inspiration** and **encouragement**.

Both these axes are covered with lab tours, a design competition, student panel, industry keynote, and more!
"The POE Conference really **helped me understand engineering** more than I did before."

"Really **well organized, interesting, and inspiring**. I really liked the student panel and graduate student speaker because they were reassuring and inspiring."

"**Amazing atmosphere** - welcoming & feeling of belonging. Graduate speaker was very inspiring and helped us understand more about engineering. Labs are awesome!!!"

"**POE really motivated me to work harder and eventually, to become an engineer in the future**. I asked all the questions I needed and now I have an answer for all of them. I can also say it gave me confidence to go into the field."

"This was the first conference I actually listened to **fully**."

"This conference was honestly **a lot of fun**. I wasn't really into engineering before, but now I think I might actually consider it as a career path."
<table>
<thead>
<tr>
<th><strong>POWE Conference (February)</strong></th>
<th>Pink Diamond(^1)- $3000</th>
<th>Rose Gold - $1500</th>
<th>Silver - $500</th>
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<td></td>
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<tr>
<td>Watermark on Event Photos</td>
<td>✔️</td>
<td></td>
<td></td>
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<tr>
<td>Keynote Address</td>
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<td></td>
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<tr>
<td>Invitation to POWE End of Year Wine &amp; Cheese</td>
<td>✔️ Up to 4 Professionals</td>
<td>✔️ Up to 2 Professionals</td>
<td></td>
</tr>
<tr>
<td>Send Representative to Engineering Fair</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Featured Social Media Post</td>
<td>✔️ 1 Facebook Post 1 Shared LinkedIn Post</td>
<td>✔️ 1 Instagram Post 1 Shared LinkedIn Post</td>
<td>✔️ 1 Shared LinkedIn Post</td>
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<tr>
<td>Logo on Website (General Sponsorship Tab + Conference Tab)</td>
<td>✔️ Large Logo &amp; Hyperlink of Choice</td>
<td>✔️ Medium Logo</td>
<td>✔️ Small Logo</td>
</tr>
<tr>
<td>Visibility Through POWE’s Promotional Material (T-Shirts &amp; Other Merchandise)</td>
<td>✔️ Front of T-Shirt</td>
<td>✔️ Medium (Back of T-Shirt)</td>
<td>✔️ Small (Back of T-Shirt)</td>
</tr>
</tbody>
</table>

\(^1\) Limited to 1 sponsor, first come basis
Thank you

Thank you for taking the time to review our sponsorship package. POWE is dedicated to building meaningful relationships with our sponsors, wherein both parties can celebrate the impact we have on the engineering community. By choosing to partner with POWE, you are joining a network dedicated to supporting any individual with the passion and potential to don the iron ring. POWE is always open to tailoring our partnerships to your specific needs. Together we can create a partnership that will add value to your organization, POWE, and our community as a whole. Please contact us to learn how you can become involved with POWE. We look forward to growing our partnership.

- The POWE Team
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POWE McGill

PROMOTING OPPORTUNITIES FOR

POWE
WOMEN IN ENGINEERING

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📍 POWE McGill