



8th Annual  
**IEEE WIE Wine and Cheese**  
*"Fuelling Innovation Through Diversity"*

**March 21, 2017**  
**6:30PM—9:30PM**

**Huguette Labelle Hall**

*University of Ottawa, Tabaret Hall Room 112  
75 Laurier Avenue East, Ottawa K1N 6N5*



**PATRONAGE PACKAGE**

# About

The **8<sup>th</sup> Annual Celebration of Women in Engineering Wine and Cheese** (hereafter referred to as the WIE Wine and Cheese) provides an opportunity for students in engineering to expand their network and spark valuable discussions in a low-pressure environment with experts, professionals, faculty, and fellow students in their interested career fields and create lasting bonds for years to come.

With this year's theme being “**Fuelling Innovation through Diversity**”, we are putting our focus towards connecting individuals with immensely diverse backgrounds who bring their passion, innovation and different areas of expertise to the table. We believe that the creativity and intellect of all members of society - regardless of gender, background, etc., are essential to accelerate progress towards a sustainable future with innovative technology.

This event is entirely run by students, for the students. Every year, the IEEE WIE University of Ottawa and Carleton University Student Branches work hard to bridge the gap between students and industry, while promoting an enjoyable university environment for all engineering students.

We invite you to participate in the 8th Annual WIE Wine and Cheese event.



IEEE WIE envisions a vibrant community of women and men collectively using their diverse talents to innovate for the benefit of humanity, and we continue to strive to meet that mission.

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*[www.celebratewie.ca](http://www.celebratewie.ca)*

# Patronage Benefits

We believe that featuring your organization in this year's WIE Wine and Cheese would be a wonderful opportunity to:

- **Recruit and inspire** incoming engineering graduates
- **Share your expertise** on the topics you're passionate about with like-minded individuals
- **Cement your organization's brand** as an industry leader to the next generation of engineers

We are pleased to offer you a patronage package that will put your organization on the platform and showcase your brand.



Inspire to Innovate, for a Better Tomorrow.  
Become a Patron Today!

*Please direct your patronage inquiries to: [celebratewie@gmail.com](mailto:celebratewie@gmail.com)*

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# Patronage Summary

The WIE Wine and Cheese Patronage Committee wants to provide our valued patrons with an enhanced opportunity for higher visibility marketing to the attendees. We will work with your company to tailor these patronage packages to maximize the value of the patron opportunity to your needs.

<i>Patronage Levels</i>	<b>PLATINUM</b> <b>\$500</b>	<b>GOLD</b> <b>\$300</b>	<b>SILVER</b> <b>\$150</b>
Speaking Opportunity	Interactive session + Opening Message	Interactive session	-
Exhibition Space	Yes (2x area, Prime Location)	Yes	Yes
Advertisement in event guide	Largest	Large	Medium
Company name and logo on event website	Largest	Large	Medium
Signage Display in event entrance and main function	ALL (Prominently displayed)	All	Main function
Recognition in event social media	Yes	Yes	Yes
Acknowledgement at event opening and closing	Yes	Yes	Yes
Representative Registration	5	4	3

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# Patronage Opportunities

## Platinum Patron (\$500)

### Partnership Includes:

- Recognition as Platinum Patron
- **Dedicated speaking timeslot** during event opening, offering an opportunity for lasting company exposure
- Dedicated **interactive networking session** during main event function
- Exhibition space with **double (2x) the regular exhibitor surface area exclusive to platinum patrons** in event in prime location with high traffic
- Prominently displayed advertising placements in event guide
- Company logo, link and description predominantly featured on event website and social media pages
- **Prominent display** of your signage in event entrance and main function
- Recognition in pre event communications and social media
- Acknowledgement at event opening and closing
- Event registration for **five (5) representatives**

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# Patronage Opportunities (Continued)

## Gold Patron (\$300)

### Partnership Includes:

- Recognition as Gold Patron
- **Dedicated interactive networking session** during main event function
- Exhibition space in event
- Large advertising placements in event guide
- Company logo, link and description featured on event website and social media pages
- Display of your signage in event entrance and main function
- Recognition in pre event communications and social media
- Acknowledgement at event opening and closing
- Event registration for **four (4) representatives**

## Silver Patron (\$150)

### Partnership Includes:

- Recognition as Silver Patron
- Medium sized advertising placements in event guide
- Exhibition space in event
- Company name and medium size logo on the event website, linked to your corporate website
- Display of your signage in main function
- Recognition in pre event communications and social media
- Acknowledgement at event opening and closing
- Event registration for **three (3) representatives**

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# We'd love to hear from you!

Email:

[celebratewie@gmail.com](mailto:celebratewie@gmail.com)

Or visit:

[www.celebratewie.ca](http://www.celebratewie.ca)

We look forward to seeing you this March 21st as an official IEEE WIE Wine and Cheese Patron!

*Thank you for your support!*



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