



# 2024 SPONSORSHIP PROSPECTUS

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**Presented By**

Ahmad Dayyan  
External Relations Lead



# FOREWORD: A NOTE FROM THE CHAIRPERSON

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By way of introduction, my name is Jayden Leveridge-Smith, and I am proud to be the UWA Young Engineer's Chairperson for the 2023/24 term.

Since the club's inception in 1997, UWAYE has continually strived to deliver high quality events to the UWA STEM cohorts. Our initiatives provide opportunities for students of all Engineering, Maths and Science majors to expand their network and develop their professional skillset. All of this would not be made possible without the continued support and collaboration with our valued industry sponsors.

Emerging from what may be one of the most challenging periods for us all, UWAYE continues to reflect on our successes. We remain committed to providing opportunities for our committee, our sponsors and the wider STEM community.

As we move into a new term, our team is positioned strongly



to provide your company exciting opportunities to engage with UWA students. Our diverse committee comprises students across more than 10 majors and a range of age groups, significantly increasing our reach across campus.

On behalf of the UWA Young Engineers, I would like to extend a warm invitation to your company to work with us and we look forward to learning how we can assist your organisation to meet talented and high-achieving UWA students.

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# ABOUT UWAYE

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## ABOUT US

UWA Young Engineers is a student lead non-for-profit organisation based at the University of Western Australia. Our organisation is comprised of high achieving students from all disciplines of the UWA School of Engineering and Mathematical Sciences.

## OUR MISSION

Our mission is to promote the personal and professional development of all our members – this is achieved by bridging the gap between students and industry. This commitment comes to life through a remarkable events calendar encompassing networking evenings, technical talks, engineering competitions, and sessions dedicated to honing essential soft skills.

## OUR PRESENCE

We have over 2000 followers across our social media platforms enabling us to run student engagement events across campus with over 1000 attendees annually from all major West Australian universities.



## 2023/24 COMMITTEE



# MEET THE 2023/24 EXECUTIVE TEAM

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# INDUSTRY ANALYSIS NIGHT

## INTRODUCTION

Established in 2017, UWAYE's Industry Analysis Night has grown to become a flagship event on the UWA engineering student calendar. The event showcases many industries and is dedicated to broadening students' perspectives on the potential pathways within their engineering degree. The event provides invaluable insights into the diverse professional landscape by featuring companies and speakers spanning sectors like oil and gas, technology, renewables, investment banking, management consulting, mining, and research.

Throughout the event, speakers have the opportunity to deliver a TED-talk-style presentation, offering a glimpse into their distinctive career paths and notable achievements. Industry Analysis Night is an excellent platform for speakers to enlighten university students about their company, mission, operations, and core values.



**LISTEN**



**LEARN**



**NETWORK**

## EVENT DETAILS

Industry Analysis night will take place on the evening of Thursday the 21st of March, with more details to be released closer to the date.

In 2024, Industry Analysis Night will maintain a structure similar to the 2023 event. The evening will feature engaging "TED-talk" style presentations addressing key industry issues and trends. The theme for the 2024 Industry Analysis Night is *"Your Blueprint to a Brighter Future"*. The event will ensure a substantial portion of time is dedicated to networking, complemented by premium food and beverage service.

More information on the event, benefits, inclusions, and schedule is available on request in the event proposal.

### Industry Analysis Night 2023 In Numbers

**250+**

Attendees in 2023

**20+**

Organisations in attendance  
in 2022

**48**

Keynote Speakers from 2017-  
2023, ranging from CEOs to  
graduates

**10+**

Industries represented in 2023

## **BENEFITS**

Industry Analysis Night attracts over a hundred students from the UWA School of Engineering and Physics, Mathematics, and Computing each year. By becoming an industry partner for this event, you can unlock a range of benefits, including but not limited to:

### **Build Campus Presence:**

Participating in the Industry Analysis Night allows companies to connect with a diverse audience of students across various disciplines. It expands its reach to those studying mathematics, data science, and physics. This event presents a unique opportunity for your company to establish and bolster its presence on campus, fostering awareness and engagement within the UWA student community.

### **Access to UWA's best and brightest student engineers:**

As a sponsor for this event, your company can access UWAYE's social media networks and mailing lists. This platform is optimal for broadcasting newsletters, promoting upcoming vacation work graduate opportunities, and, in general, enhancing the company's presence within the broader community. The platform ensures a guaranteed reach to UWAYE's 1200+ members and 2000+ targeted social media followers.

### **Vacation and Graduate Work Applications:**

The event precedes the opening of graduate and vacation work applications, providing an ideal opportunity to engage with the brightest minds. Its aim is to kindle students' enthusiasm for applying to your company, significantly improving both the quantity and quality of applications.



## SPONSORSHIP

Sponsorships and sponsor packages for 2024 will be structured consistently with previous years. Please note that these packages are preliminary and may undergo minor adjustments as the event approaches. Comprehensive pricing details and finalised packages will be confirmed closer to the event date and available in the event's official prospectus.

### PLATINUM SPONSORSHIP (PRICE TBC - 3 AVAILABLE)

- Keynote speaker during a high-demand speaking slot
- Main stage advertising for your company throughout the entire event (banners and a slide show during intermissions)
- Company Networking Stall
- 4 Corporate Admission Tickets (plus speaker)
- Advertising on UWAYE Newsletter, Facebook Page and LinkedIn



### GOLD SPONSORSHIP (PRICE TBC - 4 AVAILABLE)

- The keynote speaker allocated a 10-minute time slot
- Five notable speakers,
- Company Networking Stall
- 3 Corporate Admissions Tickets (plus speaker)
- Additionally, advertising will be published on the UWAYE Newsletter, Facebook Page, and LinkedIn platform.



### SILVER SPONSORSHIP (PRICE TBC - 13 AVAILABLE)

- Company Networking Stall
- 3 Corporate Admissions
- Company name and logo inclusion on event marketing
- Advertising on UWAYE Newsletter and Facebook Page



# POWERING THE FUTURE

## INTRODUCTION

Being a flagship event on the UWAYE calendar, Powering the Future is one of UWAYE's most significant events of the term. The event focuses on the importance of sustainable and innovative solutions and technologies. Companies are invited to showcase their current solutions and generate a conversation around sustainability.



The event consisted of a keynote speaker-style program with multiple networking sessions between presentations. Keynote speaker spots are available in higher-tiered sponsorship levels outlined below; sponsorship options for booth setups during our allocated networking sessions will also be available.



2023's Powering the Future focused on the theme of decarbonisation. Various companies took centre stage, unravelling their projects and emphasising the pivotal role decarbonisation played within them. The discourse that unfolded was valuable, featuring standout projects from prominent companies such as Siemens and GHD.



## BENEFITS

As well as the benefits listed above for Industry Analysis Night, attending Powering the Future 2024 will provide your company the opportunity to showcase modern projects to a motivated audience of students partaking in relevant degrees at UWA and other institutions.

## EVENT DETAILS

Powering the Future 2024 will be held in Semester 2 of the university calendar (July-October), with preliminary company sponsorship packages as shown below. If your company is interested in attending, please reach out to [hr@uwaye.com](mailto:hr@uwaye.com).

## SPONSORSHIP

### PLATINUM SPONSORSHIP + EVENT NAMING RIGHTS

- Keynote speaker, allocated first speaker slot with 15 minute time limit.
- Naming rights of event in the form of **UWAYE x YOUR COMPANY Presents: Powering the Future**
- Main stage advertising for your company throughout the entire event (banners and slide show during intermissions)
- Company stall
- Corporate ticket package (4 tickets, incl. speaker)
- All marketing entitlements outlined in gold sponsorship



### GOLD SPONSORSHIP

- Keynote speaker, allocated a 10 minute speaker slot
- Company stall
- Corporate ticket package (3 tickets, including speaker)
- All marketing entitlements outlined in silver sponsorship
- Targeted marketing of company and speaker profile



### SILVER SPONSORSHIP

- Company Stall
- Corporate ticket package (3 tickets)
- Company name and logo inclusion on event marketing
- Ability to share marketing material through UWAYE's member list and social streams



# CHANGING WITH THE TIMES

## INTRODUCTION

With this year's theme of Diversity, UWAYE has created the event Diverse Minds Meet Innovation. This event celebrates the constantly changing and evolving landscape of engineering/STEM and what that means for future graduates.

UWAYE's Diverse Minds Meet Innovation enables you to explore relevant soft skills in the workforce, connect with industry professionals and learn more about the different pathways and career opportunities available to young engineers.



The first installation of the series, with a theme of 'Diverse Minds Meets Innovation: Exploring Engineering Pathways', was held in 2023 with great success.

10 soft skill workshops &  
2 panel discussions

Sold Out event:  
60 student attendees

The 2024 Changing with the Times event will take place in Semester 2 (July - November) with further details to be released in early 2024.

If your company is interested in attending or has a vision for UWAYE's 2024 instalment, please reach out to [hr@uwaye.com](mailto:hr@uwaye.com).



# ENGINEERING IN CONSULTING

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## INTRODUCTION

A reboot of our 2020 event, Engineering in Consulting, involves a hands-on case study experience for students to reflect and build the technical and abstract problem-solving skills required in a career as an engineer.

Case studies are a great way to showcase issues and practical work problems to students and have them interact with your company to find solutions.

The case studies are run over a single-hour time slot. For this event, your organisation would be required to present a topic or problem and have students work together in teams over a short period before presenting their solutions.



## EVENT DETAILS

UWAYE's 2024 event will take place in Semester 1, with tentative dates ranging between the 22nd to the 26th of April, 2024.

If your company is interested in co-hosting or has a vision for UWAYE's 2023 instalment, please reach out to [hr@uwaye.com](mailto:hr@uwaye.com).

# HACKATHON

## INTRODUCTION

UWAYE's Hackathon stands out amongst our event calendar for the unique and tangible opportunities it can provide to our participating students and company sponsor. By its definition, a hackathon is a design sprint event whereby participating teams work in an intense collaborative setting to develop software solutions to a proposed project or challenge. The limited time frame forces students to rely on their creativity and critical thinking, showcasing these skills to the sponsor company.



We believe any company partnering with us as this event's keynote sponsor would benefit from:

The opportunity for bright university students to develop direct solutions to a current or future software problem posed by you, tailored to address your specific business needs, is invaluable.

The opportunity to observe participants' creative thinking and fresh ideas and thereby identify prospective candidates for summer vacation or graduate roles within your company

TA platform from which any company can build, expand or solidify their image amongst UWA students via campus engagement and the creation of a two-way relationship with both the university and UWAYE



# OTHER INITIATIVES

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## MENTORSHIP PROGRAM



UWAYE's Mentor Program commenced at the end of 2023. Over a 6 month period, students are paired with an industry mentor. Mentee/mentor pair are encouraged to meet regularly, discuss goals and collaborate on strategies for personal and professional growth.

The program offers students guidance for potential internships and career opportunities, while allowing companies to demonstrate their dedication to professional development and community engagement



The Mentor Program supports UWAYE's mission to enhance members' professional development and bridge the gap between students and industry. Its focus on mentorship builds enduring connections for long-term benefits in both career and personal growth.



## PROFESSIONAL DEVELOPMENT WORKSHOPS

### Introduction

Professional development workshops are our way, as well as the industry's, of recognizing and rewarding the hard work of the UWAYE committee. The committee organizes successful events each year, connecting students with industry professionals. In appreciation of their efforts, we are committed to providing them access to unique skill development workshops the industry offers.



### Benefits

#### Lasting Impact:

- Allow your organisation to give back to the community and begin to shape the skillsets of UWA's best and most dedicated engineering talent.

#### Access to UWA's best & brightest:

- The UWAYE committee is selected off stringent recruitment processes within the University community and will allow your organisation to begin building important relationships with UWA's brightest students.

### Company Requirements

- No monetary contributions are required for these events.
- Industry representatives to deliver targeted and relevant workshops catering directly to our committee.
- Workshops may be hosted on UWA campus or a company chosen location (eg. company office).

Some of our common workshop topics include:

- Job application preparation (resumes, cover letters, interview skills).
- The transition from University to the workplace.
- Speaking skills (eg. public speaking, networking/small talk).
- Site Tours (please see page 13).



## SITE TOURS

Offering an alternative approach to engage students, site tours enable companies to exhibit their ongoing projects, leaving a lasting impression. Meanwhile, students can interact with the work environment, enhance their understanding of the industry, and gain valuable insights into potential future roles.

During site tours, students are guided through the company office or project site by a company representative who provides information about the significance of the activities. Previous site tours have included a walkthrough of manufacturing facilities.

These tours can be exclusively arranged for the UWAYE committee as part of a professional development workshop or opened to the broader UWA community, inviting STEM students to participate.



## LUNCH & LEARN

Lunch & Learn provides an excellent chance for your company to share insights into diverse employee experiences and internal projects. Whether from top-level management or newly hired graduates, you'll have dedicated time with students to present this information and any additional career opportunities you'd like to highlight.

Typical requirements from sponsors include reimbursement of lunch and small associated costs for the event, as they are advertised as free for students.

# SPONSORSHIP & MARKETING

## MARKETING BENEFITS FOR SPONSORS

The UWA Young Engineers maintain a strong reputation and presence within the university. As a sponsor, your company will have access to a range of marketing initiatives outlined in this package.

### E-MARKETING

- Access to UWAYE’s email list allows for the distribution of company newsletters and/or information about vacation or graduate work opportunities.
- Chance provided to post updates through UWAYE’s Facebook page which provides a platform for sharing vacation or graduate work opportunities alongside company news
- Top-tier sponsors can leverage UWAYE’s Linked-In page as an opportunity to share company news and/or highlight vacation and graduate job opportunities.
- Companies will receive access professional photograph and videos captured during the hosted events for promotional purposes

### PHYSICAL MARKETING

- The UWAYE marketing team will design posters for the events hosted by your company, strategically placing them across the UWA campus. Your company's logo will feature prominently on all posters, and you will have the opportunity to review and approve each poster before distribution



## MARKETING SPONSORSHIP PACKAGE

**\$250 P.A. (VALID 1 YR)**

Whilst marketing entitlements are included as part of our event sponsorships, UWAYE also offers sponsorship packages centred solely around marketing.

Companies are finding it more appealing than ever to distribute content through UWAYE due to our wide and carefully focused social media reach and member email list. For this reason, we provide a Marketing Sponsorship package.

### Benefits

The Marketing Sponsorship Package entitles your organisation to have UWAYE distribute your marketing material for the following;

- Internships
- Job opportunities
- Current projects
- Any other material

### UWAYE Reach

UWAYE's reach currently extends to as many as 80,000 people a year through various avenues and has over 2,500+ followers across social media platforms. Furthermore, our extensive member email list provides us access to target university engineering and STEM students, with over 1000 members.

### Expressing Interest

If a Marketing Sponsorship is something your company is interested in to distribute your material and career advertisements, please don't hesitate to reach out. The package is priced at \$250 p.a on a rolling basis (i.e. valid 1 year from date of purchase).

*Note: Marketing through our social media streams via marketing sponsorship package is limited to 6 posts p.a. with a limit of 3 posts per month. This is to ensure fairness to all sponsors and allow equitable airtime for both UWAYE and corporate marketing.*

# CLOSING NOTE

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## A THANK YOU TO OUR SPONSORS

As we conclude a successful term in 2022/23, the UWA Young Engineers express our heartfelt gratitude to our supportive sponsors. Your cooperation has been instrumental in bringing our mission statement to life, offering students valuable personal and professional development opportunities through connections with industry professionals.

Thank you for your steadfast support of UWAYE. We eagerly anticipate continued collaboration with you in the years ahead.

## QUESTIONS OR QUERIES?

*Questions? Queries? Or want to get in touch about sponsorship for any of the above mentioned events?*

*Please direct emails to [hr@uwaye.com](mailto:hr@uwaye.com)*



**@UWAYoungEngineers**



**UWA Young Engineers (UWAYE)**



**@uwayoungengineers**

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# THANK YOU TO OUR 2022/23 SPONSORS

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