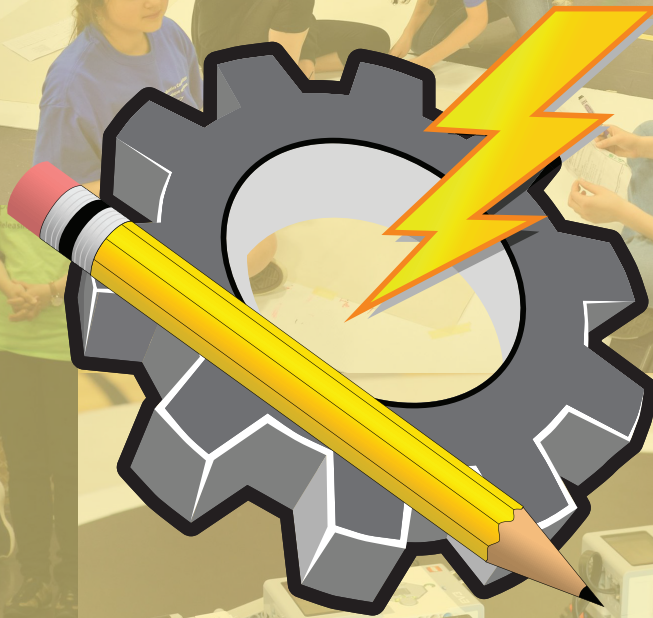




IEEE

Ottawa
Section



16th Annual

IEEE Ottawa Robotics Competition

Patronage Package
Saturday, May 26th, 2018
Ottawa, Ontario

A Premier Initiative Promoting STEM Fields

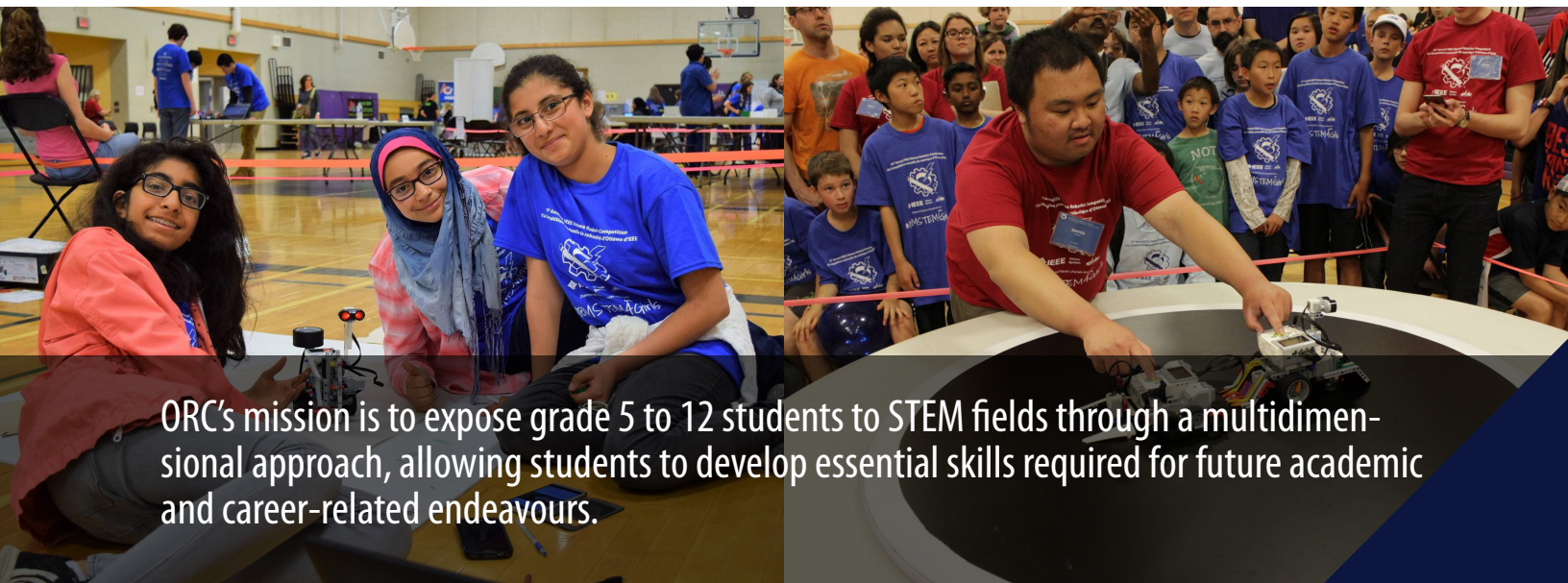
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What is ORC?

Since 2003, the ORC (Ottawa Robotics Competition) is a premier initiative from the IEEE Ottawa Section to promote Science, Technology, Engineering, and Mathematics (STEM) in Ottawa schools. ORC offers students and teams a unique opportunity to go through an entire scientific and engineering thought process from start to finish.

Students design, build, and program their robots to address ORC's yearly challenges. In addition to robotic performance, teams prepare a technical report and oral presentation for judicial evaluation.

Since 2015, the ORC has grown by 20-35% annually. In 2017, the ORC supported 110 teams (410 students) from 35 schools and attracted over 600 attendees to the competition arenas, up from 70 teams (300 students) in 2016. The ORC subsidizes the cost of robot kits, allowing more schools to compete.



ORC's mission is to expose grade 5 to 12 students to STEM fields through a multidimensional approach, allowing students to develop essential skills required for future academic and career-related endeavours.

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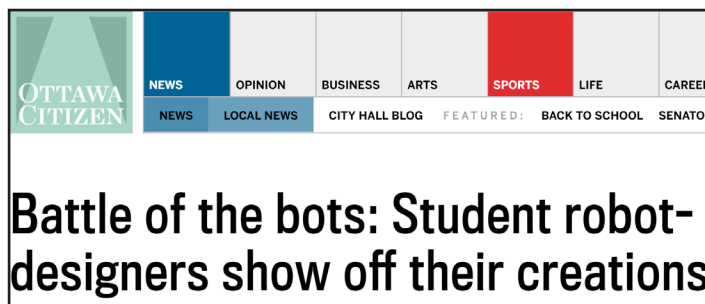
Student Engagement, Exposure & Benefits

ORC helps participants build an array of invaluable skills by taking them through an entire scientific and engineering thought process.

These skills include:

- Design
- Leadership
- Presentation
- Problem-solving & logic
- Programming
- Report writing & documentation
- Teamwork

For testimonials: visit <http://bit.ly/ORC2016OTTICITIZEN>



The screenshot shows the Ottawa Citizen website navigation bar with categories like NEWS, OPINION, BUSINESS, ARTS, SPORTS, LIFE, and CAREER. Below the navigation bar, a news article is featured with the headline "Battle of the bots: Student robot-designers show off their creations".



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Previous ORC Innovations

Each year, teams compete in different challenges. Traditionally, ORC has included only challenges based on LEGO Mindstorms kits. In order to grow with our students as they develop higher-level thinking throughout their formal academic education, we have introduced more advanced challenges which include the use of Bluetooth technology (BLE) and Arduinos.

Drag Race Challenge

Accelerate quickly to top speed to be the first to cross the finish line.



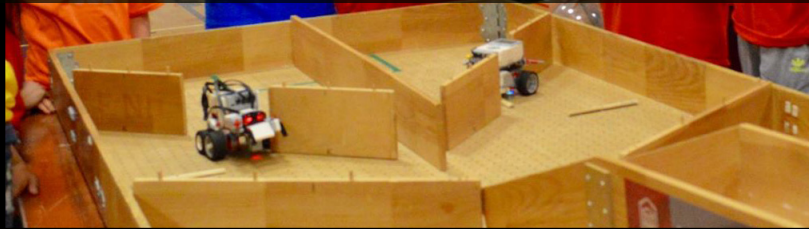
LRT Detour Challenge

Build an Arduino robot that can autonomously navigate detours.



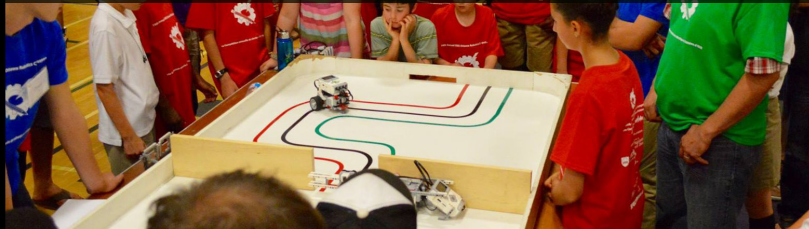
King of the Hill Challenge

Navigate a maze to reach the top of a custom-made hill in the shortest amount of time.



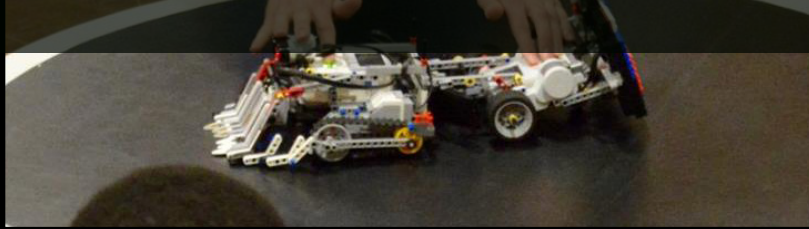
Project BLU Challenge

Use Bluetooth to communicate between two LEGO robots to solve a puzzle.



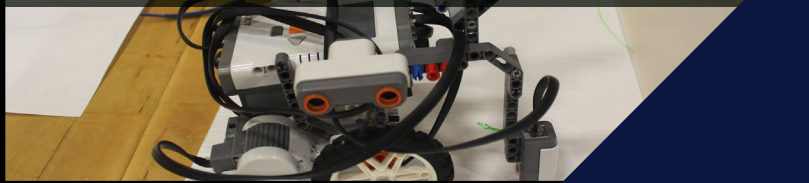
Sumo Challenge

Battle it out - build a sumo-wrestler robot to push and flip your opponent out of the ring.



Da Vinci Challenge

Test your artistic skills - build a robot to draw a design or artwork on a canvas relating to the annual theme.



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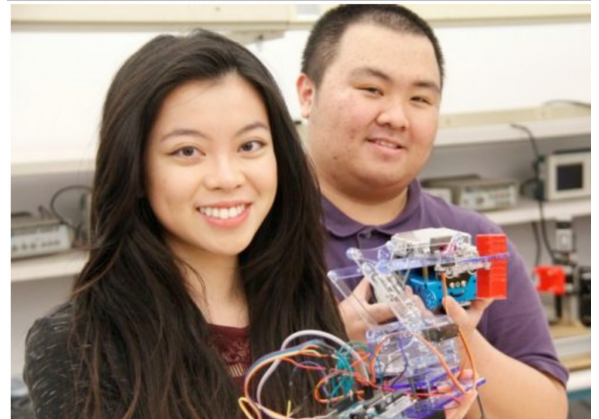
How You Can Help?

Help us promote science and engineering in Ottawa by:

- Subsidizing ORC robotics kits
- Encouraging underrepresented groups to participate
- Reducing registration fees for participants
- Expanding ORC's reach to more schools

News / Ottawa

Ottawa robotics program aims to increase participation from girls



News feature: <http://bit.ly/ORC17MetroOtt>

Making the ORC More Accessible to Students

Your patronage directly supports students who would otherwise not be able to participate in the competition by reducing their registration fees. You can choose whether these discounts apply to all students or a specific demographic (such as those of low socioeconomic status). You can also choose to name the discount, allowing students to know you support their exploration of STEM fields.



Become a Patron and a Partner Today!

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Patronage Opportunities Summary

Benefit	Level (Contribution)					
	Diamond (\$10k)	Platinum (\$7k)	Gold (\$4k)	Silver (\$2.5k)	Bronze (\$1.5k)	Exhibitor (\$500)
Availability of patrons at this level	1	1	2	Unltd.	Unltd.	Unltd.
Base registration fees reduced by	20% for all	--	--	--	--	--
Letter to students with company logo	Yes	--	--	--	--	--
Advertising on registration form	Yes	--	--	--	--	--
Dedicated presentation timeslot	Yes, all events	Workshops only	--	--	--	--
Representative judging	Yes	Yes	--	--	--	--
Title patron for lunch (see pp. 8)	--	Yes	--	--	--	--
Number of challenges named by company	2	1	1	--	--	--
Events at your company	High priority	High priority	Yes	Yes	--	--
Discount for students (details, see pp. 7-10)	60% or \$6	35% or \$3.50	20% or \$2	10% or \$1	5% or \$0.50	--
Relative logo size on T-shirt	3.5x (Front and back)	3x	2.5x	2x	1x	--
Advertising (social media and giveaways)	Premium	Premium	Premium	Yes	Yes	Website only
Exhibition on competition day (tables, representatives)	3, 10	3, 7	2, 5	2, 3	1, 3	1, 2

Want to help students even more? Check out our add-ons (p. 11)!

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Patronage Opportunities

Diamond Patron (\$10,000) - ONLY 1 AVAILABLE

Partnership includes:

- Recognition as Diamond Patron
- **All participants will receive 20% off of their base registration fees and individually addressed letters using your company's letterhead**
- **Exclusive advertising space** on our registration form to promote your company's initiatives/innovations
- Representative judging on competition day
- Dedicated opportunity at **all ORC events** to promote your company
- Opportunity to name **two (2)** challenges after your company name
- Company logo predominantly featured on ORC T-shirts (**front and back**)
- **Three (3)** tables for networking booth and up to **ten (10) representatives** on competition day
- **60% discount** off base registration fees to a specific set of participants or **\$6 off** discount to all participants (named after your company)
- Higher priority to hold ORC events at your company venue
- Full page ads will be prominently displayed on competition day
- Every competition package will include an insert supplied by your company, offering an opportunity for lasting company exposure.
- Diamond Patron information prominently displayed during competition day.
- Company logo, link and description predominantly featured on ORC's website and social media pages
- Company logo and promotional materials featured on all promotional materials generated for ORC
- Memorabilia (promotional materials and/or gifts) provided from your company will be given out at all ORC events (open house, workshop, and competition day).
- A formal thank you will be made during the opening ceremony, lunch break, and closing ceremony.

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Patronage Opportunities

Platinum Patron (\$7,000) - ONLY 1 AVAILABLE

Partnership includes:

- Recognition as Platinum Patron
- **All will receive 50% off regular lunch fees with premium advertising of such incentive**
- Representative judging on competition day
- Dedicated opportunity at all ORC workshops to promote your company
- Opportunity to name **one (1)** challenge after your company name
- **Three (3)** tables for networking booth and up to **seven (7) representatives** on competition day
- **35% discount** off base registration fees to a specific set of participants or **\$3.50 off** discount to all participants (named after your company)
- Higher priority to hold ORC events at your company venue
- Company logo predominantly featured on ORC T-shirts
- Full page ads will be prominently displayed on competition day
- Every competition package will include an insert supplied by your company, offering an opportunity for lasting company exposure
- Platinum Patron information prominently displayed during competition day
- Company logo, link and description predominantly featured on ORC's website and social media pages
- Company logo and promotional materials featured on all promotional materials generated for ORC.
- Memorabilia (promotional materials and/or gifts) provided from your company will be given out at all ORC events (open house, workshop, and competition day)
- A formal thank you will be made during the opening ceremony, lunch break, and closing ceremony.

Patronage Opportunities

Gold Patron (\$4,000) - ONLY 2 AVAILABLE

Partnership includes:

- Recognition as Gold Patron
- Opportunity to name **one (1)** challenge after your company name
- **Two (2)** tables for networking booth and up to **five (5) representatives** on competition day.
- **20% discount** off base registration fees to a specific set of participants or **\$2 off** discount to all participants (named after your company)
- Collaboration to hold ORC events at your company
- Company logo superiorly featured on ORC T-shirts
- Full page ads will be prominently displayed on competition day.
- Every competition package will include an insert supplied by your company, offering an opportunity for lasting company exposure.
- Platinum Patron information prominently displayed during competition day.
- Company logo, link and description predominantly featured on ORC's website and social media pages.
- Company logo and promotional materials featured on all promotional materials generated for ORC.
- Memorabilia (promotional materials and/or gifts) provided from your company will be given out at all ORC events (open house, workshop, and competition day).
- A formal thank you will be made during the opening ceremony, lunch break, and closing ceremony.

Patronage Opportunities

Silver Patron (\$2,500)

Partnership includes:

- Recognition as Silver Patron
- **Two (2)** tables for networking booth and up to **three (3) representatives** on competition day.
- **10% discount** off base registration fees to a specific set of participants or **\$1 off** discount to all participants (named after your company)
- Collaboration to hold ORC events at your company
- Company logo featured on ORC T-shirts
- Company logo, link and description featured on ORC's website and social media pages.
- Company logo and promotional materials featured on all promotional materials generated for ORC
- Memorabilia (promotional materials and/or gifts) provided from your company will be given out at all ORC events (open house, workshop, and competition day).
- A formal thank you will be made during the opening ceremony, lunch break, and closing ceremony.

Bronze Patron (\$1,500)

Partnership includes:

- Recognition as Bronze Patron
- **One (1)** table for networking booth and up to **three (3) representatives** on competition day
- **5% discount** off base registration fees to a specific set of participants or **\$0.50 off** discount to all participants (named after your company)
- Company logo featured on ORC T-shirts
- Company logo, link and description featured on ORC's website and social media pages
- Company logo and promotional materials featured on all promotional materials generated for ORC
- Memorabilia (promotional materials and/or gifts) provided from your company will be given out at all ORC events (open house, workshop, and competition day)

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Patronage Opportunities

Exhibitor (\$500)

Partnership includes:

- Recognition as an Exhibitor
- **One (1)** table for networking booth and up to **two (2) representatives** on competition day
- Company logo and link on ORC's website

Patronage add-ons

These patronage add-ons help to deliver even greater value to your package and directly support students even further with kit giveaways!

Contribution	\$2,000	\$2,000	\$500	\$50
Availability	1	1	Unltd.	Unltd.
Patron eligibility	Gold, Platinum and Diamond patrons		All patrons/exhibitors	
Deadline	November 30, 2017		January 15, 2017	
Kits given	5 Lego kits	10 Arduino kits	1 Lego kit	1 Arduino kit
Further details	<ul style="list-style-type: none"> • Title patron for giveaway • Photo-op with schools 	<ul style="list-style-type: none"> • 10 registration fee credits of up to \$150 • Title patron for giveaway • Photo-op with schools 	--	--

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Visit our YouTube channel

<https://www.youtube.com/user/IEEEORC>

Have any questions or comments?

Email us at:

orcinfo@ieeeottawa.ca

Visit:

orc.ieeeottawa.ca

ORC 2017 Executive Committee



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