



IEEE

Ottawa
Section



18TH ANNUAL

IEEE OTTAWA ROBOTICS COMPETITION



Patronage Package

May 29, 2021
Ottawa, Ontario

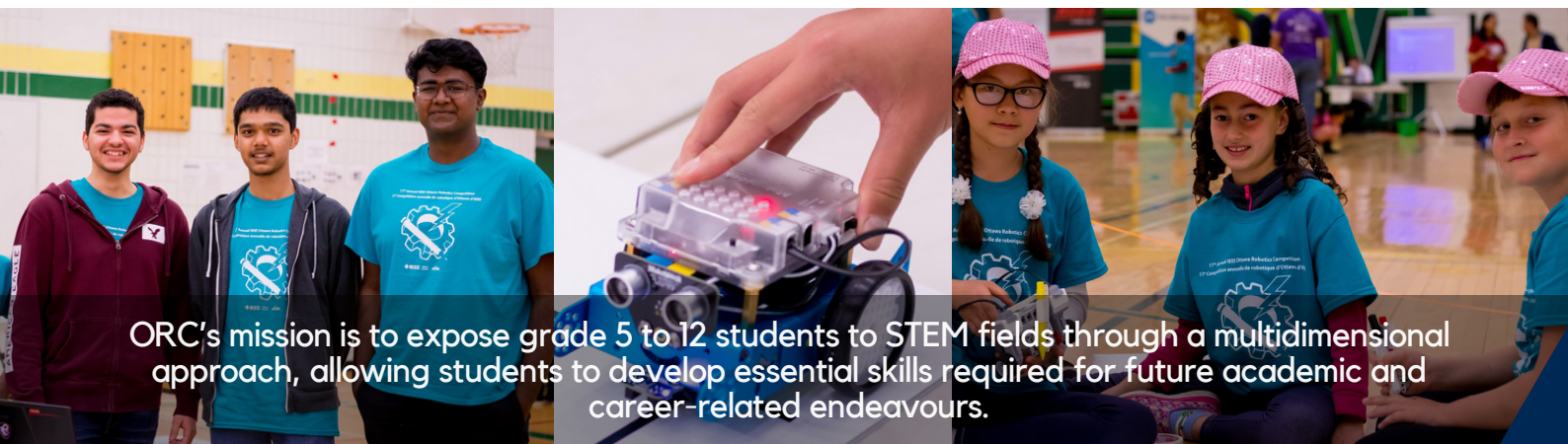
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WHAT IS ORC?

Since 2003, the ORC (Ottawa Robotics Competition) is a premier initiative from the IEEE Ottawa Section to promote Science, Technology, Engineering, and Mathematics (STEM) to schools within Ottawa. The 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.

As Ottawa's largest robotics competition, the ORC has been supporting the participation of over 300 students from 90+ teams and attracting over 600 attendees annually since 2016. The ORC subsidizes the cost of robot kits and gives out new robotics kits as prizes, allowing more schools and students 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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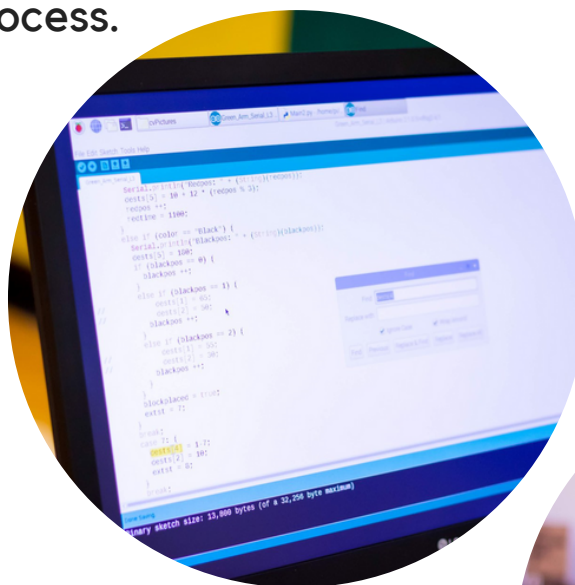
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STUDENT ENGAGEMENT, EXPOSURE & BENEFITS

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
- PROGRAMMING
- PROBLEM-SOLVING & LOGIC
- REPORT WRITING & DOCUMENTATION
- TEAMWORK



Past competitor story

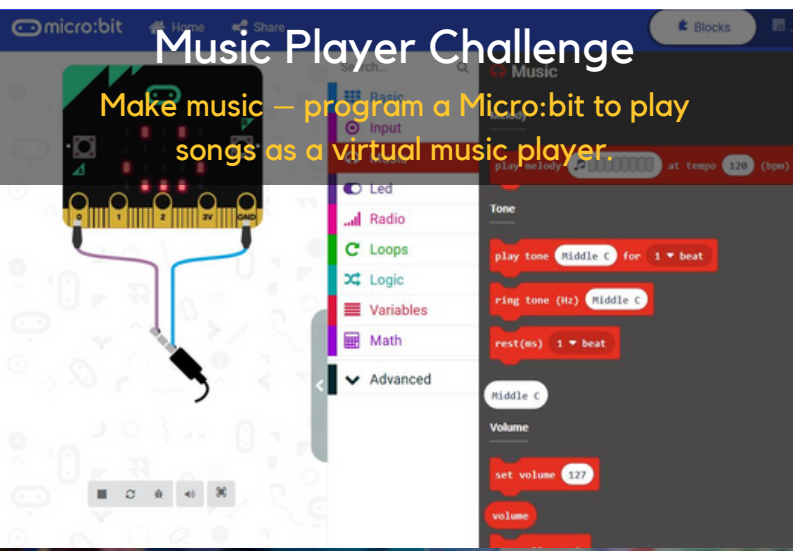
"Not only was it fun to compete in the ORC, it inspired me to pursue science. I have used the essential critical thinking and analysis skills, as well as oral presentation skills, that I developed from the ORC as I collaborated with colleagues and stakeholders to study opioid-related hospitalizations during my Master's in Health: Science, Technology and Policy."

David Huynh, MSc Carleton University
ORC Competitor, 2008

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GOING VIRTUAL!

Each year, our research and development team works to create new challenges for teams to tackle. This year, our team has created all-new challenges that can be completed remotely. These virtual tasks can be completed on a variety of platforms, including Arduino and Micro:bit. Our competition day will be held virtually this year to ensure safe student participation. Our team continues to strive to provide accessible and diverse learning opportunities for students in this unique school year.



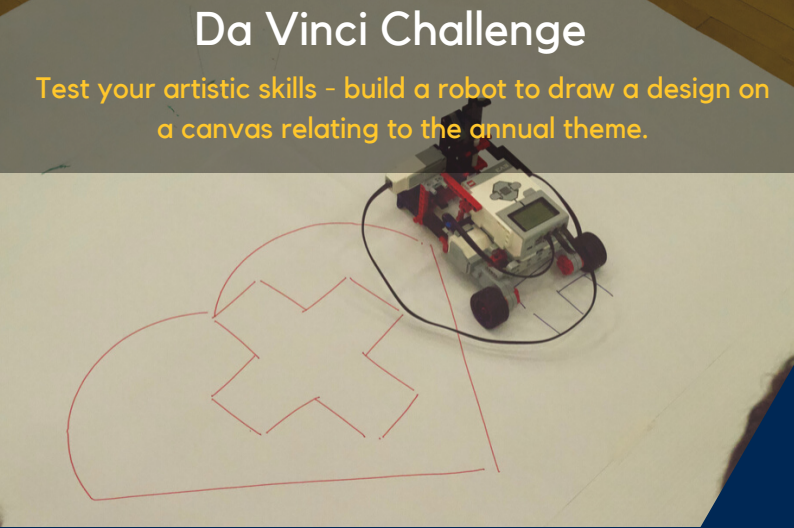
Music Player Challenge
Make music – program a Micro:bit to play songs as a virtual music player.



Virtual LRT Detour Challenge
Program an Arduino robot that can autonomously navigate roadblocks.



Remote Lego Rover
Program a robot to collect Lego block samples remotely



Da Vinci Challenge
Test your artistic skills - build a robot to draw a design on a canvas relating to the annual theme.

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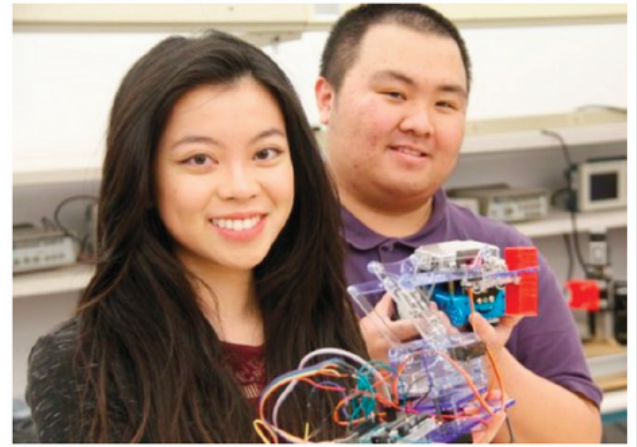
HOW CAN YOU HELP?

Help us promote science and engineering in Ottawa by:

- Subsidizing ORC robotics kits
- Encouraging under-represented groups to participate
- Reducing registration fees for participants
- Expanding ORC's reach to more students

News / Ottawa

Ottawa robotics program aims to increase participation from girls



News Feature: visit <http://bit.ly/ORC17MetroOttawaWA>

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 cost of buying a kit. 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 (\$5k)	Platinum (\$4k)	Gold (\$2.5k)	Silver (\$1.5k)	Bronze (\$500)
Availability of patrons at this level	1	1	2	Unltd.	Unltd.
Base registration fees reduced by	10% for all	--	--	--	--
Advertising on registration form	Yes	--	--	--	--
Recognition as first place prize sponsor	Yes	--	--	--	--
Representative judging	Yes	Yes	--	--	--
Closing ceremony speech	Long	Short	--	--	--
Events involving your company	High priority	High priority	Standard priority	Standard priority	--
Discounts for students	30% or \$3	20% or \$2	10% or \$1	5% or \$0.50	--
Advertising (social media and giveaways)	Premium	Premium	Premium	Yes	Website only

Past competitor story

"The ORC helped guide me into the world of STEM and encourage the correct thinking that is needed for any STEM related field. Starting with basic materials and building anything you want to fulfill a goal then writing, presenting and competing with other ideas is something I think everyone should experience."

Lauren Smith, 2nd year student in Electrical Engineering (uWaterloo)
Competitor, 2013 - 2018

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PATRONAGE OPPORTUNITIES

Diamond Patron (\$5,000) - ONLY 1 AVAILABLE

Partnership includes:

- Recognition as a **Diamond Patron**
- **10% discount off base registration** fees for all students
- **Exclusive advertising space** on our registration form to promote your company's initiatives/innovations
- Recognition as a **first place prize sponsor**
- **Representative judging** during the competition
- **High priority** for ORC Events:
 - Diamond patron information **prominently displayed during the competition**
 - Dedicated **advertising opportunity at all ORC events** to promote your company
 - Collaboration to **hold ORC events involving your company**
- Opportunity to create a **30% discount subsidy** for a specific set of participants of your choice, or **\$3 off discount** to all participants (**named after your company**)
- **Premium Advertising** on Social Media & Giveaways:
 - Company logo, link and description **prominently featured on ORC's website and all social media**
 - Company logo and promotional materials **featured on all promotional materials** generated for ORC
- **1 minute advertising opportunity** during closing ceremony & **winner announcement video**

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PATRONAGE OPPORTUNITIES

Platinum Patron (\$4,000) - ONLY 1 AVAILABLE

Partnership includes:

- Recognition as a **Platinum Patron**
- **Representative judging** during the competition
- **High priority** for ORC Events:
 - Dedicated **advertising opportunity at all ORC events** to promote your company
 - Collaboration to **hold ORC events involving your company**
- Opportunity to create a **20% discount subsidy** for a specific set of participants of your choice, or **\$2 off discount** to all participants (**named after your company**)
- **Premium Advertising** on Social Media & Giveaways:
 - Company logo, link and description **prominently featured on ORC's website and all social media**
 - Company logo and promotional materials **featured on all promotional materials** generated for ORC
- **30 second advertising opportunity** during closing ceremony & **winner announcement video**

Past competitor story

"ORC was the highlight of my elementary and highschool years, that sparked my interest in STEM. I loved working with a team to build and program a robot to solve challenges. I found the competition to be very inclusive and welcoming, the mentorship supports unparalleled and the emphasis on "fun" as unique strengths of the ORC. The atmosphere at workshops and competition day is so positive, with teams from different schools brainstorming and mentors of all different backgrounds keen to teach. I attribute the impact of the ORC on my journey to a undergraduate degree in science and now, a medical degree."

Heidi Li, Medical Student (uOttawa)
ORC Competitor, 2009-2010

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PATRONAGE OPPORTUNITIES

Gold Patron (\$2,500) - ONLY 2 AVAILABLE

Partnership includes:

- Recognition as a **Gold Patron**
- **Standard priority** for ORC Events:
 - **Advertising opportunity at ORC events** to promote your company
 - Collaboration to **hold ORC events involving your company**
- Opportunity to create a **10% discount subsidy** for a specific set of participants of your choice, or **\$1 off discount** to all participants (**named after your company**)
- **Premium Advertising** on Social Media & Giveaways:
 - Company logo, link and description **prominently featured on ORC's website and all social media**
 - Company logo and promotional materials **featured on all promotional materials** generated for ORC

Silver Patron (\$1,500)

Partnership includes:

- Recognition as a **Silver Patron**
- **Standard priority** for ORC Events:
 - **Advertising opportunity at ORC events** to promote your company
- Opportunity to create a **5% discount subsidy** for a specific set of participants of your choice, or **\$0.50 off discount** to all participants (**named after your company**)
- **Advertising** on Social Media & Giveaways:
 - Company logo, link, and description **featured on ORC's website and all social media**
 - Company logo and promotional materials **featured on promotional materials** generated for ORC

PATRONAGE OPPORTUNITIES

Bronze (\$500)

Partnership includes:

- Recognition as a **Bronze Patron**
- Company logo, link, and description featured on **ORC's website**



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Visit our youtube channel

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

Have any questions or comments?

Email us at:

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Visit:

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