

EQUITY — DIVERSITY — INCLUSION

Sponsorship Package 2025-2026

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+ WHO IS WISE? +

Women in Science and Engineering (WISE) is a non-profit University of Calgary student organization dedicated to supporting and encouraging women and other underrepresented groups interested or already engaged in science or engineering careers. Following its establishment in 1990, WISE at the University of Calgary has been devoted to promoting diversity and equity in the science, technology, and engineering sectors.

Boasting over 700 members, WISE strives to use its platform to provide students with numerous opportunities for networking, professional development, academic support, and mentorship. Through our curated events and Professional Development Certificate, WISE hopes to establish a support system between students and industry professionals to further decrease the gender gap in science and engineering workplaces.

WISE is working to expand our impact within the community as well by reaching out to elementary, middle, and high school students that aspire to apply for STEM undergraduate programs. We hope to encourage and assist those that need a safe space to become inspired.



LETTER FROM THE PRESIDENT

Dear Potential Sponsor,

As the Women in Science and Engineering (WISE) Club enters its 36th year of existence, it remains one of the most established, most engaging, and one of the best-known clubs to faculty and students at the University of Calgary. Since establishment, our mission has remained consistently and proudly to promote equity, diversity and inclusion in the world of STEM through various programs, events, and scholarly opportunities. Every year, WISE grows its reach, its goals, and its offered opportunities for students and youth, and it is only with your help that we can continue on this trajectory.

WISE has it all; from professional development workshops, to youth outreach programs, to countless academic development nights like our career fairs, med school panels and study sessions, we pride ourselves on providing our members and children in the community with opportunities to develop themselves into strong leaders of the future. We have a comprehensive volunteer program, a mentorship program, and host numerous networking evenings as well. Additionally, we work hard to foster friendships and community on campus by hosting several events like movie nights, salsa dance sessions, and more. All of our initiatives support our goal of fostering a safe, supportive and uplifting community for all.

In this package you will find our plans for the 2025-26 academic school year. Our goal is to create mutually beneficial relationships with our sponsors, allowing our students to connect with talented and inspiring professionals, while also showcasing and showing appreciation to the generous support of companies like yours. By sponsoring one of our initiatives or the club as a whole, you enable us to continue providing these meaningful opportunities for our members and the external youth community in Calgary. We are excited to continue nurturing the connections from our previous sponsors, as well as lay a foundation for new sponsors with gratitude.

We are very thankful for your consideration in sponsoring and supporting WISE this year. As always, we look forward to discussing ways that work best for your company in supporting WISE, and are excited to form long-lasting partnerships that will allow us to support our student members for years to come.



















On behalf of everyone at WISE, thank you for your consideration in sponsoring and supporting this organization.

With gratitude,



Ayça Hasköylü

+ SPONSORSHIP TIERS +

	PLATINUM (\$2,200)	GOLD (\$1,000)	SILVER (\$500)	BRONZE (\$200)
Complimentary tickets (2) to WISE Year-End Gala				
Hosting exclusive Professional Development Workshops (PDW) with students				
Exclusive LinkedIn post and sponsor bio added to WISE website				
Company social media handles added to WISE website				
Access to attend all WISE events and workshops (not including Year-End Gala)				
Company logo shown at event, on website, and in all related promotional materials (posters, social media posts, monthly newsletters, etc.)				
Company volunteer/ professional opportunities shared with club members				



FIRST YEAR TIPS & TRICKS

+ September 2025 - \$200

An opportunity to learn about what WISE is, what all our different teams do, and how students can participate in the WISE community! In the second half of this event, our executives explain to new UCalgary students the things they wish they had known in their first year. This event is designed to help first-year students with their transition into university, and it will include tips on available academic resources, studying methods, maps of key points on campus, and discussions on how to succeed in standard first-year STEM courses.



ACADEMIC RESEARCH NIGHT

+ October 2025 - \$700

An annual event where University of Calgary professors and researchers are invited to share their research in the Engineering and Science fields to students that may be interested in positions in labs. This event is a highly anticipated networking opportunity for students interested in completing a summer research term. Many students have obtained research positions through the connections they have made at this event. Students also learn about what research positions can entail, and the process of applying for both positions and grants. The event helps foster further student involvement in STEM research and generates interest in research and development careers.

MEDICAL SCHOOL NIGHT

+ November 2025 - \$400

Students from various healthcare programs across Canada, including pharmacy, dentistry, medicine, optometry, and veterinary medicine contribute to this event. Students interested in these programs are provided with the opportunity to have all their questions about applications, programs, and “day in the life” answered. This event is valuable for students interested in continuing education in healthcare.



INDUSTRY NETWORKING NIGHT

+ January 2026 - Booth: \$400

This event is an opportunity for students to network with representatives of companies in the Calgary area. We try to have as many companies that have an interest in STEM as possible, as part of our mission is to provide opportunities and foster connections for students who may not have received them without WISE events and initiatives.





DIVERSITY DAY

+ March 2026 - \$600

This is a large event that takes place on International Women's Day each year. It is an event that can provide education on various aspects of diversity, including accessibility, race, gender, sexuality, and more. This event may include panel discussions and professionals in STEM regarding diversity initiatives throughout the day, possibly in addition to presentations of marginalized groups. The format of the event is flexible and can take many forms as long as it highlights the core values of diversity and inclusivity. It can for example include interactive games and challenges that encourage participants to actively engage with one another and build a sense of community. The goal is to create an environment where students can learn, connect, and celebrate the diverse identities that exist within our campus.



WOMEN IN SPACE

+ March 2026 - \$500

This event will feature a panel discussion on career opportunities in the space industry and the significance of diversity in the field. The panel will include industry professionals, academics in the aerospace and space sectors, and female members from campus teams like SOAR, CTS, and SSRT, who will share their insights and experiences. Following the panel, a networking session will provide attendees the opportunity to engage with professionals and potentially explore team booths to learn more about space-related initiatives. The event is open to undergraduate students and high schoolers interested in pursuing careers in the space industry.

OTHER EVENTS

+ Throughout Year - \$500

Join us for a variety of general events designed to build community and foster connections among students and professionals in STEM. These events may include arts nights and dance nights, which offer fun, creative ways to unwind and engage with others in a lively, inclusive environment. We also host movie nights, study nights, and panels on various topics featuring leaders in the field to encourage thoughtful dialogue and awareness. These events provide a perfect blend of social interaction, creativity, and professional development, ensuring there is something for everyone throughout the year!



KALEIDOSCOPE CONFERENCE

(Name Subject to Change)

+ Winter 2026 - \$15,000

Considering the great success of our annual Diversity Days in the last decade, for the first time ever this year, WISE is excited to organize a two-day diversity conference - the Kaleidoscope Conference - focused on bringing together the larger UCalgary community to celebrate all the diversity we have to offer.

This event will bring together student organizations and clubs celebrating and supporting underrepresented and marginalized communities - from race, to sexuality, to gender - on campus for a two-day weekend conference at the end of the school year. Here, we hope to bolster personal, academic and professional development by hosting a career fair with sponsors and professionals, informative industry panels, workshops, and group activities that spotlight biases in the workplace and promote conversations on important equity topics.

A unique space that brings together diverse communities from all corners of the University of Calgary is something that does not currently exist, and we are striving to fill that void. With an event like this, we continue to promote our mission of promoting equity, diversity and inclusion for all, while providing opportunities for students and sponsors alike to form relationships with like-minded individuals who are also striving to create more inclusive classrooms and workplaces.

With booking venues for two days, lunch catering, audio and visual set up and more, this event is projected to have expenses that exceed \$15,000, even with discounted prices on university bookings. As this is a unique sponsoring opportunity, please reach out directly to us to find a sponsorship that would best fit you. We appreciate any monetary sponsorship towards this event, and are also requesting the time of some of your company representatives to attend the career fair and/or industry panels.



WISE GALA

+ March 2026 - \$10,000

The previous academic year (2024-2025) saw the execution of the second annual WISE gala, to great success. The gala was a space to recognize all the hard work and accomplishments of our members, an opportunity to show appreciation to our sponsors, and recognize outstanding volunteers and executives with a fun year-end event. This event was the perfect opportunity to celebrate everything we stand for - diversity in STEM - with inspiring industry keynote speakers, an overview of all of WISE's accomplishments in each portfolio, as well as networking time in an inclusive and safe environment for all attendees. This event is the most anticipated event of the year, and we hope to continue on this tradition for years to come.

Hosting a gala is no small feat, however, with costs exceeding \$10,000 for venue, food, music and other event expenses. The contribution of every sponsor is highlighted and heartfully thanked at the beginning and close of the annual gala and throughout the program, with an opportunity to attend the gala presented to some companies, depending on sponsorship tier. In addition to this, companies will also have the opportunity to sponsor and present student awards during the gala, and have their logo on all promotional materials at the gala, as well as on our social media and website.

A special environment catered to over a hundred women and individuals of underrepresented groups to come together, build relationships together, and celebrate together is not something you see everyday, and thanks to the generous support of sponsors in the last two years, we have been able to create such a space. It is only with the support of sponsors like you that we will be able to put on such an event again. As this is a unique opportunity, please contact us directly to find a sponsorship that works best for your company. We appreciate any monetary sponsorship towards this event, and are looking for a keynote speaker as well to attend this event.



EARTH SCIENCE FOR SOCIETY

+ March 2026 - \$150

This multiple day event focuses on raising awareness about Women in STEM through engaging, hands-on science activities. It provides young students with the opportunity to explore key scientific concepts while fostering important lessons in diversity and inclusion. Last year, we welcomed over 200 students and introduced them to a fun, interactive experiment using homemade oobleck: a creative way to learn about non-Newtonian fluids. Contributions to this event help us continue delivering impactful, hands-on science experiences that inspire and empower the next generation of young scientists.

BUILDING BRIDGES: MENTORSHIP PROGRAM

+ 2025 - 2026 - \$400

The “Building Bridges” mentorship program was established to foster collaboration among women in STEM by connecting female undergraduate STEM students with mentors working in the STEM field. The 2025/2026 program includes three key events that help build and strengthen these connections. It kicks off in October 2025 with the Mentorship Kick-Off, where mentor and mentee pairs meet for the first time in person over casual “get to know you” games designed to break the ice. In January 2026, pairs reunite for a fun and relaxed Mid-Year Check-In Trivia Night, offering a chance to catch up mid-program. Finally, the Mentorship Wrap-Up in April 2026 provides space to reflect on the year’s experiences and celebrate the relationships formed. Corporate sponsors are invited to send representatives to participate as mentors.

WISE X PASS: STUDY SESSIONS

+ November 2025, March 2026 - \$500

This event is designed to support students in preparing for upcoming exams through a collaborative review session led by Peer Assisted Study Session (PASS) leaders. Students are given the opportunity to strengthen their understanding of key concepts through practice worksheets, participating in games related to exam content, and by asking PASS leaders questions for more clarification. By working together, students are able to engage in exam practice in a supportive environment.

VOLUNTEERING PROGRAM

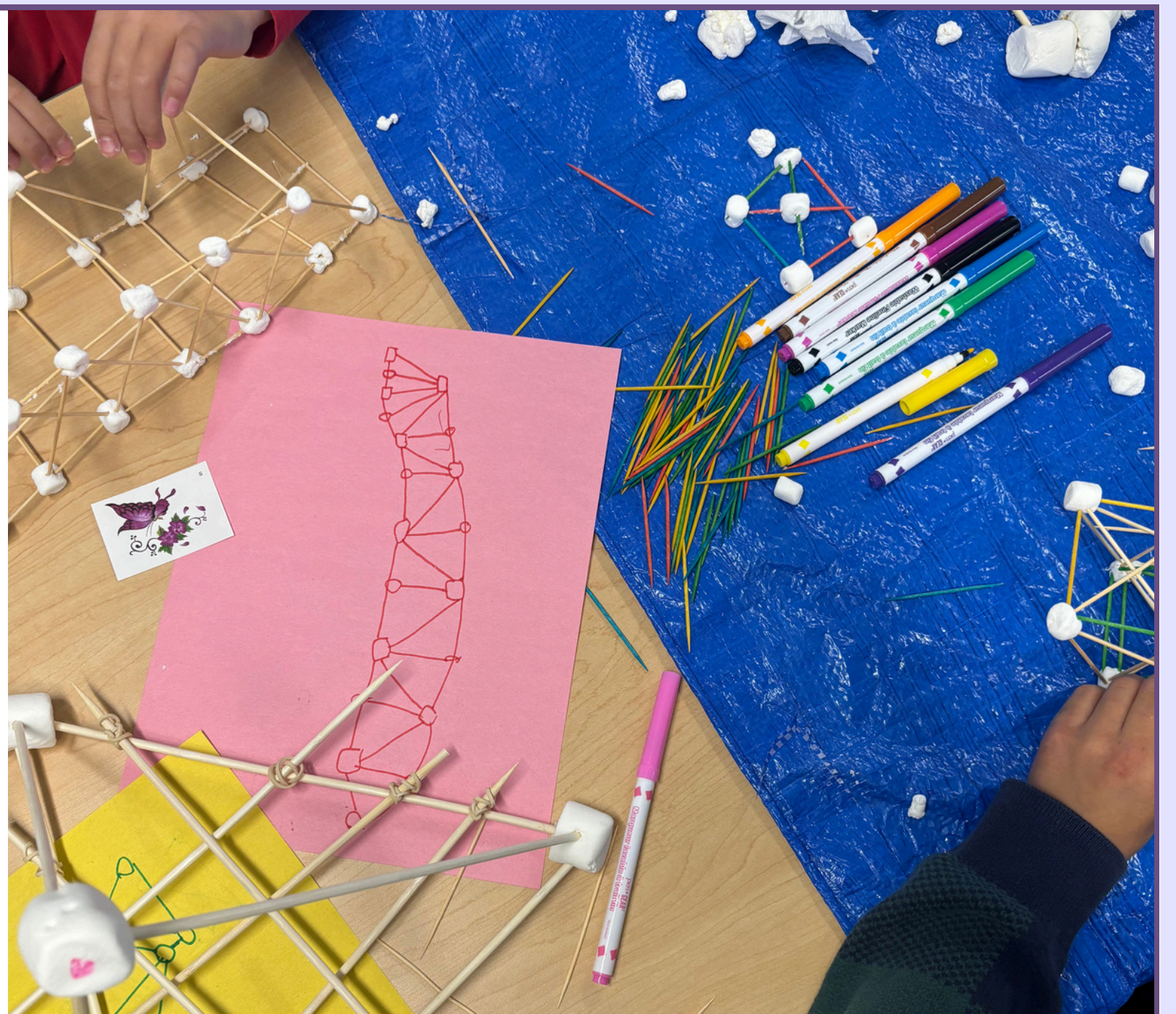
+ Budget of \$200

One of WISE's core initiatives is giving back to the community through a variety of volunteering opportunities. The External Team actively encourages students to join the Volunteering Program, offering them the chance to engage in meaningful service, strengthen leadership skills, and build a supportive network. Through their involvement, students help inspire the next generation of women in STEM by making a positive impact at events hosted by organizations such as the Calgary Public Library, the Mustard Seed, and Foothills Hospital.

KIDS IN STEM

+ Budget of \$200

Kids in STEM is aimed at children aged 8-12 to get them hands-on experience with science through various science experiments, from chromatography, to bridge building, speed math and more. This initiative is in collaboration with the Calgary Public Library.





PDW

+ Budget of \$1,000

The events our Professional Development Workshop team hosts are designed to equip participants with essential skills for professional success, focusing on both planned presentations and impromptu speaking. The goal is to help individuals refine their ability to confidently speak and present themselves, whether at career fairs, networking events, or in everyday professional interactions. Through mastering techniques such as crafting an engaging elevator pitch, structuring clear and compelling presentations, and practicing impromptu responses using methods like the PREP technique, attendees will learn how to effectively "sell" themselves while remaining personable and engaging. The events also emphasize the importance of personal branding, offering practical advice on using tools like LinkedIn and portfolios to stand out. Additionally, participants will gain insights into how to network strategically, meet industry professionals, and seize opportunities to get their foot in the door in their desired industry. With hands-on practice and real-time feedback, these events provide participants with the tools to navigate public speaking challenges, boost confidence, and build lasting connections.

LUNCH & LEARN AND OTHER SCHOOL ACTIVITIES

+ Budget of \$100

Lunch and Learns are interactive sessions designed to support high school students as they prepare for the transition to post-secondary education. These events offer valuable insight into university life, with a focus on STEM-related degrees and research opportunities. Through engaging presentations and open discussions, students receive practical tips and advice on everything from choosing a program and managing academic workloads, to navigating campus resources and building a well-rounded student experience. In addition to academic guidance, Lunch and Learns also highlight the importance of life outside the classroom, including student clubs, networking opportunities, and maintaining a healthy school-life balance, helping students feel more confident and prepared for the journey ahead.



GIRL GUIDES WINTER FEST

+ Budget of \$400

The Girl-Guides Winter Fest is a program taking place in late January and will host over 200 girls across Calgary's Girl Guides program in Grades 9-11. The Guide-aged girls will participate in winter-themed experiments designed to introduce them to the world of science through fun, hands-on activities. Last year's Fall-themed science fest for the Girl Guides featured six experiments and welcomed 400 students across various sessions.



WISE RESEARCH AWARD

+ Budget of \$8,000

WISE provides funding to offer eight female and gender-diverse students in Grades 11 or 12 the opportunity to participate in a summer research program at the University of Calgary. Through this initiative, students are paired with a research supervisor in a STEM field of their choice, allowing them to gain meaningful, hands-on experience in a university research environment. Over the summer, participants develop valuable technical and analytical skills, explore real-world applications of scientific concepts, and begin building a network of academic and professional mentors. This program is designed to inspire early interest in STEM, foster confidence in research settings, and help students envision a future in science or engineering.

