

2024

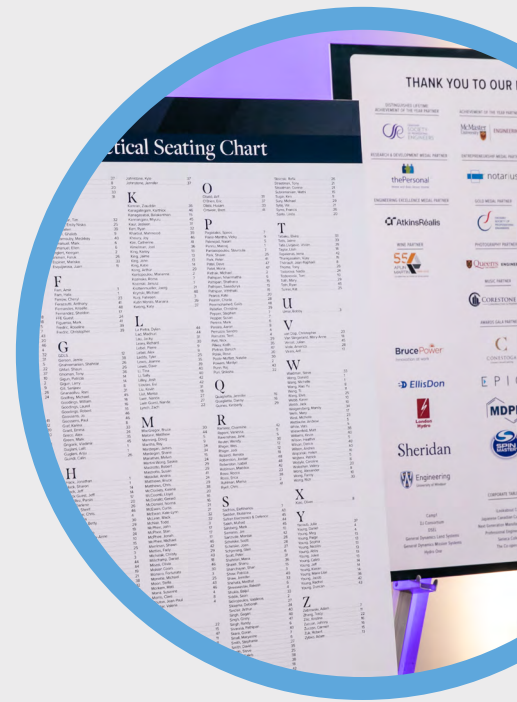
OSPE PARTNERSHIP GUIDE



ONTARIO
SOCIETY OF
PROFESSIONAL
ENGINEERS

Table of Contents

Vice President's Note	3
About OSPE	4
Experience & Engagement	5
Annual Partnerships	6
Event & Engagement Partnerships	7
OSPE Golf Tournament	8
Annual Engineering Conference	10
Ontario Professional Engineers Awards	13
Provincial & Federal Advocacy	15
Advertising Opportunities	17
Engineering Employment Events (E3s)	18
Corporate Contacts	19



Vice President's Note

Do you want to be aligned with intelligent professionals shaping our economy and community?

Do your products and services offer real value in helping professionals achieve business and personal success?

If so, a partnership with the Ontario Society of Professional Engineers (OSPE) may be right for you.

OSPE is the only organization supporting the entire engineering community in Ontario. Our membership begins with students at campuses across the province and includes licensed professionals in every industry. Representing this diverse group enables OSPE to actively promote change in areas critical to the safety and prosperity of Ontario – a charge we do not take lightly. Quite simply, we are committed to creating the most robust operating environment for engineers today and tomorrow.

To do so, OSPE provides a variety of high-value products and services to our members that also offer opportunities for your organization to engage with this forward-thinking audience. A variety of individual partnership options exist on these pages, but the best value is an annual partnership that provides multiple opportunities to connect with OSPE's 10,000+ members.

Choosing this option allows your organization to connect with our members directly at events such as our Engineering Conference or Engineering Employment Events, while also giving you a suite of brand-building opportunities through our strategic communications program consisting of our digital magazine, electronic newsletter, blogs, and social media channels.

In exchange for your support, OSPE is committed to the highest level of professional service. As a partner of OSPE, you will be able to work closely with our partnership and membership teams to maximize the impact and value of your contribution for your growth and value-added benefits for our members.

Please review the ensuing pages and we look forward to connecting with you soon. Sincerely,



Baijul Shukla, MBA, CM
Vice President, Member Experience and Corporate Strategy

As a valued partner, you would be joining a collection of reputable organizations committed to the health of Ontario's Engineering Industry.

To learn more about OSPE Partnerships, visit:
www.ospe.on.ca/partnership

Premier Partners



Signature Partners



Innovator Partners



Community Partners



About OSPE



OSPE has been the voice of the engineering community in Ontario since 2000. Our communications platforms highlight exciting projects and innovations from across the province.

Our Members

75%

Professional Engineers

P.Eng. licence-holders who have made an ethical commitment towards protecting public safety

9%

Engineering Graduates

Consultants and senior executives who have a degree in engineering

16%

Working Towards P.Eng. Licensure

Domestic and foreign engineering graduates who are in the process of obtaining their P.Eng. licence

2,000+

Engineering Students

Engaged future innovators studying across Ontario



Primary Stakeholders

Engineers and Engineering Graduates

Including professors, consultants and senior executives

Industry, Government and Academia

Including leaders from multinational and Canadian corporations, universities, and government agencies

Human Resources Professionals

Including HR, learning and diversity leaders

Experience & Engagement



There's always something great going on at OSPE.

Our goal is to bring the engineering community together in an engaging and creative way.



OSPE's annual partnership packages offer an unmatched opportunity to reach Ontario's engineering community. As an annual partner, you will have access to OSPE's major events, recognition on our physical and digital collateral, and the opportunity to connect with our influential network of trusted professionals.



Annual OSPE Partnerships

A partnership with OSPE is an opportunity to support the safety of our community and the growth of our economy. OSPE is committed to being the voice of the engineering community, a role that increasingly requires expertise across all industrial sectors. We support our growing membership with a suite of valuable services ranging from world-class professional development to the opportunity to help shape Canada’s future through volunteer advocacy. As our partner, you not only have the opportunity to engage our members through strategic communications, and at our many events, but also the chance to be a champion for a robust and diverse engineering profession committed to solving real-world problems.

Level 1 - Premier

Our "premier" level of partnership offers the greatest level of value. As a premier partner, we deliver ongoing opportunities for you to engage our audience and bring them to your brand.

Level 2 - Signature

Our “signature” level enables your brand to be included in our journey throughout the year, including opportunities to connect with our audiences directly.

Level 3 - Innovator

At our “innovator” level you are staunchly with OSPE supporting what matters most to our members and the engineering community.

Benefits	Premier	Signature	Innovator
Investment	\$40,000	\$20,000	\$10,000
Partnership Announcement from CEO)	Y	Y	
Direct email to Members (10000+)	4	2	1
In the Know Banner Ad (Monthly eNewsletter)	12	6	0
Inside Track Banner Ad (Monthly eNewsletter)	12	6	0
Blog Post (on home page and Social Media Supported)	6	4	2
Social Media post (to an audience of 40,000+)	12	6	2
Voice Magazine Advertising	4	4	1
Voice Editorial (offer meaningful content in addition to your brand messaging)	4	2	0
Podcast Advertisements	4	2	0

Additional Benefits	Exhibitor booth at EngCon	Exhibitor booth at EngCon	
	Opportunity to purchase OSPE Event Tickets at partner pricing	Opportunity to purchase OSPE Event Tickets at partner pricing	Opportunity to purchase OSPE Event Tickets at partner pricing

Event & Engagement Partnerships



Event Partnerships

Throughout the year, OSPE hosts several events. We are a significant partner in National Engineering Month in March, we have our OSPE Classic Golf Tournament in the Spring, and our Engineering Conference and Ontario Profession Engineer Awards Gala in the fall. Each event offers its own unique set of opportunities to place your brand and your message in front of a valuable audience where they learn, connect, celebrate, and play.

The following pages (8-14) provide a window into the opportunities included with these signature events.

Engagement Partnerships

Looking to directly engage the Engineering Community of Ontario? OSPE offers a suite of communications opportunities to engage professional engineers and future engineers through our newsletters, magazines, blogs, social media, and podcasts. Your brand and your message can reach thousands of STEM professionals at the click of a mouse.

Here are some packages that we think can help build your business and your presence with our audience.

Package	Included	Investment
Advertise	1 page in all four issues of the Voice Magazine Banner Ad in In the Know or Inside Track eNewsletters (2x throughout the year) Quarterly Social Media Marketing	\$4,000
Brand Builder	1 page in all four issues of the Voice Magazine 2 pages of editorial in the Voice Magazine Banner Ad in In the Know or Inside Track eNewsletters (4x throughout the year) Quarterly Social Media Marketing 2 Blog Posts (supported by Social Media)	\$7,500
Engage the Community	1 page in all four issues of the Voice Magazine 4 pages of editorial in the Voice Magazine over the course of the year Banner Ad in In the Know or Inside Track eNewsletters (6x throughout the year) Quarterly Social Media Marketing 4 Blog Posts (supported by Social Media) 1 Direct Message to OSPE Members (10000+ and growing)	\$13,000

2024

OSPE Classic Golf Tournament



www.engineersgolf.ca

Angus Glen Golf Club • Thursday, May 23, 2024

Angus Glen is the only club to have hosted a major PGA tour event on both of its courses - the 2002 Canadian Open on its south course and 2007 Canadian Open on its north course.

In 2015, the south course re-opened after completing a \$6 million renovation by award-winning golf architectural firm MacKenzie & Ebert who've advised on an impressive list of world-renowned courses such as Turnberry, Royal St. Georges, Royal Lytham & St. Annes, The Abaco Club, Royal Troon, Royal Liverpool, Goodwood and Carnegie Abbey.

Relax, mix and mingle with Ontario's engineering community and industry stakeholders over golf and dinner. This year, a portion of all proceeds (including silent auction funds) will go to the Ontario Professional Engineers Foundation for Education, which helps engineering students design the world of tomorrow!

"Thanks to the generosity of supporters and donors like you, we are able to provide financial assistance to all 16 accredited engineering schools in Ontario in the form of entrance and undergraduate scholarships. More than 100 students benefit from scholarships from the Foundation annually. In addition, we are committed to assisting engineering students on the path to licensure by connecting students to mentors and employers."

-Rejeanne Aimey, P.Eng., President and Chair, Ontario Professional Engineers Foundation for Education



**Ontario Professional Engineers
Foundation for Education**

Contact OSPE's Sales Team at sales@ospe.on.ca

Golf Tournament Partnership Opportunities

\$4,500 - \$8,500	Title Partner	Dinner Partner	Helicopter Ball Drop Partner	Boxed Lunch Partner
Investment	\$8,500	\$6,500	\$6,500	\$6,500
Availability	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Recognition on all pre and post collateral (OSPE Magazine, Website & Social Channels)	✓	✓	✓	✓
Dedicated signage during dinner	✓	✓	✓	✓
Acknowledgment during dinner remarks	✓	✓	✓	✓
Opportunity to provide branded gift	✓	✗	✗	✗
One Foursome	✓	✓	✓	✓

\$3,500	Golf Ball Partner	Golf Cart Partner	Cooler Bag Partner	Longest Drive Partner	Closest to the Pin Partner	Putting Contest Partner
Availability	SOLD OUT	SOLD OUT	SOLD OUT	1	1	1
Recognition on all pre and post collateral (OSPE Magazine, Website & Social Channels)	✓	✓	✓	✓	✓	✓
Additional Signage/Recognition	Coloured Logo on the Golf Ball (Co-branded with OSPE logo)	Recognition on Golf Carts	Recognition on the Cooler Bags	Signage at hole	Signage at hole	Exclusive signage on the practice green
One Twosome	✓	✓	✓	✓	✓	✓

\$2,500	Photography Partner	Caesar Station Partner	Refreshment Cart Partner	Food Truck Partner
Availability	SOLD OUT	SOLD OUT	SOLD OUT	3
Recognition on all pre and post collateral (OSPE Magazine, Website & Social Channels)	✓	✓	✓	✓
Additional Signage/Recognition	✗	Recognition at Caesar Station	Recognition on Refreshment Cart	Exclusive signage at Food Truck
One Twosome	✓	✓	✓	✓

\$325 - \$1,500	Driving Range Partner	Foursome	Hole Partner	Single Golfers
Investment	\$1,500	\$1,250	\$850	\$325
Availability	SOLD OUT	6	5	2
Recognition on all pre and post collateral (OSPE Magazine, Website & Social Channels)	✓	✗	✓	✗
Additional Signage/Recognition	Exclusive signage at the Driving Range	✗	Exclusive signage as a hole sponsor on the hole specified with option of having a booth or person at the hole	✗

OSPE's Annual Engineering Conference

The Engineering Conference

October 29, 2024 (8:00am – 6:30pm)

Windsor, Ontario

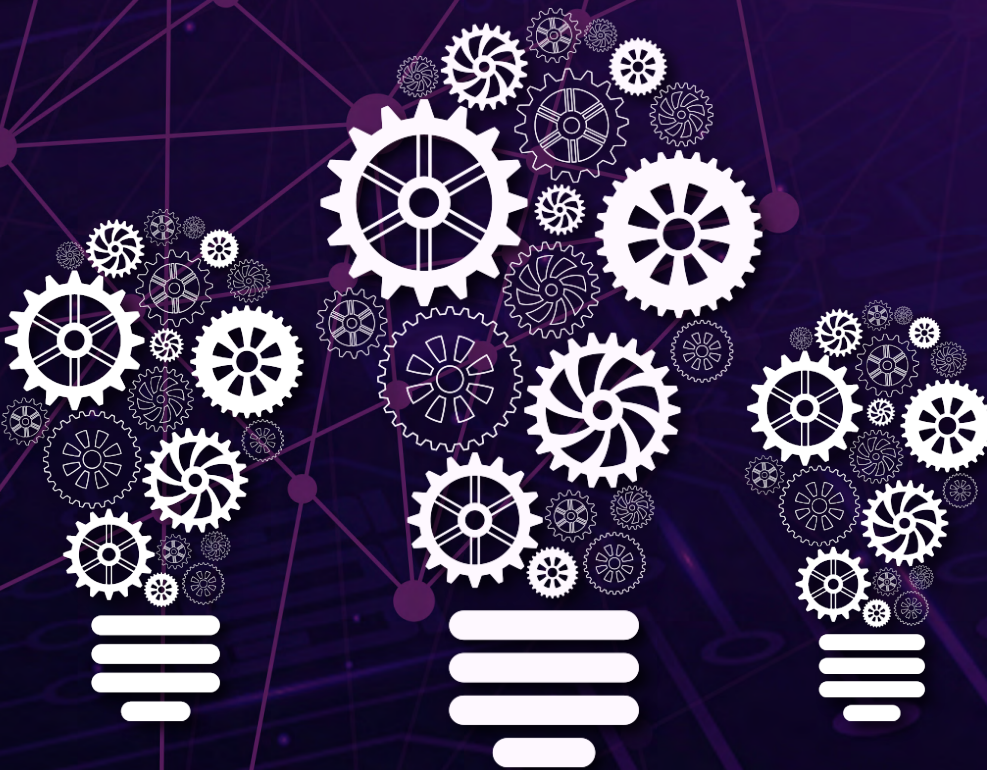
Hosted by OSPE, The Engineering Conference brings together stakeholders from across the profession to discuss the future of engineering.

This event will gather thousands of engineering and STEM professionals, current students and recent graduates who are seeking employment, and subject matter experts from across industry, government and academia.

Partners will have the opportunity to provide speakers and panelists for the day's learning sessions, as well as to showcase their organizations and recruit employees via trade show booths.



Licensed engineers can count Learning Session attendance towards their Continuing Professional Development (CPD) requirements.



Contact OSPE's Sales Team at sales@ospe.on.ca

Engineering Conference Partnership Opportunities

\$15,000 - \$19,500	Student Spotlight Partner	Lunch Keynote Partner	Morning Plenary Partner	Social Reception Partner
Investment	\$19,500	\$19,500	\$15,000	\$15,000
Availability	1	1	2	1
Full Conference Delegate Pass (includes access to learning sessions and Trade Show)	10	10	8	8
Recognition in all Traditional & Digital Collateral	✓	✓	✓	✓
Trade Show Booth (includes 2 exhibitor passes)	✓	✓	✓	✓
Optional: Opportunity to provide branded gift in delegate bag	✓	✓	✓	✓

\$9,500	Conference Panelist Partner	Breakout Session Host
Investment	\$9,500	\$9,500
Availability	Limited Spots	Limited Spots
Full Conference Delegate Pass (includes access to learning sessions and Trade Show)	6	6
Recognition in all Traditional & Digital Collateral	✓	✓
Trade Show Booth (includes 2 exhibitor passes)	✓	✓

\$3,250 - \$4,500	Trade Show Booth	Photography Partner	Charging Station Partner	Networking Break Partner	Corporate Ticket Partner
Investment	\$3,500	\$4,500	\$4,500	\$4,500	\$3,250
Availability	90	1	1	2	50
Full Conference Delegate Pass (includes access to learning sessions and Trade Show)	✗	2	2	2	10
Recognition in all Traditional & Digital Collateral	✓	✓	✓	✓	✓
Trade Show Booth (includes 2 exhibitor passes)	✓	✓	✓	✓	✗

2023 ENGINEERING CONFERENCE PARTNERS



ASSOCIATION OF CONSULTING
ENGINEERING COMPANIES
ONTARIO

Atura Power

BOMBARDIER

BrucePower™
Innovation at work



CIMA+



ENBRIDGE®



HUMBER
Faculty of Applied Sciences & Technology

hydro one



notarius

nwmo
NUCLEAR WASTE
MANAGEMENT
ORGANIZATION
SOCIÉTÉ DE GESTION
DES DÉCHETS
NUCLÉAIRES

**ONTARIOPOWER
GENERATION**

randstad

TELUS

TROJAN
technologies®

VALE

Ontario Professional Engineers Awards Gala

November 15, 2024

Toronto, Ontario

Steeped in over six decades of tradition, the Ontario Professional Engineers Awards (OPEA) Gala is Ontario's most prestigious engineering event. It brings together more than 450 industry innovators, academics, business leaders and policy-makers to celebrate engineering excellence.

We thank our 2023 OPEA Gala Partners



PROFESSIONAL
ENGINEERS
AWARDS



Contact OSPE's Sales Team at sales@ospe.on.ca

OPEA Partner Benefits

\$8,500 - \$15,750	Dinner Partner	Gold Medal Partner	Medal/Awards Partner*
Investment	\$15,750	\$12,500	\$8,500
Recognition in all promotional and event-day materials	✓	✓	✓
Opportunity to provide a 30 sec video advertisement	✓	✓	✓
Company-provided gift at every place setting	✓	✗	✗
Opportunity to present award and onstage photo	✗	✓	✓
Tickets to the Gala Dinner	1 Table (10)	1 Table (10)	2

\$5,500	Reception Partner	Wine Partner	Floral Partner
Investment	\$5,500	\$5,500	\$5,500
Recognition in a pre-event major media supplement, and all promotional and event-day materials	✓	✓	✓
Tickets to the Gala Dinner	2	2	2

\$2,500 - \$3,750	Photography Partner	Coat Check Partner	Music Partner	Awards Gala Partner	Corporate Table Host**
Investment	\$2,500	\$2,500	\$2,500	\$2,500	\$3,750
Recognition in a pre-event major media supplement, and all promotional and event-day materials	✓	✓	✓	✓	✓
Signage at the event	✓	✓	✓	✗	✗
Tickets to the Gala Dinner	2	2	2	2	1 table (10)

* Awards options included: Engineering Medals, Citizenship Award, and Achievement of the Year Award.

** Corporate table hosts receive name recognition. All other Partners receive logo recognition.

Federal & Provincial Advocacy

OSPE serves as the voice of engineers in Ontario, advocating for policies that promote innovation, sustainability, and economic growth. Our organization represents over 10,000 members who are committed to making positive contributions to our province's safety and economic future. We are dedicated to advancing the engineering profession and addressing critical issues that affect our communities.

To ensure our message is heard, OSPE engages MPs and MPPs on an ongoing basis. Even though our digital communication tools have never been better, we know that we need to be present to emphasize our message and thus we coordinate opportunities to connect with elected officials and their staff directly. This is achieved through a series of meetings culminating in networking receptions in Ottawa and Toronto.

These events serve as a unique platform for engineers and elected representatives to engage in meaningful conversations about matters of critical importance to the engineering community, as well as to the broader society.



Queens Park - March 6
Parliament Hill - April 30

Event Highlights

- 1. Networking Opportunities:** Partners will be able to engage Ontario's elected officials and key decision-makers.
- 2. Advocacy for Change:** OSPE's advocacy work on issues such as infrastructure investment, climate action, and workforce development will be showcased, demonstrating the partner's commitment to driving positive change.
- 3. Recognition:** Partners receive prominent recognition during the event and in pre- and post-event marketing materials.

Invite Only OSPE Reception Partnership Opportunities

OSPE is seeking partners to help increase the collaboration between engineers and policymakers. Your organization's support will play a pivotal role in making this event a success for all participants.

We are excited to offer Partnerships that can align your brand with the prestige of engaging our elected officials in meaningful advocacy.

Presenting Partnership - \$10,000

- Prominent logo placement on event materials
- An exclusive speaking opportunity during the event
- Recognition as a partner in all event communications
- Opportunity to present a "gift" to event participants

Supporting Partnership - \$3,000

- Logo placement on event materials
- Recognition in event communications
- Opportunity to present a "gift" to event participants

Why Partner?

Partnering in support of OSPE's advocacy activity directly contributes to strengthening the bond between engineers and policymakers in Canada. Your support ensures that the point of view of the engineer is heard by key decision-makers, reinforcing your commitment to safety, sustainability, innovation and progress.

Benefits of Partnering the OSPE MP Reception include:



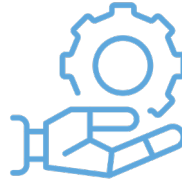
Enhanced Visibility:

Elevate your company's profile among engineering professionals and government representatives.



Networking:

Access to a diverse and influential audience, including MPs, engineers, and industry leaders.



Thought Leadership:

Showcase your commitment to advancing critical engineering-related issues in Canada.



Community Engagement:

Demonstrate your support for the engineering community and its efforts to create a better future for Canada.



Contact OSPE's Sales Team at sales@ospe.on.ca

The Voice E-Magazine



Circulation

3,500+

Event Distribution

40,000+

Digital

OSPE's quarterly E-Magazine, The Voice, is delivered to more than **40,000** readers electronically of Ontario's decision makers and thought leaders.

It features the latest engineering projects, innovations and advocacy topics and highlights the expertise and insights of OSPE's members and Partners.

Description	1x	2x	Size Inches (width × height)
Full page	\$2,095	\$1,990	8.5 × 11 Bleed: 8.75 × 11.25
1/2 island	\$1,780	\$1,691	4.625 × 7.5
1/2 page	\$1,570	\$1,491	7.125 × 4.6
Double page spread	\$3,560	\$3,381	17 × 11 Bleed: 17.25 × 11.25
Inside front cover	\$2,310	\$2,195	8.5 × 11 Bleed: 8.75 × 11.25
Inside back cover	\$2,250	\$2,095	8.5 × 11 Bleed: 8.75 × 11.25

Contact OSPE's Sales Team at sales@ospe.on.ca

The Voice E-Magazine - Quarterly Distribution

Issues:

- ✓ March
- ✓ June
- ✓ September
- ✓ December



Engineering Employment Events (E3s)

OSPE's E3s are the only engineering-specific job events in the province that provide engineers and engineering graduates with an opportunity to speak one-on-one with leaders and hiring managers from top-rated companies. The E3s are conducted in both face-to-face and virtual formats.

Some of Our Past Partners:



Partner at E3s

E3 Exhibitor Partner - **\$749**

Exclusive E3 Partner - **\$19,500**

Partner with OSPE for an exclusive E3 for your organization in the city of your choice.



View Recordings



Select Your Applicants



Live Video Meeting

What Employers Think

"Compared to a traditional career fair, I felt the event was much more strategic, pairing us with appropriate candidates through the video screening system. I believe this helped us save time and allowed us to focus our energy. Thank you for inviting us to the event!"

- **FM Global**

"Bruce Power was honoured to participate in OSPE's Virtual Engineering Employment Event in November 2020. The provided platform allowed for a unique opportunity to meet 'face to face' in a virtual environment and supported the pre-screen process and later a formal interview of selected applicants. Candidates were well prepared and highly skilled, making this an excellent hiring tool for small and larger organizations looking to hire engineers. We can't wait to participate in the next event!"

- **Bruce Power**

Contact OSPE's Sales Team at sales@ospe.on.ca

CORPORATE CONTACTS

Jason Di Tommaso

Business Development
– Eastern and Northern Region
jditommaso@ospe.on.ca | 613.986.1437

Michael Sofroniou

Business Development
– Central and Western Region
msofroniou@ospe.on.ca | 416.880.1649

Jamie Gerson, P.Eng., MBA

Group Memberships
jgerson@ospe.on.ca | 647.515.5281





Ontario Society of Professional Engineers

4950 Yonge St Suite 502, North York, ON M2N 6K1

416-223-9961

www.ospe.on.ca

