



Sponsorship Package

BUILDING THE NEXT GENERATION OF STEM LEADERS

Western Mechatronics

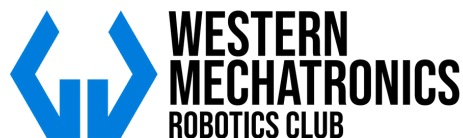
May 2024 - May 2025

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Introduction

Hello there!

Western Mechatronics, established in 2019 by three dedicated students, has evolved into a leading Non-Profit Association focused on fostering robotics and STEM opportunities in Calgary and across Alberta. Despite the challenges posed by the global pandemic, our organization has flourished, now standing as Canada's 3rd Largest VEX Robotics club, boasting over 100 students and 25 teams. Our flagship event, Mecha Mayhem, has become Canada's Largest Robotics Tournament.

However, our journey is far from over. With a growing demand for robotics education, we are expanding our efforts to meet the needs of Calgarians and Albertans alike, ensuring all youth have access to the skills needed to thrive in STEM fields.

We invite you to join us on our mission to democratize robotics education, empowering the next generation of engineers and STEM leaders. Robotics knows no bounds, and together, we can shape a brighter future for all.

Best Regards,

Justin Zhou,
Co-founder, Director of Events



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About Us

Western Mechatronics (WestMech) is Canada's fastest-growing robotics club. We're a proudly Albertan non-profit dedicated to providing STEM and robotics opportunities to all students to build elite teams to compete and represent Canada on the world stage.



Vision

We envision a future where all students in robotics and STEM are future-ready to excel and lead.



Mission

Connect, provide, and empower youth with affordable, sustainable robotics opportunities and STEM education.

VEX Robotics

VEX is the world's largest robotics competition and the platform that we build all our programs on. There are over 28,000 registered teams worldwide, with 1.1+ million students and programs for students from kindergarten to college.

Every year, VEX releases a new, unique engineering challenge for the students to design their robots on. Providing only the robotics parts, tools, and equipment to build these robots, VEX is a strictly student-centered program that prioritizes learning and the engineering design process.

You can find out more about the VEX Robotics competition and their new challenge here www.vexrobotics.com/competition

Our Programs

Club Teams

Our flagship program operates similarly to a sports club in that teams committed weekly to meet at the workshop to design, build, and program a robot to compete in tournaments across the world. This is our highest commitment program, with over 80 students of all ages participating.

Girl Powered

In a heavily male-dominated field, Western Mechatronics firmly believes that Robotics is for Everyone. Our Girl Powered robotics workshops and club teams are tailor-made programs for females looking to get started in robotics. These programs tackle introductory coding, designing, and building skills in a safe and inclusive environment

Tournaments & Events

From hosting Canada's largest robotics tournament with 3,000 attendees to Alberta VEX Provincials and demos at the local science centre, WestMech has a long history of hosting events to attract and excite Alberta's next generation of engineers and leaders.



2024–2025 Goals

Double the number of robotics competition opportunities in Alberta

Reach 50–50 split for female participation in WestMech

Grow public awareness of robotics education/competition

Connect and provide schools with robotics programs

Our Impacts

Robotics Awareness & Education

Western Mechatronics has been a driving force in transforming robotics participation in Alberta, boasting a remarkable 200% increase since our inception in 2019. By reaching out to schools that have never before ventured into robotics, we've expanded access to STEM education like never before. Through our pioneering programs and events, such as Mecha Mayhem and the Girl Powered workshop, we continue to inspire a new generation of roboticists and engineers across the province, fostering innovation and excellence in STEM education.

Our Programs have reached over 10,000 students since 2019.

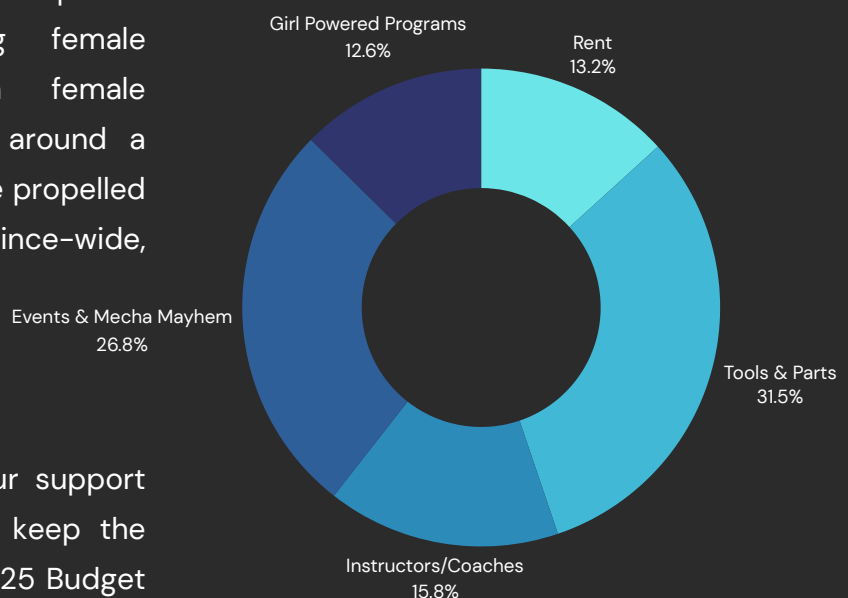
Increased Participation and EDIA

Western Mechatronics has spearheaded a significant shift in robotics participation demographics, particularly among female participants. Since 2019, when female representation in robotics hovered around a mere 5% in Alberta, our initiatives have propelled this figure to approximately 30% Province-wide, with a near 50/50 split at WestMech

Operating Budget

Robotics is an expensive hobby; your support helps lower costs for students and keep the lights on at our warehouse. Our 2024/25 Budget is divided between providing equipment for teams, ensuring instructors are taken care of, and opportunities to attend world-class events.

WestMech 2024/25 Operating Budget



Partner Benefits

Your support is critical to us in creating an exciting and engaging learning experience. These are some of the perks we offer in as an expression of our gratitude.

Brand Exposure

Your organization will be advertised to thousands of talented high school students. This includes displaying your company logo on our website, team apparel, videos, arenas, and named workshop stations. Your support will be shown at all aspects of WestMech programs, from Mecha Mayhem to Girl Powered Teams

Volunteering Opportunities

There are numerous volunteer opportunities for our partners to provide hands-on robotics education. From mentorship opportunities for professional engineers to general event volunteering for parents with toddlers, there's a role for everyone. We'd love to have you help out and be engaged in the community!

Investing in Youth

Your support helps cover the costs of robotics. Robotics is an expensive hobby. Last year, we saw an increase in robotics education in Alberta by 25% and a 30% increase in female STEM representation. Your support lowers the registration costs, provides better equipment, and allows more teams to compete.

Sponsorship Tiers

Sponsorship Tier	Supporter \$500	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Platinum \$10,000
Logo on Websites/Digital Platforms					
Volunteering / Mentorship Opportunities					
Logo Placement on Livestreams					
Logo Placement Volunteer T-Shirts					
Logo Placement on Club Jersey					
Speaking Opportunities at all WM Events					
Named Arena @ WestMech Events					
Named Space @ WestMech Facility					
Exclusive Competition/Showcase for Company Employees/Families/Shareholders					



Student Sponsorship

In addition to supporting our club, you can also support individual students by covering their registration fees and awarding scholarships for their robotics season!

We aim to keep robotics available for everyone and it wouldn't be possible without the generous help of sponsors. If you are interested in sponsoring students, please reach out to us so we can help setup guidelines and criteria for applications!

Student Sponsorship: \$1500 or \$3000 Per Student

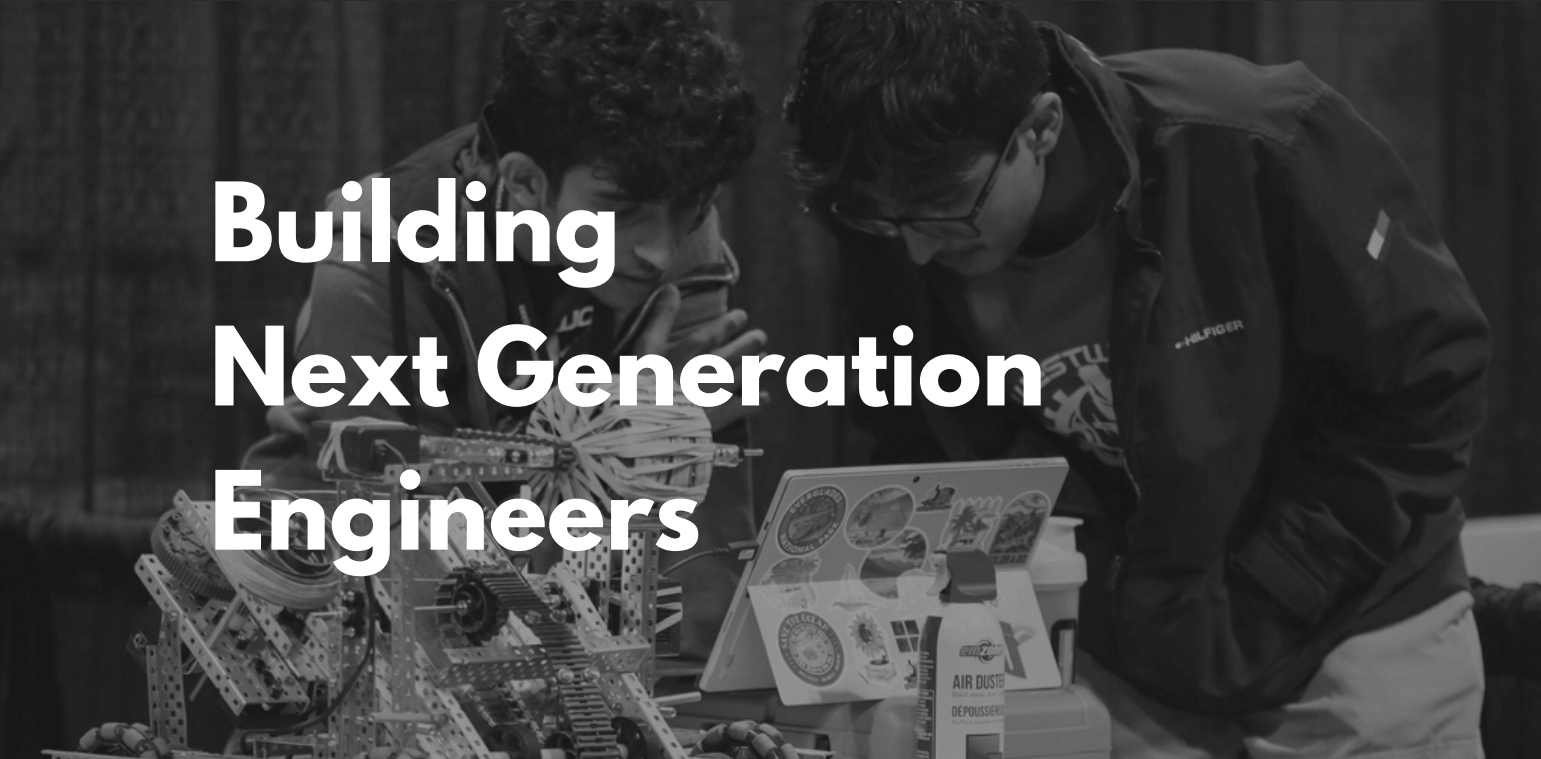
Sponsor a student to be able to attend the WestMech Club team for an entire robotics season! (May 2024 – May 2025)

It can cover half or the entire cost of a student's registration fees. It can be designated to go to anyone or any specific category.

We can provide an application to all students (new, current, girl-powered, etc.) with customized questions. These will then be filtered and sent for interview/selection.

Benefits: (Sponsor 5+ Full Students)

- Primary Branding on All WestMech Programs
 - Center Chest Placement of Logo
- Selected students will be featured on the WestMech Website as "Company Name Recipients" (title subject to change/approval)
- Students will be interviewed and have the opportunity to be filmed in a video to promote Company's impact. (Similar to this: <https://youtu.be/e-PBsOb2zsc>)

A black and white photograph of two male students working on a complex robot. The robot is built on a metal frame with various gears, belts, and electronic components. One student is wearing a dark jacket with 'HILFINGER' on the sleeve and is looking at a laptop screen. The other student is also looking at the robot. The background is dark and out of focus.

Building Next Generation Engineers

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