



THE UNIVERSITY OF  
MELBOURNE

**ENDEAVOUR**  
ENGINEERING & IT FOR TOMORROW



**ENDEAVOUR**  
2016 PROSPECTUS

# WELCOME TO ENDEAVOUR

Endeavour is a renowned educational and engagement series supported by the Melbourne School of Engineering. It aims to promote engineering & IT across the community, and culminates at the Endeavour Engineering & IT Exhibition, where cutting-edge Engineering and IT projects developed by our graduate students are presented to industry and the community. Endeavour provides a unique platform for engagement between industry and the country's finest future engineers.

We have a long tradition of industry engagement with Endeavour and take pride in the relationships we have built with our sponsors. Partnering with Endeavour creates a vast array of opportunities for your organisation and we encourage you to explore these options.



PROFESSOR  
IVEN MAREELS  
DEAN

Melbourne School of Engineering  
The University of Melbourne



PROFESSOR  
ANDREW WESTERN  
DIRECTOR OF ENDEAVOUR 2016

Melbourne School of Engineering  
The University of Melbourne

## ABOUT ENDEAVOUR

Endeavour is where innovation and the future collide. A student-run educational program supported by the Melbourne School of Engineering, Endeavour comprises a series of events aimed at inspiring industry, the community and school students to engage with the exciting future of engineering and technology.

It provides an opportunity for our final year students to demonstrate their innovative thinking and entrepreneurial approach to solving the challenges of our time, and showcases their cutting-edge engineering and IT projects to industry, academics and future students.

## MEET THE 2016 ENDEAVOUR MANAGEMENT TEAM

Endeavour is managed by a team of students who are dedicated to planning, organising and coordinating the program under the guidance of Professor Andrew Western, Director of Endeavour.



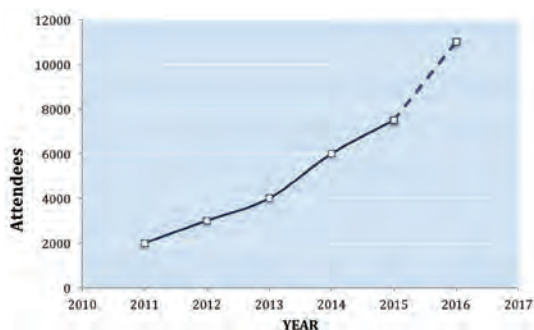
2016 Endeavour Management Team (from left to right): Bobby Li (*Events*), Shruti Pal (*Industry & Sponsorship*), Carmen Phoong (*Finance*), Tony Wei (*Schools Program*), Jessica Bartels (*Marketing and Communications*), Tony Wang (*Student Liaison*)

## CONTACT US

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# SPONSORSHIP OPPORTUNITIES

Launched in 2010, the Endeavour Engineering & IT Exhibition has grown exponentially into one of the biggest annual events held by the University of Melbourne, attracting over 7500 guests in 2015. Thanks to the generosity of our sponsors, we are back to launch Endeavour 2016.



The Exhibition will be our largest ever this year, featuring more than 150 innovative research and design projects presented by graduate engineering and IT students from Australia's No. 1 University\*. We expect to attract more than 10,000 people, increase our media exposure and build stronger industry connections.

The Endeavour Engineering and IT Exhibition can provide you with the opportunity to:

- Gain significant brand exposure
- Collaborate with Australia's leading university on future research and design projects
- Network with our bright engineering and IT graduate students
- Foster an ongoing relationship with the University of Melbourne.

## SPONSORSHIP PACKAGES

Our standard packages are highlighted below. Sponsorship packages can be tailored to the needs of any prospective partner. We also welcome tax-deductible donations.

BENEFITS	GOLD \$10000	SILVER \$7000	BRONZE \$3000
<b>Logo Inclusions</b>			
On festival brochures and program guides- up to 3,000 copies distributed	✓	✓	✓
On LCD screens at the Exhibition	✓	✓	✓
On sponsor wall at the Exhibition	✓	✓	✓
On event banners displayed across the campus	✓	✓	-
Opportunity to include your promotional merchandises at Endeavour events	✓	✓	✓
<b>Branded visibility at all events</b>			
Booth space	✓	-	-
Recognition as the major sponsor of the event on the logo and event signage	✓	-	-
Strategically placed banners identifying your organisation as the major sponsor	✓	-	-
Advertisement in the official Exhibition Program	Full page	Half page	-
Opportunity for a representative from your organisation to present an award and/or to co-chair the Endeavour Industry and Awards Night	✓	-	-
Dedicated volunteers to guide your representatives through the Exhibition	✓	✓	-
One on one meeting session with some of the top final year students of the engineering discipline relevant to your organisation	✓	✓	-
<b>Broadcast and social media callouts</b>			
Recognition on Endeavour website	✓	✓	✓
Link to sponsor's website from the event website	✓	✓	✓
Mention in media releases	✓	-	-
Mention as sponsor on Facebook, Twitter and Instagram	✓	-	-
Mention as sponsor in Endeavour article on e-newsletters that reach 2,500 engineering students	✓	-	-

WE HOPE YOU CONSIDER SPONSORING ENDEAVOUR.

\* QS Faculty Rankings 2015-2016

# ENDEAVOUR EVENTS

Endeavour offers sponsors the opportunity to increase their brand exposure through a variety of events.

## ENDEAVOUR ENGINEERING & IT EXHIBITION

**Thursday 20 October 2016**

A major annual event, showcasing graduate Engineering and IT projects at the University of Melbourne, the Endeavour Engineering and IT Exhibition is attended by over 7,500 people. The innovative projects presented at the Exhibition tackle industry problems, improve processes and have significant commercial applications. They are developed over a year long period by our students in collaboration with industry, government, the community sector and different departments within the university.

## ENDEAVOUR INDUSTRY & AWARDS NIGHT

**Thursday 20 October 2016**

A VIP event for 600 key industry partners, major sponsors, senior university staff and graduate students, featuring an award presentation for outstanding projects.

## ENDEAVOUR ADVENTURE

**Thursday 20 October**

This event hosts a select group of primary and high school students and teachers on University campus, offering them exclusive access to the Endeavour Engineering and IT Exhibition. Endeavour Adventure is an opportunity for the industry to increase their brand exposure among schools. Industry keynote opportunity also available.

## INDUSTRY ROUNDTABLE

**Tuesday 9 August 2016**

An exclusive event for industry representatives to network with our top engineering and IT graduate students in an on-campus setting.

## ENDEAVOUR ROADSHOW

**Monday 11 July–Friday 22 July 2016**

The Endeavour Roadshow offers industry the opportunity to increase their brand exposure among schools and support the promotion of STEM. At this outreach event, our graduate students visit primary and high schools across Victoria, presenting fun and interactive workshops that introduce students to engineering.



## MANY THANKS TO PREVIOUS SPONSORS

