



# SPONSORSHIP PACKAGE

2024-2025



Engineering





# Our Student Chapter



**MCMASTER  
UNIVERSITY**  
STUDENT CHAPTER

## Our Mission

The Institute of Transportation Engineers (ITE) McMaster Student Chapter is a student group at McMaster University that showcases professions in the transportation industry to the McMaster community.

We organise opportunities for students to connect with all aspects of the profession through industry and academic guest speaker events, networking nights, hands-on software tutorials, student competitions, and technical site visits.

## Areas of Focus

Our focus areas include rail and transit, active transportation, transportation planning and engineering, traffic and road safety, career development and leadership, asset management, data analytics, new technologies, the role of different modal options, and upcoming projects in the Greater Toronto Hamilton Area.

## Our History

Since our founding in January 2016, the chapter has helped hundreds of McMaster students foster an interest in and a connection to the transportation profession. We have successfully undergone transitions between executive teams and chapter leadership and have seen our members embark on successful careers in transportation engineering and planning and join ITE Hamilton after graduating from undergraduate and graduate programs with McMaster.

ITE McMaster were the 2017 Traffic Bowl winners at the annual ITE Canada Conference. In the summer of 2024, we hosted the Student Leadership Summit (SLS) at McMaster University as part of the ITE Canada Conference in Hamilton.

## All About McMaster

McMaster University with its home in Hamilton, Ontario is home to over 6,500 undergraduate and 1,200 graduate engineering students, ranking 30<sup>th</sup> in the world in THE's Education's University Impact Rankings for 2024 and is Canada's 2<sup>nd</sup> most research-intensive university. The McMaster Civil Engineering Department is home to 24 faculty, with many focused on transportation and infrastructure engineering research as part of the departments research clusters. The Department is proud to have 41% of its undergraduate enrollment and 33% of its graduate enrollment who are women-identifying.

# Our Team

Our chapter consists of both undergraduate and graduate students interested in the transportation industry. The team of co-presidents and vice presidents include:



**Zoe Meth**  
Co-President  
Civil Engineering & Society



**Dominic Mote**  
Co-President  
Civil Engineering



**Dr. Moataz Mohamed**  
Faculty Advisor  
Civil Engineering



**Hamza Janjua**  
VP Administration  
Mechanical Engineering



**Priscilla Wong**  
Co-VP Media  
Civil Engineering



**Matthew Lech**  
Co-VP Media  
Civil Engineering & Society



**Joseph D'Angelo**  
VP Finance  
Civil Engineering & Society



**Daniel Chan**  
VP Events  
B.Tech Automotive



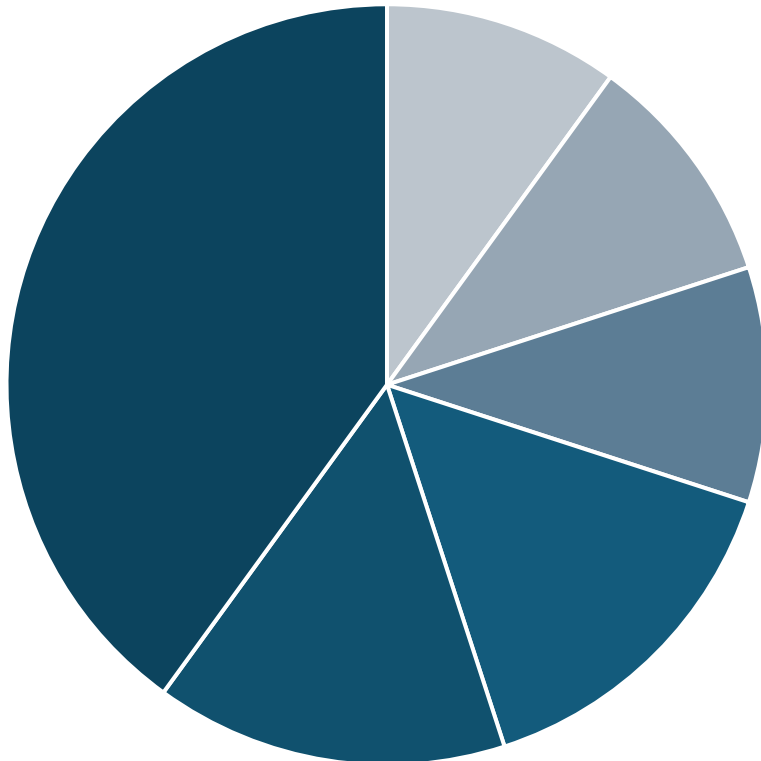
**Olivia Wiper**  
VP Outreach  
Civil Engineering & Society

Our executive team is rounded out every year by a strong team of undergraduate and graduate AVP and representative roles that support event planning, promotion, and engagement with the student body in the engineering faculty and beyond. This year, we are proud to have almost 20 members on the executive team with 60% women identifying members and students from 3 engineering department programs and 2 faculties.

# Expenses

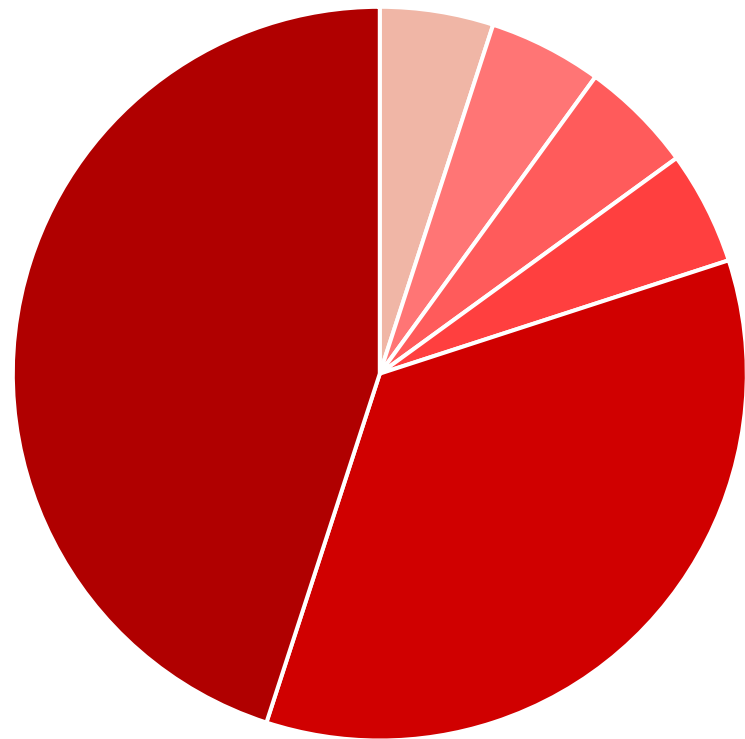
To run consistently high-quality, well-promoted events without requiring our presenters to carry the burden of costs associated with volunteering with us, we need funding from various sources every academic year, including you!

Projected Sources of Funding



- MES Funding
- CCGE (ECCS) Funding
- Faculty Funding
- Previous Year's Funding
- ITE Canada Annual Funding
- External Sponsorship

Projected Expenses



- Academic Events
- Employer/Industry events
- Field Trips
- Club Promotion
- Industry Night
- ITE Canada Conference & Traffic Bowl Team

## All about ITE

Founded in 1930, the Institute of Transportation Engineers (ITE) is a community of transportation professionals including, transportation engineers, transportation planners, consultants, educators, technologists, and researchers. Through meetings, seminars, publications, and a network of more than 18,000 members working in more than 78 countries, ITE is your source for expertise, knowledge, and ideas.



# Events

## Field trips

Last year, we organised a site visit to the Waterloo Central Railway in St. Jacob's, Ontario, which featured a scenic ride on historic rail equipment through Waterloo and Woolwich County. Eventgoers went on a guided tour of the railway's St. Jacobs Restoration and Maintenance Facility, highlighting railway operations and historic preservation. Its success was marked by engaging content, hands-on experiences, and strong participation, effectively bridging industry knowledge



## Club Promotion

ITE McMaster proudly attends faculty events including Clubfest, Civil Engineering Clubs Night, May @ Mac, and open houses. Funding goes towards club promotional material and merchandise. Through these events, ITE is able to advertise our sponsors and events to incoming highschool students and McMaster students.



## Academic and Industry Events

We run events with McMaster faculty, graduate students, ITE members, and industry professionals. We have hosted events with professor presentations, graduate student panels, Vistro and QGIS software tutorials, industry guest speaker panels, networking nights, and more. Funding for these events covers parking passes and small thank-you gifts for presenters, as well as light refreshments for attendees for events during lunch or dinner.



## Industry Night

Transportation Industry Night is our largest annual event, bringing in 150+ students and 7 companies in 2024. A major goal of our chapter is the further establishment and growth of Transportation Industry Night year-on-year. This year, we aim to connect more companies and students during our January event. Funding is dedicated to promoting and hosting the event, including catering, parking passes, and event supplies.

Looking to attend our industry night as an individual professional or as a company? We would love to have you! Please reach out to [itemac@mcmaster.ca](mailto:itemac@mcmaster.ca) and we will be in touch with more information.



## ITE Canada Conference and Traffic Bowl

The ITE Canada Conference is an annual event hosted by ITE Canada for industry and academia, this year taking place in Halifax. Part of this event is the Traffic Bowl competition where university student teams compete to showcase their knowledge of the Canadian transportation engineering practice. We are aiming to send a team of four for this year's Traffic Bowl and offer funding support to McMaster Graduate students looking to present at the conference.



# Sponsorship Benefits

		Gold \$1500	Silver \$1000	Bronze \$500
Industry Night	Sponsor Benefit			
	Logo on brochure and social posts	✓	✓	✓
	Guaranteed individual booth	✓	✓	
	Shared booth			✓
Socials	5-Minute presentation slot	✓	✓	✓
	Logo on website	✓	✓	✓
	Shared sponsor appreciation post	✓	✓	✓
	Dedicated sponsor appreciation post with feature project and/or case study	✓	✓	
Events	Job advertisement and promotion	✓		
	Dedicated 1-2 hour lunch n' learn session	✓		

Sponsors are not obligated to accept all benefits a given sponsorship entitles them to.

First-time industry night attendees receive bronze-tier industry night benefits without requiring a bronze sponsorship.

# Sponsorship Details

## What You Will Get from Your Sponsorship

Supporting ITE McMaster with your sponsorship helps you reach the next class of transportation professionals. Across our socials, we average 12,000 impressions and 450 engagements per month during the academic year and with your sponsorship we will connect our followers with your company and brand, including with dedicated posts with featured projects, case studies, and coop job postings for higher sponsorship tiers. Your sponsorship directly supports our Industry Night, and with your sponsorship we will be able to guarantee you a much larger presence at our Industry Night should you choose to attend, via an individual booth, logo on event material, and a timeslot for presentations for gold sponsors.

Last year, our Industry Night connected 7 employers with 150+ students at The Junction in the Gerald Hatch Engineering Building on McMaster's campus. This year, building off of the success of last year's event Industry Night will be hosted in a larger venue on campus and we aim to connect more companies and students together, to enable companies to find and meet top, passionate students and also help the McMaster student body network with and learn about the transportation industry.

Gold sponsors are guaranteed a 1-hour lunch n' learn spot hosted by ITE McMaster. This is an excellent opportunity to promote your business and reach out to interested students. Our team will handle promotion, events logistics, catering, and provide attendee resumes for an in-person, hybrid, or online lunch n' learn centred around a presentation or networking event with your company. Please reach out if you have any questions about running a Lunch n' Learn with us.

## How to Sponsor ITE McMaster

Sponsorships made before January 31, 2025, will be attributed to the 2024-2025 Academic year extending until August 31, 2025. Please let us know when contacting us if you are looking for an alternate arrangement. Sponsorships made after that date may be given to support the 2024-2025 or 2025-2026 academic calendars.

## Questions

If you have any questions or are simply interested in having a conversation with us, you can reach us at [itemac@mcmaster.ca](mailto:itemac@mcmaster.ca) and we will get back to you right away.



# Thank You to Our Sponsors 2023/2024



Civil  
Engineering



BA Group







@ite\_mcmaster



ITE McMaster Student Chapter



itemac@mcmaster.ca



ITE McMaster Student Chapter Website