



# SPONSORSHIP PACKAGE

CONFERENCE ON DIVERSITY IN ENGINEERING 2026

**HOSTED BY:**  
University of Victoria

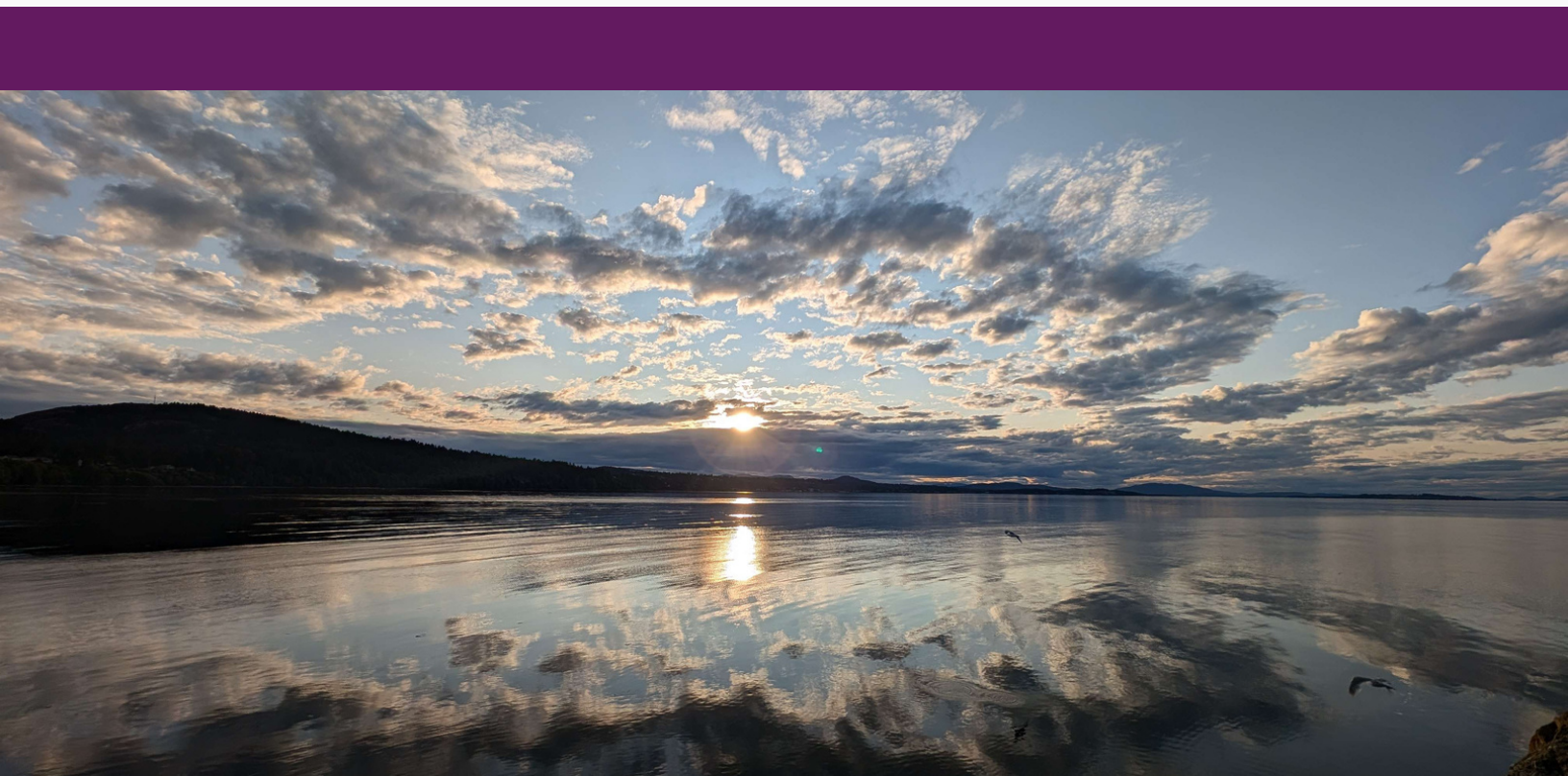
**DATES:**  
November 20–23, 2026

# What is CDE?

The Conference on Diversity in Engineering (CDE) is a three-day conference that brings together over 150 students from across Canada to collaborate to improve diversity in engineering. During this conference, students will have opportunities to address key barriers, strengthen collaboration, and apply their skills to help solve real-world problems with a diversity lens. CDE focuses on topics including accessibility, fostering EDI growth, including indigenous perspectives, and effective allyship.

The theme of CDE 2026, Bridging the Gap: Building a Foundation for Equity, is split into three streams to enable students to delve into topics and create discussion. This conference serves as a unique opportunity for students to develop knowledge and tools alongside interpersonal communication skills.

CDE is one of five activities hosted by the Canadian Federation of Engineering Students (CFES) throughout the year. CDE 2026 is the 12th annual CDE conference and will be held in November 2026 in Victoria, BC. This will be the first CFES conference held in Victoria in over 20 years!



# About the CFES

The Canadian Federation of Engineering Students (CFES) is a bilingual alliance bringing together undergraduate engineering students from 52 institutions across our wonderful country. Over 85,000 student members benefit from connections built, skills gained, and friendships made through CFES experiences that extend from coast to coast to coast. Four regions and their associations exist within the CFES that provide specific benefits to similar schools – Western Canada, Ontario, Québec, and Atlantic Canada.

Students gain access to several benefits by being a CFES member including the ability to attend conferences such as CDE, learn in online workshops, participate in National Engineering Month, gain technical certifications including Lean Six Sigma, represent their school at the Canadian Engineering Competition (if they qualify), and participate in services offered by our partners. The CFES advocates for students to the Canadian Engineering Accreditation Board and Engineers Deans Canada – advancing the inclusivity of the engineering profession and schooling.



# Letter from the Chair

Dear Potential Sponsors,

I'm excited to announce that the Conference on Diversity in Engineering (CDE) 2026 will be held at the University of Victoria (UVic). This conference will bring students from across Canada together to discuss diversity in engineering. This year's theme, Bridging the Gap: Building a Foundation for Equity, is a call to action to work towards equity in engineering. We are thrilled to be hosting this conference in Victoria, as a Canadian Federation of Engineering Students (CFES) conference has not been held in Victoria in over 20 years! Our team is committing to creating a unique conference that provides an exceptional opportunity for students. For this reason, I am proud that we have created a travel fund for small schools and a scholarship program to enable additional students to attend our conference, which hasn't happened in recent years for CFES conferences.

Serving as the Chair of CDE 2026 is an honour having been a student and attended CFES conferences in the past. After attending CDE 2024, I became more involved in our engineering student society, and I became empowered to bid for this conference and chair it at UVic. These conferences have provided me with the opportunity to grow as both a student and a leader, and it is exciting to be able to provide this opportunity for other students. It is also my privilege to lead a team of hardworking, talented students on our Organizing Committee who are dedicated to making CDE 2026 an empowering conference.

CDE 2026 presents your company with an exciting opportunity to be at the forefront of making change in engineering. Taking the steps to make actionable change is not easy, but it is the only way that any progress will be made. With CDE 2026, we are not just sending a message but are creating opportunities for students at the beginning of their academic journeys and careers to gain the support and tools they need to change our future.

I look forward to having you join us on this mission.

Sincerely,  
Nora Keegan



Conference on Diversity in Engineering 2026 Chair



# Letter from the Dean

Dear Sponsors,

The students at the University of Victoria (UVic) are proud to host the 2026 Conference on Diversity in Engineering with the theme "Bridging the Gap: Building a Foundation for Equity". Diverse engineering teams are able to develop a greater range of ideas to solve and define problems. Thus, diversity, equity, and inclusion benefit the engineering profession greatly. I believe that supporting an empowering space for all voices to be heard is key to bringing us into a better future, not only for engineering and computer science, but for the communities we serve through our work.

As the Dean of Engineering and Computer Science, I am proud that our faculty supports Engineers Canada's 30 by 30 initiative to raise the percentage of female-identifying newly licensed engineers to 30% by 2030. Equity, Diversity, and Inclusion (EDI) are fundamental pillars in our program. I am proud to say that we have multiple student run clubs focused on diversity in engineering at UVic, and that these clubs organize events that provide students who normally might not feel as represented within the career with the skills and connections they need to succeed.

This conference represents another exciting initiative run by students at UVic to improve diversity in engineering. It provides a chance to reflect, build connections, and change mindsets to empower the next generation of engineers. It is very important to us that our students feel safe and heard in this career so they are confident that they can achieve their goals.

We are grateful to live, learn, and work on the traditional territories of the Lək̓ʷəŋən (Songhees and X̱wsep̓əm̓/Esquimalt) Peoples on whose territory the university stands, and the Lək̓ʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day, and we are working with Indigenous partners to ensure the conference reflects these values.

I invite you to support this important event through sponsorship or engagement. With your generous support, we can bridge the gap to create a more inclusive, innovative, and equitable engineering profession.

Thank you for your consideration.

Sincerely,



Mina Hoorfar, PhD, Peng, FCSME, FCSSE, FCAE Dean,  
Faculty of Engineering and Computer Science  
University of Victoria



# Unique to CDE 2026!



## Small School Travel Fund

The Organizing Committee for CDE 2026 is thrilled to welcome engineering students from coast to coast to coast as we prepare to host the first CFES conference in Victoria in the past two decades! To ensure that our conference is able to host the most deserving and diverse delegation, we are excited to implement a conference driven small school travel fund. Several smaller member schools of the CFES have significantly lower budgets and cannot afford to financially support many – if any – delegates by covering their delegate fee and travel. The CDE team has recognized that developing a travel fund for smaller schools is an opportunity to enable more diverse conference attendees by covering a portion of their travel costs, enhancing the variation of lived experiences and lessons learned that can be shared nationally with the top talent of aspiring leaders.



## Scholarship Program

In addition to the Small School Travel fund aimed to cover travel costs of delegates from lower budget schools, CDE 2026 is excited to offer four fully funded scholarship seats. One engineering student from each CFES region – Western Canada, Ontario, Québec, and Atlantic Canada – will be selected after an application and interview process. These students will be selected on merit based on involvement in their school in diversity in engineering projects, passion for the field, and contributions they can make to the conference. The CDE 2026 budget (including your support) will cover all travel and conference costs for each of these inspiring and growing student leaders!

10% of our budget (and your contributions) will be directly applied to these initiatives, providing this once-in-a-lifetime experience to the most deserving engineering students in Canada!

Both of these initiatives are incredibly rare for CFES conferences to implement and we are proud to be one of the first conferences to break this barrier and build support to promote diversity on a multi faceted level.

If you are interested in learning more about these programs, please reach out!



# Preliminary Schedule

|           | Friday                        | Saturday         | Sunday               | Monday     |  |
|-----------|-------------------------------|------------------|----------------------|------------|--|
| 08:00     |                               | Travel to campus | Travel to campus     | Departures |  |
| 08:30     |                               |                  |                      |            |  |
| 09:00     |                               | Breakfast        | Breakfast            |            |  |
| 09:30     |                               | Morning welcome  | Sessions             |            |  |
| 10:00     |                               |                  |                      |            |  |
| 10:30     |                               |                  |                      |            |  |
| 11:00     |                               | Sessions         |                      |            |  |
| 11:30     |                               |                  |                      |            |  |
| 12:00     | Check into hotel              |                  |                      |            |  |
| 12:30     |                               | Lunch            | Lunch/ Career Fair   |            |  |
| 13:00     |                               |                  |                      |            |  |
| 13:30     |                               | Sessions         | Sessions             |            |  |
| 14:00     |                               |                  |                      |            |  |
| 14:30     |                               |                  |                      |            |  |
| 15:00     |                               |                  |                      |            |  |
| 15:30     |                               |                  |                      |            |  |
| 16:00     |                               |                  |                      |            |  |
| 16:30     | EDI Training                  |                  |                      |            |  |
| 17:00     |                               |                  |                      |            |  |
| 17:30     | Travel                        |                  | Travel back to hotel |            |  |
| 18:00     |                               |                  |                      |            |  |
| 18:30     | Opening ceremonies and social | Dinner           | Gala                 |            |  |
| 19:00     |                               |                  |                      |            |  |
| 19:30     |                               |                  |                      |            |  |
| 20:00     |                               | Evening social   |                      |            |  |
| 20:30     |                               |                  |                      |            |  |
| 21:00     |                               |                  |                      |            |  |
| 21:30     |                               |                  |                      |            |  |
| 22:00     |                               |                  |                      |            |  |
| 22:30 – 1 |                               |                  |                      |            |  |

# Theme “Bridging the Gap: Building a Foundation for Equity”

At the 2026 Conference on Diversity in Engineering (CDE), our theme is Building Bridges: Building a Foundation for Equity. Our theme speaks to the dual work of connection and change: we build bridges to understand one another, and we lay foundations to create an engineering profession where equity isn't just an ideal, it's the standard. Through this theme, CDE 2026 explores how we can move from awareness to action.

The conference program is built around three dynamic streams that support this goal:

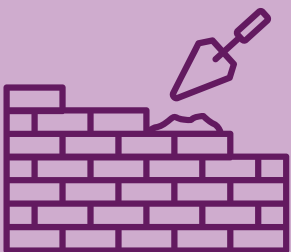


## Breaking Ground

*Acknowledging and addressing the hidden walls that hold us back.*

This stream investigates the structural, cultural, and internal barriers that continue to challenge inclusion in engineering. Topics could include:

- Systemic inequities in engineering education and practice
- Navigating imposter syndrome and bias
- Surviving and thriving in hostile or isolating environments
- Mental health and resilience in marginalized communities

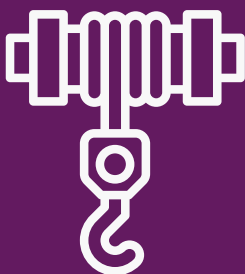


## Cementing Connections

*Strengthening connection, collaboration, and community.*

This stream highlights the importance of mentorship, cultural competency, and relationship-building across disciplines and identities. Topics could include

- Mentorship networks for underrepresented groups in STEM
- Cross-cultural collaboration in engineering and design
- Partnerships with Indigenous-led firms and consulting groups



## Driving Change

*Transforming insight into action.*

This action-oriented stream features real-world inclusion initiatives and tangible tools to build a more equitable profession. Session may include:

- Student-led inclusion efforts (e.g., WEST, WECS, EngiQueers)
- Inclusive design and accessibility in engineering
- National-level engagement: how students can influence policy
- Industry case studies from beyond UVic
- Breakout student engagement

# Sponsorship Tiers

|                                    | Partner<br>(\$25,000+)                                                                                             | Diamond<br>(\$15,000+)                                                                 | Gold<br>(\$10,000+)                                                                   | Silver<br>(\$5,000+)      |  |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------|--|
| Number Available                   | 1                                                                                                                  | 3                                                                                      | 5                                                                                     | ∞                         |  |
| Delegate Bag                       | 3 swag items + brochure                                                                                            | 2 swag items + brochure                                                                | 2 swag items                                                                          | 1 swag item               |  |
| Website                            | Banner, XLarge Logo and description                                                                                | XLarge Logo and description                                                            | Large Logo and description                                                            | Medium Logo (alternating) |  |
| Logo Size (Delegate Package)       | Full Page and letter                                                                                               | Full Page                                                                              | Half Page                                                                             | Quarter Page              |  |
| LinkedIn mention/ post             | Dedicated                                                                                                          | Dedicated                                                                              | Combined                                                                              | Combined                  |  |
| Career Fair                        | <ul style="list-style-type: none"><li>• 2 Tables</li><li>• 1st pick on location</li><li>• Interview Room</li></ul> | <ul style="list-style-type: none"><li>• 2 tables</li><li>• 2nd pick location</li></ul> | 2 Tables                                                                              | 1 Table                   |  |
| Instagram mentions/ post           | 10 mentions +Dedicated Post                                                                                        | 5 mentions +Dedicated Post                                                             | 2 mentions +Combined Post                                                             | 1 mention +Combined Post  |  |
| Access to resumes                  | Early Access                                                                                                       | Early Access                                                                           | Yes                                                                                   | Yes                       |  |
| #of tickets at gala                | 6                                                                                                                  | 3                                                                                      | 2                                                                                     | 1                         |  |
| Meal Sponsor                       | Dinner                                                                                                             | Lunch                                                                                  | Breakfast                                                                             | Snack                     |  |
| Access to CDE sessions             | 6 tickets                                                                                                          | 3 tickets                                                                              |  |                           |  |
| Speech at conference               | Banquet                                                                                                            | Opening Ceremonies                                                                     |                                                                                       |                           |  |
| Logo on Delegate Name Tag Lanyards | Yes                                                                                                                |                                                                                        |                                                                                       |                           |  |
| Case competition                   | Yes                                                                                                                |                                                                                        |                                                                                       |                           |  |

# Sponsorship Tiers

|                              | Bronze<br>(\$2,500)       | Donor<br>(\$1,000)       | Hometown Hero*<br>(<\$1,000 or in-kind) |
|------------------------------|---------------------------|--------------------------|-----------------------------------------|
| Number Available             | ∞                         | ∞                        | ∞                                       |
| Delegate Bag                 | 1 swag item               | 1 swag item              | 1 swag item                             |
| Website                      | Medium Logo (alternating) | Small Logo (alternating) | Small Logo (alternating)                |
| Logo Size (Delegate Package) | Quarter Page              | Mention                  | Mention                                 |
| LinkedIn mention/ post       | Combined                  |                          |                                         |
| Career Fair                  | 1 Table                   |                          |                                         |

## Sponsorship Considerations

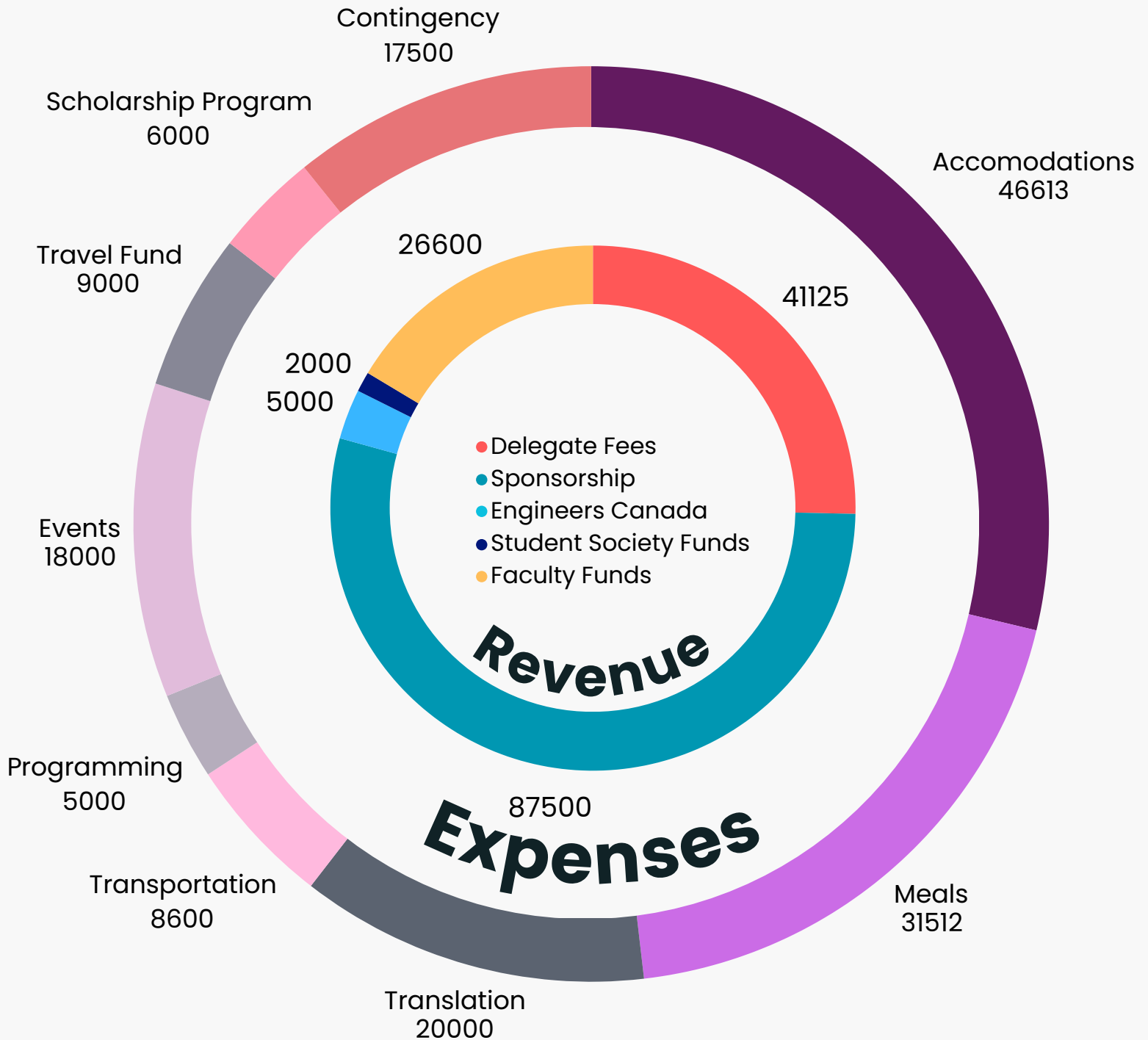
**We are actively seeking sponsors that have strong Equity, Diversity, and Inclusion priorities.**

We are excited to work with you, and can offer a flexible sponsorship experience. We are happy to discuss special requests to best suit your companies needs, including industry exclusivity, virtual participation, and creation and distribution of company swag. We welcome additional requests and are excited to work with you.

We will also accept in-kind sponsorship, please contact us for more information.

\*Hometown Hero is for small and local business

# Budget Breakdown



Total Budget = \$162,225

# Our Team



**Nora Keegan**

Chair



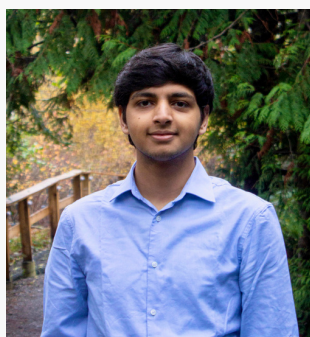
**Sarah Keegan**

Senior Advisor



**Helena Espinosa**

VP Sponsorship &  
Finance



**Tanuj Dargan**

VP Communication



**Emily Murray**

VP Programming



**Divina David**

VP Equity



**Sophia Klassen**

Co-VP Logistics



**Jordyn Espenell**

Co-VP Logistics



**Grace Blackthorne**

VP Events

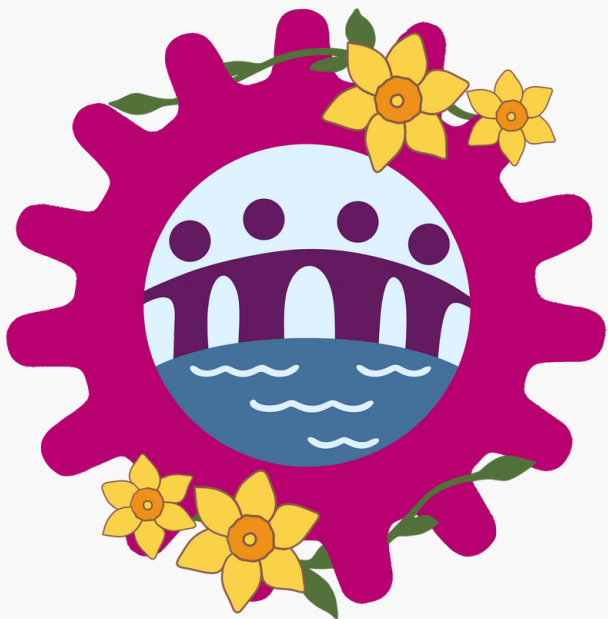


**Chloe Williams**

VP Bilingualism

# We look forward to working with you!

By investing in the next generation of engineers and supporting this wonderful conference, you are contributing to the importance of equity, diversity and inclusion in engineering. Your initiative will help foster innovation, creativity, and breakthrough thinking. Equity, diversity and inclusion in engineering brings rise to diverse perspectives and unique approaches to the challenges faced in our world and, in turn, will create inventive solutions to serve our global community. By bringing together diverse voices and perspectives, this conference is helping to shape the inclusive engineering culture that will define the future of engineering.



## Contact Us



Helena Espinosa – VP  
Sponsorship and Finance

**250-986-0992**

**[incoming.sponsorship@cde.cfes.ca](mailto:incoming.sponsorship@cde.cfes.ca)**

Nora Keegan – Chair

**403 – 402 – 2463**

**[incoming@cde.cfes.ca](mailto:incoming@cde.cfes.ca)**



**CDE 2026**