



Integrated Science Synthesis

Sponsorship Package - Synthesis Strive 2024

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Who We Are

Each year, the Integrated Science program (iSci) hosts a conference at the end of each academic year known as Synthesis. The objectives of this conference are to provide iSci students with a platform to present their research findings over the academic year, connect with academic and industry professionals and engage in interdisciplinary workshops to enhance both their knowledge skillsets and career advancement. This year, myself alongside 30 students will work to conceptualize, organize and host this year's conference.

Mission, Vision & Values

The conference theme for this year is 'Strive'. Each year we aim to choose a theme to encompass growth, engagement and foster new conversations within the field of science. In reflecting on the theme for this year, the conference committee thought about how we can strive for excellence beyond the classroom and how we can use our understandings to immerse in new intersectional conversations. Synthesis Strive will work to offer iSci students an inclusive, impactful, and engaging week of learning, discussion, and networking.

Our History

'Synthesis' is a unique academic symposium run entirely by students enrolled in the iSci program. Created in 2012, the symposium was designed to serve as an outlet for iSci students to showcase the work they complete in upper years, including individual projects and fourth-year theses, while communicating the importance of interdisciplinary research to the greater McMaster community. Since that time, Synthesis has continually grown, serving as an excellent means of highlighting the remarkable work done by iSci students. In addition, the symposium features several invited speakers from both within McMaster and other notable academic institutions, as well as a workshop catered to high school students interested in a multidisciplinary approach to science.

Why Be a Sponsor?

- I. Increase conference accessibility

Your support during our conference will allow students the opportunity to engage with invited speakers and present their research to an audience of potential supervisors and career opportunities. Previously, our conference was only a few days with very limited schedule flexibility. With your support, we can continue offering a full seven days' worth of content, workshops, and seminars for students to expand their networks.

II. Expand student connections

A major focus of Synthesis is emphasis on future avenues after departing the iSci program. With your support, we can continue hosting multidisciplinary professionals to come and speak to our students about the climate of the job market and pathways after undergraduate training.

III. Brand exposure to the largest Faculty at McMaster

In partnering with us, the Faculty of Science student body will have exposure to our content in addition to conference updates. Acknowledging that the Faculty of Science has over 9,000 students, brand exposure is huge and is a major platform in beginning insightful conversations.

Sponsorship Levels

Bronze - \$250

- ★ Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- ★ Brand exposure during opening and closing ceremonies via logo on slide deck, branded material, posters, etc.
- ★ Distribution of business cards, brochures, and other promotional content at select events

Silver - \$500

- ★ Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- ★ Brand exposure during opening and closing ceremonies via logo on slide deck, branded material, posters, etc.

- ★ Distribution of business cards, brochures, and other promotional content at select events
- ★ Representative talk at opening or closing ceremonies giving a short promotional message
- ★ One workshop timeslot

Gold - \$700

- ★ Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- ★ Brand exposure during opening and closing ceremonies via logo on slide deck, branded material, posters, etc.
- ★ Distribution of business cards, brochures, and other promotional content at select events
- ★ Representative talk at opening or closing ceremonies giving a short promotional message
- ★ Three workshop timeslots

Platinum - \$1000

- ★ Brand exposure through digital marketing channels (Instagram, website, and Faculty of Science press release)
- ★ Brand exposure during opening and closing ceremonies via logo on slide deck, branded material, posters, etc.
- ★ Distribution of business cards, brochures, and other promotional content at select events
- ★ Representative talk at opening or closing ceremonies giving a short promotional message
- ★ Three workshop timeslots
- ★ Keynote speaker slot during case study event and be the sole sponsor of the case study event
- ★ Company logo on all merchandise produced for the event (Stickers, Jackets, Lanyards, etc.)