

IMPERIAL

**Dyson School of
Design Engineering**



**DESIGN
ENGINEERING
SOCIETY**

DE10 Celebration

Sponsorship Deck

Imperial College London,
South Kensington Campus SW7 2AZ

10:00

19:00

21st

Sep

2024

About Us

1. Design Engineering Society

The Design Engineering Society (DesSoc), a student-led organization at Imperial College London, is dedicated to enhancing student experiences at the Dyson School of Design Engineering. Currently, the society boasts over 700 members and is proudly supported by sponsors including P&G, Huawei, Terra API, Autodesk, and Lounge for the 2023-2024 academic year.

DesSoc aims to foster a community of highly creative engineers through the organization of regular socials, talks, sporting, enrichment, and networking events. We create opportunities for students to gain insights into various relevant career pathways and apply their design engineering skills in the real world. The DE10 Celebration is organized by the Design Engineering Society with help and guidance from the Dyson School of Design Engineering.



2. Imperial College London

Imperial College London, a world-renowned institution, was established in 1907 by Royal Charter, setting it apart as a leader in science, engineering, medicine, and business. Located in the heart of London, the university has consistently pushed the boundaries of research and innovation. Recently, Imperial ranks second in the world in major university ranking and secured the top position among universities in the UK and Europe [1].



Imperial College London South Kensington Campus

[1]: <https://www.imperial.ac.uk/news/253793/imperial-ranks-second-world-major-university/>

3. Dyson School of Design Engineering

Founded in 2014 with the aid of a generous donation from the James Dyson Foundation, the Dyson School of Design Engineering is not only the most recent addition to the faculty of engineering in Imperial College, but it also represents a significant departure from traditional engineering disciplines in pedagogy, in philosophy, and in the manner in which engineering design is conceptualised.

4. What is Design Engineering?

Traditional engineering design rarely consider how the things that we make interact with humans. In fact, traditional engineering is principally focussed on replacing one form of consumption, with another notionally better form of consumption, without considering the stimulus generated by the new products that we design. It is precisely this gap that we are seeking to narrow at the Dyson School of Design Engineering, by forging a new discipline that is centred on the codesign of technologies and behaviours. This philosophy goes beyond ideas such as human centred design, and human in the loop design, with our focus being on engineering systems and managing consumption in a single framework, so that we do make things better.



Dyson school of Design Engineering

5. Faculty

Dyson school of Design Engineering holds 39 research academics and teaching fellows. Examples of associated research groups are:

1. Morph Lab
2. I3-Lab - The Imperial-Iota-Infrastructures Lab
3. Audio Experience Design
4. Electrochemical Science and Engineering

6. Courses


The school offers seven programs, including a joint master's program with the Royal College of Art. These programs are: Undergraduate Design Engineering (MEng), Innovation Design Engineering (MA/MSc), Cleantech Innovation (MSc)*, Design Engineering (MSc)*, Design with Behaviour Science (MSc)*, Design Engineering Research (MRes)*, and Postgraduate Research.

Practical Skill: In the Undergraduate Design Engineering (MEng) and Innovation Design Engineering (MA/MSc) programs, 80% of modules are team and project-based, and 70% of modules require hands-on skills.

Problem Solving: Bridging the gap between traditional engineering and design, to create innovative solutions to modern challenges.

Highly Creative: Drawing on in-depth technical knowledge to bring new innovations to market, and to improve existing products and the processes used for making them.

Award Winning: The Dyson School has produced countless projects, going on to win national, and even international prizes for impact and innovation.



DE10 Celebration

1. Brief

The Dyson School of Design Engineering is celebrating its 10th anniversary (DE10) by inviting all current and past students from the decade. This one-day event will feature a Makeathon, workshops, and insightful talks.

2. Participants

Over 150 participants are expected, with more than half being alumni and faculty, along with special guests from the industry.

3. Events

DE10 offers a variety of in-person and online events, ranging from the core Makeathon, to speeches, workshops, and talks conducted by our alumni to facilitate engagement and development among participants.

4. Vision

Reuniting a Decade of Design Engineers and Empowering the Next Generation of Innovators. DE10 celebrates ten years of achievement while inspiring future breakthroughs. By connecting alumni and current students, as well as fostering a community that innovates, leads, and transforms the field of design engineering through collaboration and creativity.

5. Proposed Schedule

Saturday 21st September 2024

10:00 - 10:30: Registration and Welcome Breakfast

10:30 - 12:30: Event Opening & Hackathon Formation

12:30 - 14:00: Lunch Break

14:00 - 17:30: Hack Sessions & Talks & Workshops

17:30 - 18:30: Project Presentations & Judging

18:30 - 19:00: Awards Ceremony & Closing Remarks

19:00 onwards: Dinner and Social Activities

Sponsorship Packages

Category	Ultimate plus	Ultimate	Premier plus	Premier	Gold
Premiere Event Sponsorships					
Speakers (Subject to Approval)	✓				
Special Mention on stage	✓	✓			
Promotional Video Playback at Venue	✓	✓	✓		
Career Advancement Opportunities					
Roll-up Banner	✓	✓	✓	✓	
Leaflets for Sponsor Distribution	✓	✓	✓	✓	
Exhibition Booth	4m ²	4m ²	2m ²	1m ² (unmanned)	
Staff Pass (for Sponsors)	4	3	2		
Sponsor Volunteer Staff	4	3	2		
Dinner and Social	✓	✓	✓		
Marketing and Visibility Sponsorships					
Imperial News Announcement (Banner on Official Website)	✓	✓			
Departmental Newsletter	✓	✓	✓		
Blog forwarded from Design Engineering Society Account	✓	✓	✓	✓	
Brand/ Organisation Logo on materials including selfstanding boards, brochure and tickets	✓	✓	✓	✓	✓
Makeathon Engagement Opportunities					
Custom Panel Theme Sponsorship	✓	✓			
Judging Role on Panel	✓	✓			
Exclusive Partnership Benefits					
Industry Advisory Board Opportunity	✓				
Recruitment and collaboration	✓	✓			
Price (GBP+VAT)	20,000	10,000	5,000	2,000	500

1. Sponsorship Details

The Ultimate plus Package

GBP 20,000

Premiere Event Sponsorships

- The sponsor will have the opportunity to attend the summit as a guest speaker;
- Special mention and gratitude to the sponsor throughout the duration of the event, including at least 2 in total during the opening and closing speech;
- A 30-second promotional video of the sponsor will be scrolled before the opening ceremony and during the lunch break, and the content of the video should be consistent with the theme of the event;
- The brand logo or company name of the sponsor will appear on the signature wall.

Career Advancement Opportunities

- Sponsors will be provided with an independent exhibition booth covering an area of 4m². The shape and location of the booth will be determined through mutual agreement between the sponsor and the organizer.
- The organizer will be responsible for the basic setup of the booth. Any additional layouts (including brochures, product manuals, banners, etc.) must be approved by the organizer in advance. The sponsor will collaborate with the organizer on the day of the event to finalize arrangements.
- Sponsors are permitted to distribute printed materials and small gifts at their booth. Additionally, they can provide these items along with the DE10 merchandise to all participants.
- Each sponsor will receive four on-site staff passes and four volunteers.
- Sponsors are cordially invited to attend the dinner and associated social events for free.

Marketing and Visibility Sponsorships

- The sponsor will be mentioned in the Imperial News Announcement for the DE10 event celebration.
- The sponsor will be mentioned in the Dyson School of Design Engineering's newsletter for the DE10 Celebration.
- The sponsor will be promoted once in the Design Engineering Society's newsletter, which currently reaches 586 members.
- The sponsor will receive one promotion in the Design Engineering Society's WhatsApp group chat, which currently has 407 members.
- The brand logo or company name of the sponsor will be displayed during all media announcements and news releases by the Design Engineering Society.

Makeathon Engagement Opportunities

- The sponsor can name and theme a panel at the Makeathon. We offer four proposed panel themes, Sponsors are invited to adopt, modify, or propose new themes for these panels.
 1. Health and Well-being (Innovate solutions that promote physical and mental health, improve accessibility to healthcare services, or enhance overall well-being)
 2. Sustainability and Environmental Conservation (Develop technologies and systems that reduce environmental impact, promote sustainable living, or address the challenges of climate change)
 3. Education and Digital Inclusion (Create innovative tools and platforms that enhance educational opportunities, bridge the digital divide, or support lifelong learning)
 4. Community and Social Innovation (Innovate solutions that strengthen communities, promote social cohesion, and address pressing social issues such as poverty, inequality, and access to essential resources)
- The Sponsor can participate in the panel judging process.

Exclusive Partnership Benefits

- The sponsor will have the opportunity to join the Dyson School of Design Engineering's Industry Advisory Board (IAB). The school maintains an IAB to utilise their perspective and experience to enhance the School's position as a centre of excellence for teaching, learning and research with a view to maximise employability, opportunities for graduates. The IAB will meet once a year, normally on a day when there is a large-scale exhibition of the School's design work, and to promote design engineering activities and the ethos of the School. The powers of the IAB will be limited to making recommendations based on their industry experience and insights and the information provided by the school. Please note: Inclusion in the IAB is subject to a review process and is not guaranteed. For more detailed information about the IAB, please visit the website: [Industry Advisory Board](#).
- The sponsor can host a recruitment event at the Dyson School of Design Engineering (with free room Booking), supported by the Design Engineering Society, with a minimum of 50 and a maximum of 100 participants, during the academic year 2024-2025.
- The sponsor has the opportunity to collaborate further with the Design Engineering Society, particularly as approximately 100 third-year undergraduates will have a compulsory 6-month placement starting at the beginning of April and ending in September every year.

The Ultimate Package

GBP 10,000

Premiere Event Sponsorships

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- Sponsors are permitted to distribute printed materials and small gifts at their booth. Additionally, they can provide these items along with the DE10 merchandise to all participants.
- Each sponsor will receive three on-site staff passes and three volunteers.
- Sponsors are cordially invited to attend the dinner and associated social events for free.

Marketing and Visibility Sponsorships

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The Premier plus Package

GBP 5,000

Premiere Event Sponsorships

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- The brand logo or company name of the sponsor will appear on the signature wall.

Career Advancement Opportunities

- Sponsors will be provided with an independent exhibition booth covering an area of 2m². The shape and location of the booth will be determined through mutual agreement between the sponsor and the organizer.
- The organizer will be responsible for the basic setup of the booth. Any additional layouts (including brochures, product manuals, banners, etc.) must be approved by the organizer in advance. The sponsor will collaborate with the organizer on the day of the event to finalize arrangements.
- Sponsors are permitted to distribute printed materials and small gifts at their booth. Additionally, they can provide these items along with the DE10 merchandise to all participants.
- Each sponsor will receive two on-site staff passes and two volunteers.
- Sponsors are cordially invited to attend the dinner and associated social events for free.

Marketing and Visibility Sponsorships

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- The sponsor will be promoted once in the Design Engineering Society's newsletter, which currently reaches 586 members.
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- The brand logo or company name of the sponsor will be displayed during all media announcements and news releases by the Design Engineering Society.

The Premier Package

GBP 2,000

Career Advancement Opportunities

- Sponsors will be provided with an independent exhibition booth covering an area of 1m². The shape and location of the booth will be determined through mutual agreement between the sponsor and the organizer. Please note the booth is unmanned.
- The organizer will be responsible for the basic setup of the booth. Any additional layouts (including brochures, product manuals, banners, etc.) must be approved by the organizer in advance. The sponsor will collaborate with the organizer on the day of the event to finalize arrangements.
- Sponsors are permitted to distribute printed materials and small gifts at their booth. Additionally, they can provide these items along with the DE10 merchandise to all participants.

Marketing and Visibility Sponsorships

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- The brand logo or company name of the sponsor will be displayed during all media announcements and news releases by the Design Engineering Society.

The Gold Package

GBP 500

Marketing and Visibility Sponsorships

- The brand logo or company name of the sponsor will be displayed during all media announcements and news releases by the Design Engineering Society.

Venue

1. Introduction

Imperial College London's iconic Great Hall and the Queen's Tower Room have been chosen as the central hubs for the DE10 anniversary celebrations. Reflecting the institution's rich history in fostering innovation and excellence, these venues blend historical grandeur with modern functionality, setting a magnificent stage for the opening and closing ceremonies, as well as hosting the majority of the event's activities.

2. Location

Situated in the heart of South Kensington, Imperial College's venues stand amidst a district renowned for its cultural and educational institutions. The Great Hall, located within the Sherfield Building, is famed for its striking architectural features and state-of-the-art facilities, making it an ideal setting for grand gatherings. Nearby, the Queen's Tower Room, nestled beside the historic Queen's Tower, offers a more intimate space with panoramic views of the college grounds and beyond. Together, these locations provide a versatile and inspiring environment for celebrating a decade of design engineering achievements.



Great Hall



Queen's Tower Room





Dyson School of Design Engineering

*If the sponsor needs to make customised changes to the sponsorship package, please contact Design Engineering Society to discuss specific benefits and service.

*If you have any questions, please email dessoc@imperial.ac.uk and include "DE10" in the subject line.