

SPONSORSHIP PROPOSAL

PREPARED FOR

**INDUSTRY
PARTNERS**

PREPARED BY

**CPI
TEAM**



ccpi@uwaterloo.ca

200 University Avenue West
Waterloo, ON, Canada, N2L 3G1



ABOUT US

INTRODUCTION

CPI is tackling critical global issues in our digital society by building on our technical expertise in cybersecurity, privacy, cryptography, data science, AI security, and quantum communication by promoting interdisciplinary collaborations within the humanities. Our breadth of research proficiency provides a unique opportunity to apply this technical expertise for industrial and societal implications.

VISION

To significantly broaden and continue supporting the University of Waterloo's strength, reputation, and impact in cybersecurity and privacy technologies by being the 1st in Canada and 11th worldwide.

MISSION

To facilitate collaborative research, training/upskilling, and commercialization initiatives in cybersecurity and privacy in partnering with industry, both in Canada and internationally.

SPONSORSHIP LEVELS

CPI PARTNER | MIN. 2 YEARS | CUSTOMIZABLE

- Priority call for proposals to all CPI faculty members
- Up to 3 consultations per year with CPI faculty member
- Invited to be a member of CPI's industry advisory board
- Options to attribute funds to a named lecture series, students awards, a named Research Chair, others
- Deeper engagements with CPI (Co-develop a professional upskilling cybersecurity/privacy course in partnership with WatSPEED, Discuss and receive updates in policy projects and reports)
- Opportunity to sponsor a **CPI Named Faculty Fellow** to foster deeper engagement opportunities (same as CPI faculty member)
- Same as Corporate Sponsor
- Ability to advertise company's open positions on CPI website

CPI CORPORATE SPONSOR | FROM \$25,000 PER YEAR

- Corporate Sponsors event e.g., Career day / Job fair
- Student engagement event e.g., Hackathon / Capture the Flag event for specific sponsor topics
- Regular reports on recent achievements by CPI researchers in selected CPI research areas
- Invitation to CPI's annual October event(s), including a sponsor desk where the sponsor can disseminate promotional material to students, faculty members, and other visitors
- Participate in CPI blog posts, podcasts, and research spotlights
- Annual meeting with CPI and selected CPI experts to discuss collaboration in Sponsor's priority research areas, e.g., CPI RoundTable Discussion
- Additional student awards, e.g., more undergraduate awards (\$1000 each), if available
- Same as Scholastic Sponsor

CPI SCHOLASTIC SPONSOR | FROM \$15,000 PER YEAR

- Named student awards
 - Either a named graduate scholarship (\$10,000 each),
 - Or up to 5 named undergraduate awards (\$1,000 each), if available
- Invitation to an annual meet-and-greet event with CPI scholarship/award winners
- Dissemination of internship and job opportunities on cpi-students mailing list
- Annual Meeting with CPI to discuss Sponsor needs for research and consulting
- Listed as a sponsor on CPI website, reports, and other collateral materials developed

CPI FACULTY FELLOW | MIN. 2 YEARS | FROM \$25,000 PER YEAR

- Support delivery of continuous excellence in a specific research area of expertise relating to cybersecurity and/or privacy by awarding one of the CPI faculty members
- Participate in technical meetings with CPI faculty member (typically twice a year)
- Work with the faculty to launch larger initiatives such as a joint project proposal to the National Cybersecurity Consortium, or other public funding programs
- Invitation to CPI's annual October event(s)
- Listed as a sponsor on CPI website, reports, and other collateral materials developed
- Ability to advertise company's open positions on CPI website
- Possibility to have a short-term graduate student internship option

SPONSORSHIP LEVELS COMPARISON

	CPI PARTNER	CPI CORPORATE SPONSOR	CPI SCHOLASTIC SPONSOR	CPI FACULTY FELLOW
MARKET EXPOSURE & BRAND LOYALTY				
Promotion on CPI Website	✓	✓	✓	✓
Invitation to CPI hosted annual events	✓	✓	✓	✓
Booth/desk at annual CPI conference	✓	✓		
CPI Social Media & Press Releases	✓	✓		✓
CPI blog posts, podcasts, and research spotlights	✓	✓		
UWATERLOO COMMUNITIES ENGAGEMENT				
Named Lecture Series	✓			
Student awards	✓	✓	✓	
Named faculty award	✓			
A named Research Chair	✓			
Student engagement events	✓	✓		
Internships/jobs posting on CPI Website	✓			✓
NETWORKING				
UWaterloo communities	✓	✓	✓	✓
Industry partners	✓	✓		
Ecosystem partners	✓	✓		

WHY CHOOSE CPI?

THE BENEFITS OF BEING A CPI SPONSOR

- Opportunity to connect with UWaterloo community that can help in supporting the development and growth of the industry partner by having synergistic effect of combining the faculty expertise and students' talent
- An alignment with the company's community building strategy and development pipeline
- Opportunity to address the labor shortage/talent gap crisis in the field of privacy and cybersecurity
- Market exposure, brand loyalty building opportunities, as well as exposure to UWaterloo community
- Strengthening the company's public image through academic collaboration opportunities
- Opportunities to support specific initiatives (diversity and inclusion initiative in the field of privacy and cybersecurity)
- Access to top Canadian faculty in the field of cybersecurity and privacy, as well as other industry partners to network with, collaborate, and share/brainstorm ideas with

GET IN TOUCH WITH US!



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