



Sponsorship Packet

Black Students in Aerospace
2023-24 Academic Year



Table of Contents

01	<u>About BSA</u>	3
02	<u>Highlights</u>	6
03	<u>Supporting BSA Programs</u>	8
04	<u>Sponsorship Tiers</u>	11
05	<u>Contact us</u>	17

About Us

Black Students in Aerospace (BSA) was founded in 2020 at the University of Michigan and is a student organization committed to increasing the visibility of Black people in the Aerospace and Aviation industry.

At BSA, we aim to create an academic and social community among those interested in aerospace and space-related fields at U-M, as well as working to increase the number of underrepresented minorities involved in such fields.





Our Three Pillars

1 Career Development

We aim to support students in their academic and professional pursuits

How we are accomplishing this:

- Sponsoring trips to conferences
- Initiating conversations with alumni
- Offering resume workshops
- Holding course registration events

2 Community Building

We aim to bolster the community of Black and underrepresented minorities on campus.

How we are accomplishing this:

- Hosting social events for BSA membership
- Collaborating with other organizations on social, wellness, and DEI events.

3 Outreach & Mentorship

We aim to improve the recruitment pipeline for underrepresented groups on campus through our outreach

How we are accomplishing this:

- Exposing local high school students to engineering careers
- Offering scholarships to ease the financial burden on students
- Providing new members with more access to social, professional, and educational resources for success.

Membership Breakdown

The University of Michigan – Ann Arbor was named the 2022–23 #3 public university in the US by WSJ, and #7 2023 Best Engineering School by US News & World Report (USNWR). Our engineering disciplines are also ranked top 10 in the country by USNWR. BSA profits from this first class education, as our members pursue a wide breadth of knowledge within the University.

19 Aerospace Majors

Of our total membership this past year, 19 were either declared or intending to declare as Aerospace Engineering majors

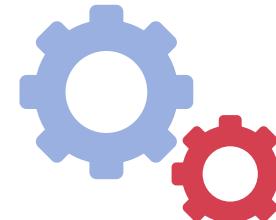
33 Non-Aero Majors

These include Biomedical Engineering, Chemical, Electrical, and Mechanical Engineering, as well as Cognitive Sciences, Computer Science, Robotics, Data Science, and Plant Biology

6 Minors

Our members are also pursuing minors in fields such as International Studies, Economics, Education, Urban Planning, and Electrical Engineering.

Organization Highlights



Professional Events

We have partnered with our corporate sponsors as well as outside companies to host events that work on developing our members professionally and academically. Some of the companies that we have worked with in the past include **Blue Origin**, **SpaceX**, **Lockheed Martin**, and **MIT Lincoln Lab**.



Conferences

Last academic year, **BSA raised over \$25,000 to send 20+ members to 6 different conferences** across the country. From the National Society of Black Engineers (NSBE) Annual Convention to the American Institute of Aeronautics and Astronautics (AIAA) Sci-Tech Conference, we are promoting and facilitating career development by fully funding our membership to attend.



Community Building

BSA collaborates with other student organizations, the Aerospace Engineering Department, the College of Engineering, and the other entities internal and external to the University of Michigan to host events that enrich the community and culture of those in attendance.



Awards

BSA has been recognized for numerous awards since being founded in 2020 including the **North Campus Deans' Martin Luther King Spirit Award in January of 2023.**

Event Highlight: Dean Alec Gallimore End-of-Year Address

We invited **the Dean of the College of Engineering at the University of Michigan, Alec Gallimore**, to speak with **BSA, NSBE, and LHUNA (Latinos/Hispanics United in Aerospace)** about his professional experiences and to give us **candid advice** on how to make a difference as minorities in various STEM fields.

- The dean started with an **address to the audience**.
- After the address, two BSA representatives continued the conversation through **a fireside chat** with him.
- Close to the end of the event, **questions were opened up to the audience**.

As Dean Gallimore prepares to leave the university, we thank him for being **an advocate for BSA** and wish him the best of luck in his new position at Duke University.



Why Support BSA?

Support us as a:



Scholarship Donor and get ...

- Engagement opportunities with incoming college students
- Campus-wide publicity, tax deductions, and more!



Tiered Sponsor and get ...

- Access to resumes of high-achieving students
- Workshop and social engagement opportunities
- Joint outreach opportunities with K-12
- Tax deductions and more!



Thank you for
helping us:

- Host professional events
- Panel at conferences
- Create equitable communities
- Promote STEM Education

Scholarship



This year BSA will be granting two \$1,000 scholarships to incoming freshman or transfer students. All funds donated to the scholarship will be put into the yearly pool of distributed money to selected applicants in the following year.

Donors for the BSA Diversity Scholarship will have access to an additional set of incentives in addition to the general sponsorship tiers. These benefits include:

- Standard tax deductions for any donation
- Corporate invitation to annual luncheon with scholarship recipients
- Logo added to Scholarship Donor Banner



BSA Programming



1 Professional Development and Educational Events

BSA hosts career-building and educational programming for membership such as mock interviews, panelist sessions, and technical workshops. In doing so, we fund:

- Commission for guest speakers
- Venue and catering
- Workshop supplies

2 Conferences

BSA fully funds our members to attend conferences. Some costs that we fund include:

- Flights and Hotel
- Registration
- Per Diem Food Costs

Conference expenses make up the majority of our yearly spending.

3 Volunteering & Outreach

BSA provides STEM exposure in marginalized communities by reaching out to local high schools. In our outreach programming, we fund:

- Transportation to local schools
- Workshop equipment (e.g. Arduino kits)
- Volunteering supplies

4 Community Development

BSA works to create a culturally rich and inclusive community. We provide funding for:

- Social events (E.g., Game Nights, Mixers etc.)
- Food at weekly general body meetings

Sponsorship Tiers

*Your Sponsorship Tier is determined by the sum of all of your donations for the academic year

ANNUAL TIER MINIMUM

Bronze: \$500 | Silver: \$1500 | Gold: \$3000 | Platinum: \$5000

Sponsorship Benefit	Bronze	Silver	Gold	Platinum
Tax Deductible Donation	✓	✓	✓	✓
Strategic Sponsorship Meeting	✓	✓	✓	✓
Access to Resume Book	✓	✓	✓	✓
Logo on Website + Banner		✓	✓	✓
Event Sit-In		✓	✓	✓
Logo on Merchandise			✓	✓
Corporate Workshop Event			✓	✓
Social Event of Choice				✓
Outreach Workshop Event				✓
Priority Logo Placement				✓



Corporate Incentives

Bronze Tier – \$500

- **Strategic Sponsorship Meeting**
 - Upon designation as a Bronze-Tier Sponsor, we will set up a meeting to discuss how to best engage with each other during the current funding year and discuss plans of engagement to facilitate partnership and initiatives for upcoming years
- **Tax-Deductible Donation**
 - Any donation to a University of Michigan sponsored student organization/event is tax-deductible
- **Access to Resume Book**
 - Members of the organization have their resumes compiled in a pdf
 - Qualified students in resume book are open to job positions, internships, co-ops, and any other opportunities



Corporate Incentives



Silver Tier - \$1500

- **Event Sit-In**

- Corporate representatives have the option to join one event of your choice, virtually or in-person
 - Panels, seminars, volunteering events, and corporate events are excluded from this as we encourage all interested to attend those events
- Could include general body meetings, professional events, technical workshops, and other programming held for membership

- **Logo on Website and Banner**

- Company logo would be featured on the sponsor portion of our website and on our official sponsorship banner that is featured during meetings and in-person events
- More company exposure at the University of Michigan





Corporate Incentives

Gold Tier - \$3000

- **Logo on Merchandise**

- Your company logo will be included in the Black Students in Aerospace merchandise for the 2023-24 school year
- Increased exposure of the company at the University of Michigan

- **Corporate Workshop Event**

- Invite representative(s) from your company to hold a workshop with all members
- Companies can choose an event from the following list and can run the workshop how you please, with any support needed from our teams
- Can hold a resume review, career advice session, or general information session about company





Corporate Incentives

Platinum Tier – \$5000

- **Outreach Event Workshop**
 - Sponsor will have the opportunity to send representatives and help plan (if desired) one of our outreach events with K-12 students for the academic year
 - Great opportunity to engage with BSA members dedicated to diversifying STEM and young students that are excited to engage in such programs
 - More details on the outreach workshop will be discussed during the **Sponsorship Strategic Meeting**
- **Social Event of Choice (Platinum-Tier Incentive)**
 - Sponsors can choose to hold an event from the following list of options to interact with members
 - Corporate dinners, social events (bowling, sightseeing), or social mixers
 - Note: This is **not** a recruitment event
 - Other event options are possible, however, it would have to get pre-approved by organization

- **Priority Logo Placement**

- Platinum-Tier Sponsors will be shown merchandise design prior to the order being placed and will get to choose which designated logo locations they want to occupy for the yearly merchandise order





Elijah Simpson

President



Marie Taylor

External
Communications Chair



Bailey Norwood

Co-Events
Coordinator



Morghan Allen

Co-Events
Coordinator



Alan Makoso

Treasurer



Marcus Gilkie

Outreach Chair



Jardine Allen

Conference
Planning Chair



Mark Farag

Membership
Engagement Chair



23-24 BSA EBoard

Thank You

For information on how to partner with BSA, contact us here

bsaero.wixsite.com/bsaum

bsaerospace@umich.edu

 [@bsaerospace](https://www.instagram.com/@bsaerospace)



<https://www.linkedin.com/company/black-students-in-aerospace-university-of-michigan/>