



Sponsorship Packet

Black Students in Aerospace
2024–25 Academic Year



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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 marginalized students 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

Our organization now boasts...

31

Aerospace Majors

Of our total membership this past year, 31 are either declared or intending to declare as Aerospace Engineering majors. 12 new Aero members (a 63% increase) joined the BSA community!

25

Non-Aero Majors

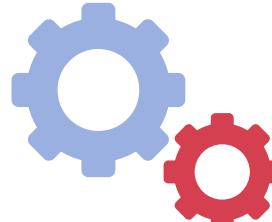
These include Biomedical Engineering, Chemical, Electrical, and Mechanical Engineering, as well as Cognitive Sciences, Computer Science, Robotics, Data Science, and Astrophysics!

56

Total Members

The largest our BSA community has ever been!

Pillar 1: Career Development



Professional Events

We have partnered with our corporate sponsors to host events that span from career fair preparation to presentations about various aerospace careers. Some of the companies that we have worked with in the past include **Northrop Grumman**, **Blue Origin**, **Lockheed Martin**, and **Airbus**.



Conferences

Last academic year, **BSA raised over \$30,000 to send 23 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.



Pillars 2 and 3: Community and Outreach



Community Building

We held **16 community events** last year, which spanned from game nights to driving down to Toledo to see the solar eclipse! These events are an opportunity to bond with old and newer members alike, and continue to cultivate the community that was initially formed by six friends.



Outreach

We've made an appearance at **three larger outreach events** this year, including one where **12 of our members** went to a middle school in metro Detroit for full-day of outreach to present information about the upcoming solar eclipse and host an interactive activity. This year, we are grateful to have interacted with **500+ K-12** students.



Event Highlight: Soaring with Equity, An Aero MLK Event

Soaring with Equity: An Aero MLK Event was hosted in mid-January of 2024 alongside Women in Aeronautics and Astronautics (WAA), Gender Minorities in Aerospace (GeMA), Latinos/Hispanics United in Aerospace (LUNA), and The Office of Multi-Ethnic Student Affairs (MESA). The event featured two main components:

- A **panel** comprised of Michigan Aerospace community members highlighting their experiences in taking steps to consider **equity and inclusivity** in their day to day work
- An **attendee workshop** led by Aerospace Assistant Professor Aaron Johnson that **empowered attendees to reflect on ways they could promote inclusivity and equity** in their respective spaces

The now annual event was a huge success that offered an opportunity for our Michigan Aerospace community to engage in **thoughtful discussion that continues to drive our community forward.**



23-24 Sponsors



Platinum Tier

STEMBOARD



Gold Tier

NG⁺
NEW

GENERAL
ATOMICS



Silver Tier

BLUE ORIGIN

ALTAIR
NEW



Bronze Tier

LOCKHEED MARTIN
NEW

ZOCOX
NEW



Thanks to all of our past sponsors! We couldn't put on the programming that we do without you!

Sponsorship Tiers

TIERS FOR THE 24-25 YEAR

Bronze: \$500 - \$1,999 | Silver: \$2000 - \$3,999 | Gold: \$4000 - \$7,999 | Platinum: \$8000+

Sponsorship Benefit	Bronze	Silver	Gold	Platinum
Tax Deductible Donation	✓	✓	✓	✓
Strategic Sponsorship Meeting	✓	✓	✓	✓
Access to Resume Book	✓	✓	✓	✓
Logo on Merch + Event Banner		✓	✓	✓
Corporate Workshop Event		✓	✓	✓
Exclusive Sponsor Dinner			✓	✓
Social Event of Choice			✓	✓
Commemorative Gift				✓
Outreach Workshop Event				✓
Executive Advisory Role				✓

Corporate Incentives

Bronze Tier – \$500

- **Tax-Deductible Donation**
 - Any donation to a University of Michigan sponsored student organization/event is tax-deductible
- **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
- **Access to Resume Book**
 - Members of the organization have their resumes compiled in a pdf.



Corporate Incentives

Silver Tier – \$2000

- **Logo on Website, Merch and Banner**

- Company logo would be featured on the sponsor portion of our website, on our 24-25 merchandise, and on our official sponsorship banner that is featured during meetings and in-person events
- More company exposure at the University of Michigan

- **Corporate Workshop Event**

- Invite representative(s) from your company to hold a workshop with all members
- Companies can promote a product/service to members, introduce members to company-specific tools and software, and describe company core values to members.



Corporate Incentives

Gold Tier - \$4000

- **Exclusive Sponsor Dinner**
 - Your company representatives will have the opportunity to have dinner with members from the leadership team and some of BSA's general members
- **Social Event of Choice**
 - Sponsors can choose to hold any social event to interact with general members. BSA will work with you to outline your specific needs



Corporate Incentives

Platinum Tier - \$8000

- **Commemorative Gift**
 - Your company will receive a gift basket with exclusive BSA merchandise to honor our joint partnership
- **Outreach Event Workshop**
 - Sponsor will have the opportunity to send representatives and help plan 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
- **Executive Advisory Role**
 - Company representative will be invited to a leadership meeting and has the opportunity to provide feedback on work that is currently being done



Annual BSA Diversity Scholarship

Its second year in operation, the BSA Diversity Scholarship awards 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





Jardine Allen

President



Daniel Fairfax

Membership
Development Chair



Lania Brown

Co-Events
Coordinator



Emerald Taylor

Co-Events
Coordinator



Faith Fuller

Treasurer



Bailey Norwood

Outreach Chair



Alan Makoso

Conference
Planning Chair



Joshua Walker

Social Media
Coordinator



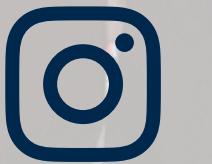
24-25 BSA EBoard

Thank You

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



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



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