



Eta Kappa Nu, Psi Chapter
Electrical and Computer Engineering Honor Society
The University of Texas at Austin

Fall 2015 Corporate Partnership Packet



May 26, 2015

Dear Corporate Partner,

My name is Will Hoenig, and, as the Corresponding Secretary for the Psi Chapter of Eta Kappa Nu (HKN) at the University of Texas at Austin, I would like to invite you to become involved with our chapter during the Fall 2015 semester.

Eta Kappa Nu is a unique organization, dedicated to encouraging and recognizing excellence in the Electrical and Computer Engineering fields. Members consist of students, alumni, and other professionals who have demonstrated exceptional academic and professional accomplishments. Student members are selected on the basis of scholastic standing, character, and leadership. Through a variety of service programs and leadership training, student members develop lifelong skills that earmark them for prominent positions in industry and academia. Members are better prepared for the post-college world and are valuable and attractive to employers. They are recognized as extremely capable, both technically and professionally.

Your involvement with HKN offers you a wide range of opportunities to reach out to our selective community of Electrical and Computer Engineers. We host many events for our active members and pledges to mingle with your corporate representatives. We currently have over 75 registered members and pledges.

In this packet you will find information about corporate partnership levels and a detailed description of our events in the Fall 2015 semester.

Your generous contribution to our chapter will greatly benefit both HKN and your corporation through increased visibility to the Cockrell School of Engineering's best and brightest Electrical and Computer Engineering students. Your involvement would also give you access to our most current Résumé Book, a collection of résumés of the best and brightest that Electrical and Computer Engineering has to offer, as well as several other benefits.

Thank you for your support. I look forward to working with you to develop an appropriate corporate partnership plan. Please contact me if you have any questions, comments, or suggestions.

Sincerely,

William Hoenig
Fall 2015 Corresponding Secretary
Eta Kappa Nu, Psi Chapter
Email: corporate_relations@hkn.ece.utexas.edu
Website: <http://hkn.ece.utexas.edu/>
Personal phone: (512) 423-3758

Corporate Partnership Levels: One Semester



Support Levels

	Friend \$500+	Partner \$750+	Bronze \$1,000+	Silver \$1,500+	Gold \$2,000+	Platinum \$3,000+
Meetings						
Option 1: Actives Meeting; or Pledge Meeting 1, 2, 3, 4, or 5					1	1
Option 2: Pledge Meeting 1, 2, 3, 4, or 5				1		
Option 3: Pledge Meeting 3, 4, or 5			1			1
Socials						
Option 1: Ice Cream Social, Pre- Pledge Social, or Corporate Social					1	1
Option 2: Pre-Pledge Social, or Corporate Social		1		1	1	1
Other Benefits						
Special Recognition at the Banquet						✓
All of the benefits listed below	✓	✓	✓	✓	✓	✓

Benefits for All Corporate Partners

HKN Résumé Book

We compile a résumé book from all of our members' résumés on a semesterly basis. All corporate partners receive a copy of the HKN Résumé Book.

Weekly newsletters

HKN sends out weekly newsletters to inform our actives and pledges of upcoming events. Your company's name and partnership status will be displayed at the end of each newsletter.

HKN website

Corporate partners will receive recognition on the HKN website. Gold and Platinum Partners will get priority placement on the website, appearing first and allowing you to include a short company description (250 words).

HKN semester T-shirt

All corporate partners will receive prominent recognition on our commemorative semester T-shirts. We distribute these shirts to all of our registered members. Our members often wear them for several years afterwards.

Corporate Wall

Within the HKN office is the Corporate Wall displaying the names and logos of our corporate partners along with packets, flyers, pamphlets, and other marketing material that your company provides. Platinum and Gold Partners receive priority spots on this wall. A priority spot on the wall is twice the size of a regular spot.

Corporate Partnership Levels: Two Semesters



In addition to our one-semester packages, we offer **two-semester packages (for Fall 2015 and Spring 2016) at a discounted rate** compared to funding each semester individually. **You have the option to pay the entire upfront cost this semester, or the first installment this semester and the second installment next semester.**

Two Semester Partnership Discounted Pricing

	Upfront Cost	OR	Installment One: Fall 2015	Installment Two: Spring 2016
Platinum Partner	\$5,400+		\$3,000+	\$2,400+
Gold Partner	\$3,600-\$5,399		\$2,000-\$2,999	\$1,600-\$2,399
Silver Partner	\$2,700-\$3,599		\$1,500-\$1,999	\$1,200-\$1,599
Bronze Partner	\$1,800-\$2,699		\$1,000-\$1,499	\$800-\$1,199
Partner	\$1,350-\$1,799		\$750-\$999	\$600-\$799
Friend of HKN	\$900-\$1,349		\$500-\$749	\$400-\$599

Spring 2016 Events

The Spring 2016 semester will feature events similar to those in the Fall 2015 semester, including an Actives Meeting, five Pledge Meetings, Ice Cream Social, Pre-Pledge Social, and the same additional corporate event opportunities. The Spring 2016 schedule will be finalized in November 2015.

Different Partnership Levels

If you are interested in partnering with HKN at two different levels for the two semesters, please contact Will Hoenig at corporate_relations@hkn.ece.utexas.edu to discuss pricing.

Fall 2015 Events



HKN hosts a variety of events each semester. These formal and informal events are perfect opportunities for your company to interact with our members. **For each event that you support, you will receive recognition on all event-related materials; the opportunity to meet with students individually; and the option to distribute gifts, pamphlets, and door prizes.**

Fall 2015 Schedule of Events

(All events are on Wednesday at 7:00pm, except for Corporate Social.)

<i>Meetings</i>		<i>Social Events</i>	
Actives Meeting	September 2, 2015	Pre-Pledge Social	September 9, 2015
Pledge Meeting One	September 16, 2015	Ice Cream Social	September 23, 2015
Pledge Meeting Two	October 7, 2015	Corporate Social	<i>At a mutually agreed-upon time</i>
Pledge Meeting Three	October 21, 2015		
Pledge Meeting Four	November 4, 2015		
Pledge Meeting Five	November 18, 2015		

Event Descriptions

Actives and Pledge Meetings

Our organization's meetings are typically attended by 40-70 members. After the officers conduct organization business, you will have an opportunity to give a 20-30 minute presentation, answer student questions, and meet with students individually during and after dinner.

Pre-Pledge Social

Pre-Pledge Social comes after pledges receive invitations to join HKN. After the president introduces HKN and the pledge process, you will have the opportunity to give a brief overview (around 5 minutes) of your company. Then, you will be able to meet with students individually.

Ice Cream Social

Ice Cream Social is a popular event that happens after the first Pledge Meeting. Both actives and pledges attend. After the officers conduct business, you will have the opportunity to give a brief overview (around 5 minutes) of your company. After ice cream is served, you will be able to meet with students individually.

Corporate Social

A corporate social is an alternative to Pre-Pledge Social and/or Ice Cream Social. This corporate social is flexible; possibilities include a game, contest, or lunch event. We would be happy to arrange such an event whenever is convenient for you, although attendance is likely to be higher at certain times.

Banquet

As a Platinum Partner, you will be a supporter of Banquet, our flagship event and a celebration of the semester. Your company name will be prominently featured on supporting materials for Banquet, such as invitations, pamphlets, and the semester review photo slideshow.

HKN Response Form: Fall 2015



To: William Hoenig, Corresponding Secretary, Eta Kappa Nu, Psi Chapter

Email the completed form to corporate_relations@hkn.ece.utexas.edu. We will then send you an invoice with the payment instructions.

Company Name: _____

Company Address: _____

City: _____ **State:** _____ **Zip:** _____

Contact Name: _____

Contact Phone Number: _____

Contact E-mail Address: _____

Please indicate one (or more) of the following:

We would like to become an official partner of Eta Kappa Nu, Psi Chapter:

_____ Platinum Partner (\$3,000+ one semester; \$5,400+ two semester)

2 Fall 2015 Meeting Dates _____

2 Fall 2015 Social Types/Dates _____

_____ Gold Partner (\$2,000-\$2,999 one semester; \$3,600-\$5,399 two semester)

1 Fall 2015 Meeting Date _____

2 Fall 2015 Socials Type/Dates _____

_____ Silver Partner (\$1,500-\$1,999 one semester; \$2,700-\$3,599 two semester)

1 Fall 2015 Meeting Date _____

1 Fall 2015 Social Type/Date _____

_____ Bronze Partner (\$1,000-\$1,499 one semester; \$1,800-\$2,699 two semester)

1 Fall 2015 Meeting Date _____

_____ Partner (\$750-\$999 one semester; \$1,350-\$1,799 two semester)

1 Fall 2015 Social Type/Date _____

_____ Friend of HKN (\$500-\$749 one semester; \$900-\$1,349 two semester)

Please select one of the following:

_____ One Semester Partnership Amount: _____

_____ Two Semester Partnership, paid upfront Amount: _____

_____ Two Semester Partnership, installment plan Fall 2015 Amount: _____ Spring 2016 Amount: _____

Other Involvement Opportunities:

_____ Donate Services

_____ Partner on a New Event

_____ Other: _____

Signature: _____ **Date:** _____

If above information is received via e-mail, it is assumed that it is an electronic signature.

Thank you for supporting Eta Kappa Nu, Psi Chapter!