



The Electrical and Computer Engineering Honor Society

Spring 2015 Corporate Partnership Information Packet

Academic Annex • 2503 Speedway • Austin, TX 78712
Department of Electrical and Computer Engineering
The University of Texas at Austin



January 12, 2015

Dear Corporate Partner,

My name is Doug Ilijev, and as the new 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 Spring 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 freely mingle with your corporate representatives. Our events consist of meetings, Smoker, Banquet, and a plethora of social and service activities. We currently have over 50 registered members and about 25 pledges who will participate in our events.

In this packet you will find information about corporate partnership levels and a detailed description of our events in the Spring 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 ECE students. Your involvement would also give you access to our most current Resume Book, a collection of resumes of the best and brightest that UT ECE has to offer, as well as several other benefits.

Thank you for your consideration and support. I look forward to working with you to develop an appropriate corporate partnership plan. If you have any questions, comments, or suggestions, please feel free to contact me via email at corporate_relations@hkn.ece.utexas.edu or personally at (281) 610-6013.

Sincerely,

Doug Ilijev
Corresponding Secretary, Spring 2015
Eta Kappa Nu, Psi Chapter

Email: corporate_relations@hkn.ece.utexas.edu
Website: <http://hkn.ece.utexas.edu>
Ph (Cell): (281) 610-6013

Enclosures:

- 1) Description of Corporate Partnership Levels
- 2) Description of Support Opportunities
- 3) Email Response Form

Corporate Support Levels



All our supporters are eligible for the following benefits:

- A copy of the HKN Resume Book
- Recognition on the HKN semester T-shirt
- Recognition at the end-of-semester banquet at the selected support level
- Recognition on the website at the selected support level
- Recognition in weekly newsletters at the selected support level
- A spot on the corporate wall in the HKN office
- The option to host a **Lunch and Learn** (see section below)

Gold Partner (\$1,250 +)

Group A Actives Meeting
Choose 1 Pledge Meeting 1, 2, 3, 4, or 5

...and choose from either Group B1 or B2

Group B1	Pre-pledge Social	Group B2	Banquet (+\$250 co-supporter, +\$1,250 sole-supporter)
<i>Choose 2</i>	Ice Cream Social	<i>Choose 1</i>	Smoker (co-supporter, +\$500 sole supporter)
	Signature Party		Lake Party (co-supporter, +\$500 sole supporter)
	Elections Meeting		

Additional Benefits

- Priority spot on website, and company description on website
- Priority spot on the Corporate Wall in HKN office

Silver Partner (\$900 - \$1,249)

Group A Actives Meeting
Choose 1 Pledge Meeting 2, 3, 4, or 5

...and choose from Group B

Group B Pre-pledge Social
Choose 1 Ice Cream Social
Signature Party
Elections Meeting

Bronze Partner (\$650 - \$899)

Group A Actives Meeting
Choose 1 Pledge Meeting 2, 3, 4, or 5
Election Meeting

Friend of HKN (\$200 - \$649)

All of the benefits listed at the top of the page.

Corporate Support Opportunities



Each semester HKN has a variety of events for our members and pledges to attend. These formal and informal events are perfect opportunities for your company to interact with our members. For each event that your company supports, you will receive recognition on all event-related materials, an opportunity for your corporate representative to meet with students individually, and the opportunity to hand out gifts, pamphlets, and door prizes.

HKN Meetings

Activity	Date	Partnership Level		
Actives Meeting	01/28/2015	Gold	Silver	Bronze
Pledge Meeting 1	02/04/2015	Gold		
Pledge Meeting 2	02/18/2015	Gold	Silver	Bronze
Pledge Meeting 3	03/04/2015	Gold	Silver	Bronze
Pledge Meeting 4	03/25/2015	Gold	Silver	Bronze
Pledge Meeting 5	04/15/2015	Gold	Silver	Bronze
Elections Meeting	05/06/2015	Gold	Silver	Bronze

(All dates are subject to change)

Actives and Pledge Meetings

Our organization's meetings are typically attended by 40 members and 20 pledges. After the officers conduct club business, your company will have an opportunity to give a 20-30 minute presentation, answer student questions, and meet with students individually while dinner is served. Your company will also receive recognition on all meeting-related marketing materials and will have the opportunity to hand out gifts, door prizes and pamphlets. We have six such meetings scheduled for the Spring 2015 semester. Pledge Meeting 1 tends to have an especially large audience as this is the first required meeting which is attended by all interested HKN pledge candidates.

Elections Meeting

Our officer elections provide an excellent way for you to become involved with HKN if you are unable to come to Austin to meet with our group personally. Our elections are a regular HKN meeting attended by around 50 members. Due to the lengthy and personal nature of the elections, we are unable to have a corporate presentation during the meeting; however, your company will be recognized as an HKN supporter during the meeting. We would also be able to distribute any promotional literature offered by your company during the meeting.



Lunch and Learn

Lunch and Learns are lunch meetings which consist of several short presentations over a two hour period where students typically stay for one presentation and can grab lunch. We will schedule our Lunch and Learns in coordination with you.

In order to simplify the range of support levels available, we are now offering Lunch and Learns as a separate line-item. As a supporter at any of the support levels listed above, you have the option to host a Lunch and Learn at the following rates:

- **\$250 + cost of lunch**
 - You provide your choice of lunch and refreshments for the meeting.
 - (Ask us if you'd like recommendations for whom to contact for catering.)
- **\$400 (includes cost of lunch)**
 - We will handle ordering and delivering lunch and refreshments for the meeting.

Alternatively, if scheduling constraints make the other event options difficult, you can substitute any of your events for a Lunch and Learn.



Social Events

Activity	Date	Partnership Level		
Pre-Pledge Social	02/02/2015	Gold	Silver	
Ice Cream Social	02/11/2015	Gold	Silver	
Signature Party	03/07/2015	Gold	Silver	
Game Night	03/28/2015	Gold	Silver	

(All dates are subject to change)

Pre-Pledge Social

Active members and potential pledges are invited to socialize, enjoy refreshments, and participate in activities. This event introduces potential pledges to active members and to HKN. Your company may decide to give a very brief presentation (5-10 minutes or so), pass out informational literature, and of course, talk to members personally. Your company will be recognized in all meeting-related marketing materials.

Ice Cream Social

After students who have met our criteria for eligibility have been identified and contacted, we invite them to join us for an ice cream social. We would love to have representatives from your organization join us as well. Your representative will be given the opportunity to briefly address the group and distribute informational literature about your company if desired.

Signature Party

Every semester, pledges are required to get signatures from the officers, pledges, actives, and faculty. The Signature Party is a large event for the pledges to get many of those signatures at once. This event will be a potluck event with food prepared by HKN members and pledges. Typically, 35-40 HKN members attend.

Game Night

HKN Game Night will held the week after the 3rd pledge meeting to celebrate our pledges and the pledge process. If your company chooses to support this event, your representatives will have the opportunity to play games with our members and pledges.



Activity	Date	Partnership Level		
Smoker	05/02/2015 (subject to change)	Gold	Silver	

Smoker is a semi-formal social event held the night before initiation. Activities in the past have included grilling fajitas, music, and mock casino games. The event is commonly held at an esteemed faculty member's residence. Supporting companies are encouraged to send representatives to socialize and interact with HKN members and pledges at the event. Corporate representatives will be recognized and asked to give a short speech. Any company, regardless of support level, has the opportunity to co-support this event for \$500 or to be the sole supporter for \$1,000. Instead of a cash contribution, your company may donate prizes that we will give away during this event.

Lake Party

Activity	Date	Partnership Level		
Lake Party	04/18/2015 (subject to change)	Gold	Silver	

Lake Party is an outdoor event held once a semester during warm weather. It is held at a local lake, and a ski boat and two jet skis are rented for water sports for 4 hours. Food is provided, and in typical Texan fashion, cooked on the spot. The date of this event is tentative, as it depends on weather and boat rental availability. Your company is encouraged to send representatives to give a short address and enjoy a day on the water and/or send company literature/gifts to be handed out at the event. The social atmosphere allows your representatives to talk and interact with many HKN members. Any company, regardless of support level, has the opportunity to co-support this event for \$500 or to be the sole supporter for \$1,000.

Banquet

Activity	Date	Partnership Level		
Banquet	05/10/2015 (subject to change)	Gold	Silver	

HKN concludes each semester with a banquet for all of its members. This banquet is held at one of Austin's outstanding restaurants and allows your representatives to enjoy a formal meal with our members. HKN would also like to invite a distinguished speaker, such as an executive or managing partner of your firm, to be present at the banquet and to deliver an address to our members, describing their unique experiences and offering advice to students about their careers or different professions. Any company, regardless of support level, has the opportunity to co-support this event for \$1,250 or to be the sole supporter for \$2,500.

Support Options



If your organization does not wish to support an entire event, we welcome co-support. This is an option for most HKN events, especially large events like the Lake Party, Banquet, and Smoker. Co-supporters do not have to be pre-arranged with other companies and will still enable your representatives to interact with our new pledges and our active members at the event. Simply indicate the event and amount you would like to support, and we will do our best to accommodate you.

Explanation of Additional Support Benefits

HKN Resume Book

HKN collects resumes from all of our active members and we compile it into a resume book for your company's convenience. All support levels are offered copies of our resume book.

Recognition at Banquet

During the awards presentations at the end-of-semester Banquet we will announce your company as a Corporate Supporter of HKN, as well as present a slide displaying all of our supporters.

Recognition in weekly newsletters

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

Recognition on HKN website

Corporate supporters will be recognized on the HKN website. Gold partners will get priority placement on the website, appearing first and allowing you include a short company description (250 words).

Recognition on HKN semester T-shirt

All corporate supporters will be recognized prominently on our commemorative semester T-shirts that are distributed to all our registered members, and often worn by our members for several years afterwards.

Spot on Corporate Wall

Within the HKN office is the Corporate Wall displaying the names and logos of our corporate supporters along with packets, flyers, pamphlets, and other marketing material that your company provides. Depending on your company's level of partnership, we offer priority and regular spots on our corporate wall. A priority spot on the wall is twice the size of a regular spot.

Eta Kappa Nu: Psi Chapter – Response Form – Spring 2015



To: Doug Ilijev, Corresponding Secretary, Eta Kappa Nu: Psi Chapter

Please fill out the information below and check the choice that applies. Email the completed form to corporate_relations@hkn.ece.utexas.edu. We will then send you an invoice with the payment details.

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 HKN Psi Chapter:

_____ **Gold Partner (\$1,250+) Amount:** _____

Group A Event _____

Group B Event(s) _____

_____ **Silver Partner (\$900 - \$1,249) Amount:** _____

Group A Event _____

Group B Event _____

_____ **Bronze Partner (\$650 - \$899) Amount:** _____

Group A Event _____

_____ **Friend of HKN (\$200 - \$649) Amount:** _____

_____ **We would like to host a Lunch and Learn**

_____ **(+\$250) and we will provide lunch**

_____ **(+\$400) and we would like HKN to provide lunch**

_____ **We would like to Co-support/Support one of the following (please circle or highlight):**

Pre-pledge Social (\$200) / Ice Cream Social (\$200) / Signature Party (\$350) /

Lake Party (\$500 to co-support) (\$1,000 to support) / Smoker (\$500 to co-support) (\$1,000 to support) /

Banquet (\$1,250 to co-support) (\$2,500 to support)

_____ **We would like to discuss other partnership opportunities for a particular event.**

_____ **We would like to donate our services in another manner.**

Please specify: _____

Signature: _____ **Date:** _____

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

Thank you for your support of the Eta Kappa Nu Psi Chapter!