



Society of Women Engineers

**University of California, Berkeley**

# Corporate Sponsorship Package

## Fall 2014



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Dear Company Representative,

The UC Berkeley Society of Women Engineers (SWE) cordially invites you to be a part of our vibrant and growing community. Throughout a typical semester, members have the opportunity to plan workshops, organize trips to elementary schools, travel to national and regional conferences, set up engineering social events, attend corporate networking events, and much more.

As listed below, we offer a diverse range of opportunities. You have the option of choosing a package and/or any of the individual sponsorships. We believe that our partnership will greatly benefit both Berkeley SWE and your corporation by increasing your visibility at the university and allowing you to connect with the brightest and most innovative engineers in the world. For more information, please visit our website at [www.swe.berkeley.edu](http://www.swe.berkeley.edu).

On behalf of all members of Berkeley SWE, I thank you for your interest in partnering with us. Please let me know if you would like to sponsor a package or event. I look forward to working with you to make this an amazing year!

Sincerely,

Shir Nehama

VP of Corporate Relations

[snehamajr@gmail.com](mailto:snehamajr@gmail.com)



## Evening With Industry (EWI) Packages – November 4<sup>th</sup>, 2014 6-9pm

Our largest engineering recruiting event of the year, Evening with Industry (EWI), provides the exclusive setting for around 130 students and 20 companies to network during a career fair and a three-course dinner. To participate in Evening with Industry, choose one of the following sponsorship packages:

### **Bronze Bear Sponsor (\$600)**

- Up to 2 company representatives in attendance, 1 dinner table for your company representatives
- 1 six-foot career fair table
- Quarter page company description in the event program and Bronze Bear distinction on all forms of publicity
- Access to all of the attending students' résumés 1 business day before the event

### **Silver Bear Sponsor (\$1500)**

- All the perks of the Bronze Bear Sponsor
- Up to 4 company representatives in attendance, 2 dinner tables for your company representatives
- 1 six-foot career fair table
- Half page company description in the event program and Silver Bear distinction on all forms of on publicity
- Access to all of the attending students' résumés 1 business day before the event
- ***Special Feature:*** Information session or workshop on a day separate from EWI

### **Golden Bear Sponsor (\$2000)**

- All the perks of the Silver Bear Sponsor
- Up to 5 company representatives in attendance, 2 dinner tables for your company representatives
- 2 six-foot career fair tables
- Full-page company description in the event program and Golden Bear distinction on all forms of publicity
- Access to all of the attending students' résumés 3 business days before the event
- ***Special Feature:*** Information session or workshop on day(s) separate from EWI

### **Platinum Bear Sponsor (\$4000)**

- All the perks of the Golden Bear Sponsor
- Company representative is the **keynote speaker** for EWI 2014
- Up to 6 company representatives in attendance, 3 dinner tables for your company representatives
- 2 six-foot career fair tables
- \$500 scholarship in your company's name (details to be discussed with the VP of Corporate Relations)
- Full-page company description in the event program and Platinum Bear distinction on all forms of publicity
- Access to all of the attending students' résumés 6 business days before the event
- ***Special Feature:*** Information session **and** workshop **and** \$500 scholarship in your company's name

### **Blue Bear Sponsor (\$450)**

If your company cannot send any representatives to physically be at EWI, but would still like to sponsor SWE and the event, the Blue Bear package will give you the following:

- Blue Bear distinction on all forms of publicity
- Access to all of the attending students' résumés 5 business days **after** the event



## Information Sessions (\$500 + cost of food)

Coming to UC Berkeley to recruit interns and full-time employees? Choose the date and time, and we will reserve a room, provide a projector, advertise on campus, and arrange lunch/dinner (within a budget of \$150) for the event. Your company logo will also be on our website for the entire school year.

## Workshops (\$500 + cost of food)

Host a workshop to connect with students in an educational and interactive setting. You can focus the workshop on any topic of your choice. Some workshops from last year include:

- Transitioning from College to Career
- How to Succeed as a Woman in Engineering
- How to Work a Career Fair

Choose the date and time, and we will reserve a room, provide a projector, advertise on campus, and arrange lunch/dinner (within a budget of \$150) for the event. Your company logo will also be on our website for the entire school year.

## Outreach Events (\$500)

Sponsor one of our numerous outreach events for students in elementary, middle, and high school. The activities range from building circuits and soldering to egg drop competitions and solar car races. Your company representatives are also welcome to join us in inspiring the next generation of engineers! A sampling of our outreach events, which can be read about on our website, includes:

- SWE Science Saturdays
- Have No Fear, Engineer!
- Expanding Your Horizons
- Engineering 4 Kids
- Mini University
- Junior Solar Sprint Challenge

Your company logo will be on our website for the entire school year as well as all outreach publication material.

## Shadow an Engineer Program (Winter and Spring Sessions)

Host a corporate visit for inquisitive engineers. For a day or more over our winter recess (December 20 - January 20) or for our spring recess (March 21-29), select engineering students have the exciting opportunity to follow your employees and witness their daily activities on a first-hand basis. Contact the VP of Corporate Relations if you are interested in participating in this annual program!

## Professional Development Week

For a full week in our Spring semester, SWE will be hosting a series of networking events, workshops, and mixers to foster and celebrate professional development. We welcome companies to come host with us events to educate our engineering community about different ways to advance their professional and career aspirations. Professional Development Week is the perfect opportunity to connect with students in a fun and educational environment while still networking and spreading the word about your company. More details to come for this event!



## Named Scholarship (Amount of Your Choice)

This is the perfect opportunity to reach out and support an engineering student. You can decide on the criteria of the scholarship(s), select the winner(s), and present the scholarship(s) at the event of your choice. If offering the scholarship(s) at EWI, your company representatives can personally present the scholarship(s) during a key moment of the dinner banquet. Your company will be recognized as a key sponsor during our general meetings, email announcements, and other forms of publicity. Your company logo will also be on our website for the entire school year.

## SWE National Conference (Amount of Your Choice)

Our most important trip is the SWE National Conference, which is in mid-October in Chicago this year. In addition to connecting with thousands of professional and collegiate SWE members, attendees gain invaluable professional and personal development through the hundreds of workshops and networking events. Sponsoring this event will directly determine how many of our members can attend. Your company will be recognized as a key sponsor during our general meetings, email announcements, and other forms of publicity. Your company logo will also be on our website for the entire school year.

## General Donation (Amount of Your Choice)

Berkeley SWE is a non-profit organization. Any monetary donation to our cause of empowering future engineers is greatly appreciated. Your company will be recognized as a key sponsor during our general meetings, email announcements, and other forms of publicity. Your company logo will also be on our website for the entire school year.

## Fall and Spring Calendar

Fall 2014		Spring 2015	
<b>Aug 28</b>	Classes Begin	<b>Jan 20</b>	Classes Begin
<b>Sep 1</b>	Academic and Administrative Holiday	<b>Feb 16</b>	Academic and Administrative Holiday
<b>Sep 2</b>	SWE 1 <sup>st</sup> General Meeting	<b>TBA</b>	Professional Development Week
<b>Oct 8</b>	SWE 2 <sup>nd</sup> General Meeting	<b>Mar 10</b>	Engineering 4 Kids (Outreach)
<b>Oct 23-25</b>	SWE National Conference	<b>Mar 23-27</b>	Spring Recess
<b>Oct 27</b>	Evening with Industry Workshop	<b>TBA</b>	Mini University (Outreach)
<b>Nov 4</b>	Evening with Industry	<b>TBA</b>	Junior Solar Spring Challenge (Outreach)
<b>Nov 6</b>	SWE 3 <sup>rd</sup> General Meeting	<b>May 11-15</b>	Final Exams
<b>Nov 11</b>	Academic and Administrative Holiday		
<b>Nov 27-28</b>	Academic and Administrative Holiday		
<b>Dec 3</b>	SWE 4 <sup>th</sup> General Meeting		
<b>Dec 15-19</b>	Final Exams		
<b>Dec 20 – Jan 20</b>	Winter Recess		