



University of California, Berkeley  
Society of Women Engineers

Corporate Sponsorship Package

2016 -2017



Dear Company Representative,

The UC Berkeley Society of Women Engineers (SWE) cordially invites you to be a part of our vibrant and growing community. Our goal is to encourage and empower women to reach their full potential as engineers. Throughout a typical semester, UC Berkeley SWE provides our members with invaluable opportunities to plan campus events, travel to national and regional conferences, expose younger students to engineering, attend corporate networking events, and much more.

Corporate sponsors make everything we do possible and we appreciate the tremendous support we receive each year. As listed below, we offer a diverse range of opportunities for sponsorship. We welcome sponsors to choose any combination of packages and individual sponsorships. We hope this partnership will benefit both UC Berkeley SWE and your company 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 [swe.berkeley.edu](http://swe.berkeley.edu).

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

Sincerely,

Waverly Runion  
VP of Corporate Relations  
wxrunion@berkeley.edu



## Evening With Industry (EWI) – November 8<sup>th</sup>, 2016

Our largest engineering recruiting event of the year, Evening with Industry provides the exclusive setting for about 130 students and 20 companies to network during a career fair and three-course dinner. Your company representatives will be able to connect with all student attendees during the career fair and then join a select few for a more intimate dinner setting where you can discuss life at your company and specific opportunities you are offering. To participate in Evening with Industry, choose one of the following sponsorship packages:

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

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

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

- o Up to 4 company representatives in attendance, 2 dinner tables for your company representatives
- o 1 six-foot career fair table
- o Half page company description in the event program and Silver Bear distinction on all forms of on publicity
- o Access to all of the attending students' résumés 1 business day before the event
- o ***Special Feature:*** Information session or workshop on a day separate from EWI (for more details, see sections below labeled "Information Sessions" or "Workshops")

### **Golden Bear Sponsor (\$2500)**

- o Up to 5 company representatives in attendance, 2 dinner tables for your company representatives
- o 2 six-foot career fair tables
- o Full-page company description in the event program and Golden Bear distinction on all forms of publicity
- o Access to all of the attending students' résumés 3 business days before the event
- o ***Special Feature:*** Information session or workshop on a day separate from EWI (for more details, see sections below labeled "Information Sessions" or "Workshops")

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

- o Company representative is the **keynote speaker** for Evening with Industry 2016 (as available)
- o Up to 6 company representatives in attendance, 3 dinner tables for your company representatives
- o 2 six-foot career fair tables
- o Full-page company description in the event program and Platinum Bear distinction on all forms of publicity
- o Access to all of the attending students' résumés 6 business days before the event
- o ***Special Feature 1:*** Information session and workshop (for more details, see sections below labeled "Information Session" or "Workshop")
- o ***Special Feature 2:*** \$500 scholarship in your company's name (for more details, see the section below labeled "Named Scholarship")

All EWI sponsors will be featured on our website for the entire school year.



## **Professional Development Month (\$500) – October 2016**

This fall, UC Berkeley SWE will host a month-long series of networking events, workshops, and mixers to foster and celebrate professional development. We invite companies to host events and workshops with us throughout the month to help our engineering community develop professional skills and hone career aspirations. Themes for each week include:

- Stand-Out Resumes and Cover Letters
- Career Fair Cruising
- Acing the Interview
- Finding Your Best-Fit Career and Company

Availability is limited. Your company logo will also be on our website for the entire school year.

## **Information Session (\$500 + cost of food)**

Host an information session with UC Berkeley SWE to attract top engineering students and a diverse cohort for full time and internship positions. Choose the date and time, and we will reserve a room, provide a projector, advertise on campus, and arrange lunch/dinner for the event. Your company logo will also be on our website for the entire school year.

## **Workshop (\$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 previous years include “Transitioning from College to Career” and “How to Succeed as a Woman in Engineering.” Choose the date and time, and we will reserve a room, provide a projector, advertise on campus, and arrange lunch/dinner for the event. If you are choosing a workshop as part of a package for EWI, you may also consider hosting it during Professional Development Month (described above). Your company logo will also be on our website for the entire school year.

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

Each year, UC Berkeley SWE coordinates an externship program to give students the exciting opportunity to see what real engineers do in the workplace. Over Winter Recess (December 17 -January 15) or Spring Recess (March 27-31), we invite your company to host select engineering students to shadow your employees and witness their daily activities on a first-hand basis. Our officers will work together with your company to align students and employees on dates convenient to both participants. Your company logo will also be on our website for the entire school year.

## **Startup Expo (\$100) – March 11th**

SWE’s Startup Expo is an event that occurs during our Spring Semester, designed to connect and engage UC Berkeley students with local startup companies. During the Expo, you will be able to network with students, present about startup culture, and show students all the benefits of working for a startup. You will have the opportunity to host a workshop, participate on a panel, and connect with students at a career fair. Your company logo will also be on our website throughout the spring semester.

## **Engineering Options (\$500) – One Event Each Month**

SWE’s Engineering Options program is a series of events that occurs once a month during our Spring Semester, designed to inform and educate UC Berkeley students on alternative career options available to those with engineering degrees. During the event, you will be able to teach students about the benefits of your alternate career path. Alternative career options are those not typically associated with an engineer (i.e. consulting, patent law, teaching, etc.) Your company logo will also be on our website throughout the spring semester.



## 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
- Mini University
- Engineering Day for Girl Scouts
- Junior Solar Sprint Challenge

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

## Named Scholarship (Amount of Your Choice)

This is the perfect opportunity to reach out to and support an engineering student. You can decide on the criteria for the scholarship, select the winner(s), and present the scholarship at the event of your choice. If your company is offering the scholarship at Evening with Industry, your company representatives can personally present the scholarship 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. Further details are to be discussed with the VP of Corporate Relations. 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 of the year is the SWE National Conference, which will take place this year from October 27-29 in Philadelphia, PA. 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)

UC Berkeley SWE is a non-profit organization. Any monetary donation to our cause of empowering future female 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.

Spring 2017	
<b>Jan 17</b>	Classes Begin
<b>Jan 25</b>	First General Meeting
<b>Feb 20</b>	Academic and Administrative Holiday
<b>Feb 27</b>	Second General Meeting
<b>Mar 27-31</b>	Spring Break
<b>Mar 31</b>	Academic and Administrative Holiday
<b>April 5</b>	Third General Meeting
<b>April 22</b>	Cal Day
<b>May 5</b>	Fourth General Meeting
<b>May 8-12</b>	Final Exams