



Society of Women Engineers

**University of California, Berkeley**

# Corporate Sponsorship Package

## Fall 2013



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).

### Evening With Industry (EWI) Packages November 5th, 2013 6-9 pm

Our largest engineering recruiting event of the year, EWI provides the exclusive setting for around 150 students and 20 companies to network during a career fair and a three-course dinner. EWI will be held on November 5th, 2013.

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

- 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
- Dropbox link for all attending students' résumés

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

- All perks of 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
- ***Special Feature:*** Information session or workshop on a day separate from EWI

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

- All perks of Silver Bear Sponsor
- Up to 5 company representatives in attendance
- 2 six-foot career fair table
- Full-page company description in the event program
- ***Special Feature:*** Information session or workshop on a day separate from EWI

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

- All perks of Golden Bear Sponsor
- Company distinguished as Platinum Bear Sponsor on all forms of publicity
- Up to 6 company representatives in attendance, 3 dinner tables for your company representatives
- Company representative keynote speaker for EWI
- \$500 scholarship in your company's name (details to be discussed with the VP of Corporate Relations)
- \$500 sponsorship to an Outreach Event of your company's choice
- ***Special Feature:*** Information session and workshop on a day separate from EWI



## 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 to egg drop competitions and solar car races. A sampling of our outreach events, which is also available on our website, includes:

- SWE Science Saturdays
- SPARK Mentorship Program
- 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

Host a corporate visit for inquisitive engineers! For a day or more over our winter recess (December 21- January 13) or for our spring recess (March 22-30), select SWE members 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 bi-annual program!

## 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 Baltimore 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.

## Calendar of Events

Fall 2013 Semester	
Aug. 29	Classes Begin
Sep. 2	Academic & Administrative Holiday
Sep. 11	1st General Meeting
Oct. 24-26	National SWE Conference
Oct. 8	2nd General Meeting
TBA	Have No Fear, Engineer!
Nov. 7	3rd General Meeting
TBA	Evening with Industry
Nov. 11	Academic & Administrative Holiday
Nov. 28-29	Academic & Administrative Holiday
Dec. 12	4th General Meeting
Dec. 16-20	Final Exams

Spring 2014 Semester	
Jan. 21	Classes Begin
Feb. 20	Academic & Administrative Holiday
TBA	Expanding Your Horizons
Mar. 10	Engineering 4 Kids
Mar. 26-30	Spring Recess
TBA	Mini-University
TBA	Junior Solar Spring Challenge
May 7-11	Final Exams

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,

Paroma Varma  
VP of Corporate Relations  
[paroma@berkeley.edu](mailto:paroma@berkeley.edu)