



Society of Women Engineers

University of California, Berkeley

Corporate Sponsorship Package

Fall 2011



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.

Evening With Industry (EWI) Packages

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.

Golden Bear Sponsor (\$5000)

- Company distinguished as Golden Bear Sponsor on all forms of publicity
- \$500 scholarship in your company's name (details to be discussed with the VP of Corporate Relations)
- 6 company representatives in attendance
- 3 - 4 dinner tables for your company representatives
- 1 - 2 six-foot career fair tables
- Company logo throughout the photo slideshow
- Full-page company description in the event program
- CD of all attending students' résumés
- ***Special Feature:*** Information session and workshop on day(s) separate from EWI

Silver Bear Sponsor (\$2000)

- Company listed as Silver Bear Sponsor on all forms of publicity
- 4 company representatives in attendance
- 2 - 3 dinner tables for your company representatives
- 1 six-foot career fair table
- Company logo throughout the photo slideshow
- Half-page company description in the event program
- CD of all attending students' résumés
- ***Special Feature:*** Information session or workshop on a day separate from EWI

Bronze Bear Sponsor (\$500)

- Company listed as Bronze Bear Sponsor on all forms of publicity
- 2 company representatives in attendance
- 1 - 2 dinner tables for your company representatives
- 1 six-foot career fair table
- Quarter-page company description in the event program
- CD of all attending students' résumés



Information Sessions (\$400 + 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 (\$400 + 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.

Mentorship Program

We are excited to launch our newest career development program! The mentorship program aims to help SWE members transition to the workplace by pairing them with an industry professional based on major and interests. Throughout the entire school year, the mentor and mentee are given the unique opportunity to discuss anything about the post-graduate world. The method of correspondence is entirely up to the mentor and mentee, but we expect to organize one informal dinner per semester. Interested employees may input their contact information at www.surveymonkey.com/s/DVQTPXB, and we will follow up with an email.

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.

Calendar of Events

Fall 2011 Semester	
Aug. 25	Classes Begin
Aug. 29	1st General Meeting
Sept. 5	Academic & Administrative Holiday
Oct. 13-15	National SWE Conference
Oct. 17	2nd General Meeting
Oct. 22	Have No Fear, Engineer! (Outreach)
Nov. 7	3rd General Meeting
Nov. 10	Evening with Industry
Nov. 11	Academic & Administrative Holiday
Nov. 24-25	Academic & Administrative Holiday
Nov. 28	4th General Meeting
Dec. 12-16	Final Exams

Spring 2012 Semester	
Jan. 17	Classes Begin
Feb. 20	Academic & Administrative Holiday
Mar. 3	Expanding Your Horizons (Outreach)
Mar. 10	Engineering 4 Kids (Outreach)
Mar. 26-30	Spring Recess
Apr. 13	Mini-University (Outreach)
Apr. 28	Junior Solar Spring Challenge (Outreach)
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,

Constance Lu
VP of Corporate Relations
clu266@berkeley.edu