



2020 - 2021



SOCIETY OF WOMEN ENGINEERS

Corporate Sponsorship Package

University of California, Berkeley



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.

However, we recognize that these are unprecedented times. We are rapidly evolving our programs to adapt to this new environment and are pursuing virtual options in the Fall and Spring semesters. Our goal is to ultimately cultivate professional growth and connections, and a virtual setting promotes an accessible platform for students to explore.

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.

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 would be happy to set up a call to clarify any lingering questions. I look forward to working with you to make this an amazing year!

Sincerely,

Samantha Torres

VP of Corporate Relations

samanthatorres@berkeley.edu



Evening with Industry (EWI) – Fall 2020

❖ If converted into a virtual program, our rates will significantly change. These packages reflect an in-person affair.

Traditionally: Our largest engineering recruiting event of the year, Evening with Industry provides the exclusive setting for over 150 students and 20 companies to network during a career fair and three-course dinner in one night. 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)

- 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)

- 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 (for more details, see sections below labeled "Information Sessions" or "Workshops")*

Golden Bear Sponsor (\$2500)

- 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 a day separate from EWI (for more details, see sections below labeled "Information Sessions" or "Workshops")*

Platinum Bear Sponsor (\$4000)

- Company representative is the **keynote speaker** for Evening with Industry 2019 (as available)
- Up to 6 company representatives in attendance, 3 dinner tables for your company representatives
- 2 six-foot career fair tables
- 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 1:** Information session and workshop (for more details, see sections below labeled "Information Session" or "Workshop")*
- ***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) – Fall 2020

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. Traditional 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)

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. 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.

Puzzle Hunt / Make-a-thon / Case Competition (\$750)

Engage closely with top engineering students through a project- or competition-based session. You can structure the event as you wish. Possible ideas include a *case workshop* or *hack-a-thon* using your company's APIs. 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)

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.

Coffee Chats (\$250)

Sit down with top engineering students over coffee and refreshments, for a chance to engage with potential interns and full-time employees in an intimate setting. Choose the date and time, and we will reserve a room, provide a projector, advertise on campus, and arrange refreshments for the event. Your company logo will also be on our website for the entire school year.



Outreach Events (\$500 or donation of your choice)

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. A sampling of our outreach events, which can be read about on our website, includes:

- SWE Science Saturdays
- Engineering Day for K – 3 students
- Mini University
- High School Engineering Program
- SWENext
- Overnight Host Program
- SWE++

Your company logo will be on our website for the entire school year, as well as all outreach publication material. You may also choose to participate in a panel or promotional video. Please help us inspire the next generation of engineers.

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 21 - January 21) or Spring Recess (March 23 - 27), 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.

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.

Career Options in Engineering (\$500) – Spring Semester 2021

SWE's Career Options in Engineering program is a series of events that occurs once a month through our spring semester, designed to inform and educate UC Berkeley students on alternative career options available to engineering students. During the event, you will be able to inform students of the benefits of your alternative



career path. Alternative career options are those not typically associated with engineering; i.e. consulting, patent law, teaching, etc. Your company logo will also be on our website throughout the spring semester.

Startup Spring (\$200) – Spring Semester 2021

This semester-long series, centered around local startups, aims to give UC Berkeley students an introduction to entrepreneurship and startup culture within the engineering community. During the event, you will be able to speak about your startup, provide insight how to become a successful entrepreneur, and/or discuss benefits of working at a startup. Your company logo will also be on our website throughout the spring semester.

Team Tech (\$300 + Project Costs)

Team tech is a national competition run by SWE, in which a team of engineering students works with an industry partner on an engineer project of the company's choice. Teams are evaluated both on the final product quality and teamwork skills. Final presentation occur at the SWE fall conference (which takes place in October 2020). As the Team Tech sponsor, your company logo will be on our website for the entire school year. Please contact us for a more detailed estimate of the sponsorship amount.

Resume Book (\$200)

Purchase access to the SWE resume book, which includes the resumes of our member base. The book is updated throughout the year, and includes the resumes of students from a variety of engineering majors. Resumes will be sorted first by major, followed by graduation year. We will provide you the resume book in a format of your choice (i.e. downloadable PDF, shared Google Drive folder, shared Dropbox folder). If you would like a mailed copy, delivery fees will apply.

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 November 5th – 7th in New Orleans, LA. 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.



Advocacy (\$250) - All Year

UC Berkeley SWE coordinates advocacy events to strengthen the support for women in STEM and equip our students with the skills necessary to lobby for themselves and others. We host workshops to help students engage politically and learn how to advocate effectively. We also arrange trips at the local, statewide, and national level to provide students with opportunities to meet with legislative offices and affect change. By sponsoring advocacy events, your company helps create opportunities for college students to engage in the political world.

Additionally, you can host an advocacy event led by your company lobbyists. The event can be an informational presentation on policy or a workshop to help students build political skills. Choose a date and time; our officers will reserve a room, provide a projector, advertise around campus, and arrange food for the event. Your company logo will be on our website for the entire school year.

Equity and Inclusion (\$250) - All Year

Here at UC Berkeley SWE, we are committed to empowering all of its members through equitable and inclusive means. We are an organization devoted to embracing diversity in STEM, but we realize this ideal extends far beyond this space. We host frequent workshops, a day long summit, town-halls, and panels to better cultivate an inclusive space on campus. In partnership with your industry members, we can discuss E&I in the workforce, best practices, and provide an open space for discussion. Your company logo will be on our website for the entire school year.



Fall 2020 - Spring 2021 Calendar

Fall 2020		Spring 2021	
Aug 26	Instruction Begins	Jan 19	Instruction Begins
Sep 7	Academic and Administrative Holiday	Feb 15	Academic and Administrative Holiday
Oct 21	Evening With Industry	Mar 22 - 26	Spring Recess
Nov 11	Academic and Administrative Holiday	May 3 - 7	Reading/Review/Recitation Week
Nov 25 - 27	Academic and Administrative Holiday	May 10 - 14	Final Exams
Dec 7 - 11	Reading/Review/Recitation Week	Semester-long	Career Options in Engineering
Dec 14 - 18	Final Exams	Semester-long	Startup Spring
Dec 21-Jan 19	Winter Recess		