

CORPORATE SPONSORSHIP PACKAGE



2022-2023

UNIVERSITY OF CALIFORNIA,
BERKELEY

SOCIETY OF WOMEN ENGINEERS





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 the past few years have led to an unprecedented impact on corporate relations programs. Over the past few years, we have evolved our programs to adapt to both virtual and hybrid environments. While we anticipate a transition to fully in-person events as per campus guidelines, we are always open to continuing the hybrid or virtual formats. Our goal is to ultimately cultivate professional growth and connections, and we hope to facilitate this in a manner that is accessible and accommodative to both students and companies.

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.

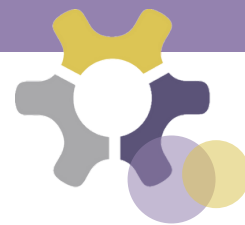
On behalf of all our members at UC Berkeley SWE, I'd like to thank you for your interest in partnering with us. Please let me know if you have any questions and if you would like to sponsor a package or event. I would be happy to set up a call to clarify any lingering questions. I look forward to working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

Sincerely,

Kirthi Kumar
VP of Corporate Relations
kirthi.kumar@berkeley.edu

EVENING WITH INDUSTRY (EWI)

Fall 2022



*The number of tables/attendees are subject to change based on COVID-19 regulations and social distancing guidelines. Most corporate events reflect an in-person, virtual, and hybrid affair.

Traditionally our largest engineering recruiting event of the year, Evening with Industry provides an exclusive setting for 200+ students and 20+ companies to network during an online career fair and in-person three-course dinner. Your company representatives can 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. Students from UC Berkeley SWE and the greater Berkeley Engineering Community are present.

Bronze Bear Sponsor, \$400

- 1 online career fair booth, up to 2 recruiters in attendance during our virtual career fair on Oct 5th, 2022.
- Access to our in-person dinner (Oct 6th). 1 recruiter is covered, \$50 per additional recruiter to cover dinner costs.
- 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, \$900

- 1 online career fair booth, up to 3 recruiters in attendance during our virtual career fair on Oct 5th, 2022.
- Access to our in-person dinner (Oct 6th). 2 recruiters are covered, \$50 per extra recruiter to cover dinner costs.
- 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 page 4*)

Gold Bear Sponsor, \$1600

- 1 online career fair booth, up to 5 recruiters in attendance during our virtual career fair on Oct 5th, 2022.
- Access to our in-person dinner (Oct 6th). 4 recruiters are covered, \$50 per extra recruiter to cover dinner costs.
- 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 day before the event
- **Special Feature 1:** Information session or workshop on a day separate from EWI (*for more details, see page 4*)
- **Special Feature 2:** Coffee Chat opportunity on a day separate from EWI (*for more details, see page 5*)

Platinum Bear Sponsor, \$3500

- Company representative is the keynote speaker for Evening with Industry 2022 (as available)
- Unique link to career fair booth. Up to 6 recruiters in attendance during our virtual career fair on Oct 5th, 2022.
- Tabling opportunity at in-person dinner (Oct 6th). Up to 6 recruiters are covered for dinner.
- 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:** 1 Information session and 1 workshop on days separate from EWI (*for more details, see page 4*)
- **Special Feature 2:** \$500 scholarship in your company's name (*see the section labeled "Named Scholarship", page 7*)

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



PROFESSIONAL DEVELOPMENT MONTH (\$500 + COST OF FOOD) **Fall 2022**

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.

SHADOW AN ENGINEER PROGRAM **Winter 2022 and Spring 2023 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 19 - January 13) 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.

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. Feel free to cover anything from recruiting at your company to company culture. 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.

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.” This is a great way to feature your company in an interactive, hands-on setting. 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 be on our website for the school year.

CAREER OPTIONS IN ENGINEERING (\$500)

Spring 2023

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 be on our website during the spring semester.

STARTUP SPRING (\$200)

Spring 2023

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 on how to become a successful entrepreneur, and/or discuss the benefits of working at a startup. Your company logo will be on our website during the spring semester.

RESUME BOOK (\$100)

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.

COFFEE CHATS (\$250 + COST OF FOOD)

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.

SWE NATIONAL CONFERENCE (AMOUNT OF YOUR CHOICE)

Our most important trip of the year is to SWE National Conference, which will take place from October 19th -23rd in Houston, TX. In addition to connecting with thousands of professional and collegiate SWE members, attendees gain invaluable professional and personal development through many 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.



Some of our members at last year's national conference in Indianapolis.

"THAT'S WHAT SWE SAID" PODCAST (\$200)

Hosted and brought to you by the Society of Women Engineers (SWE) Section at UC Berkeley, "That's What SWE Said" is SWE at Berkeley's podcast featuring the inspiring and exciting lives of UCB SWE members as women/allies in engineering. Being featured on this podcast is a great opportunity to inspire the next generation of engineers and provide better insight to company culture, projects, and roles!

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.



A photo from our Engineering Day program, inspiring young students to pursue STEM on Halloween!

PUZZLE HUNT / MAKE-A-THON / CASE COMPETITION (\$750 + COST OF FOOD)

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.

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 engineering project of the company's choice. The final presentation occurs at the SWE National Conference. This year, our team partnered with two companies to provide accessible, innovative, and sustainable solutions to issues regarding current wildfire and paramedic response.

This is a unique opportunity to have a problem set from your company worked by top engineering talent from UC Berkeley SWE, as the team members are highly qualified students from various relevant departments across engineering. 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.

ADVOCACY / EQUITY AND INCLUSION (\$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.

We are also 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.

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.

NAMED SCHOLARSHIP (AMOUNT OF YOUR CHOICE)

This is the perfect opportunity to reach out to and directly 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.

GENERAL DONATION (AMOUNT OF YOUR CHOICE)

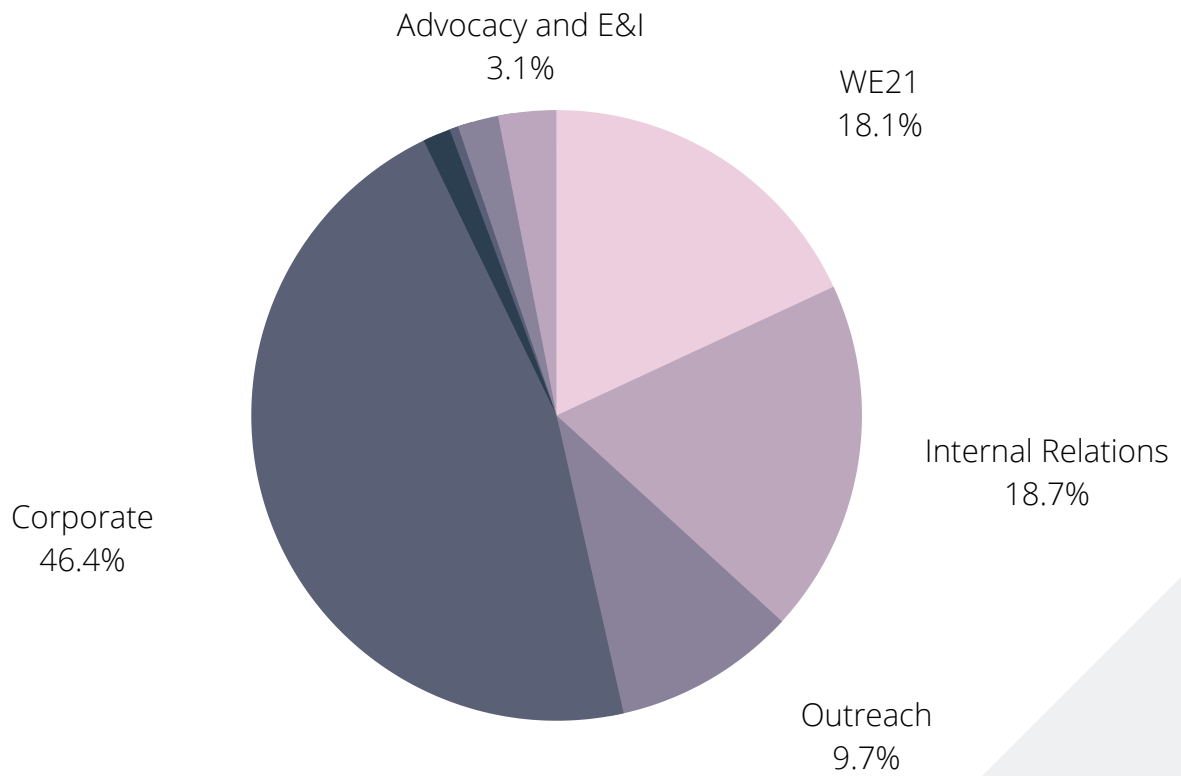
UC Berkeley SWE is a non-profit organization. Any monetary donation to our cause of empowering future female engineers is greatly appreciated. Your company will be recognized as a key sponsor during our general meetings, emails, and other publicity. Your company logo will be on our website for the entire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

Your generous donation helps support events from all of our six vibrant sectors of work here at UC Berkeley SWE.

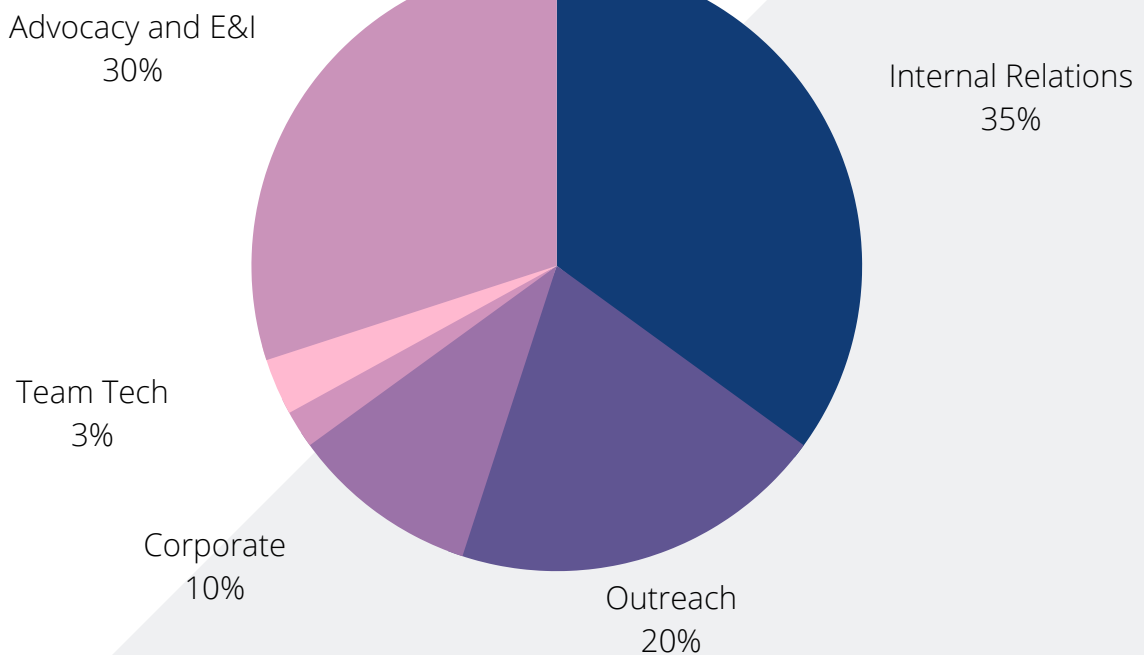


UC BERKELEY SWE BUDGET BREAKDOWN

Fall 2021

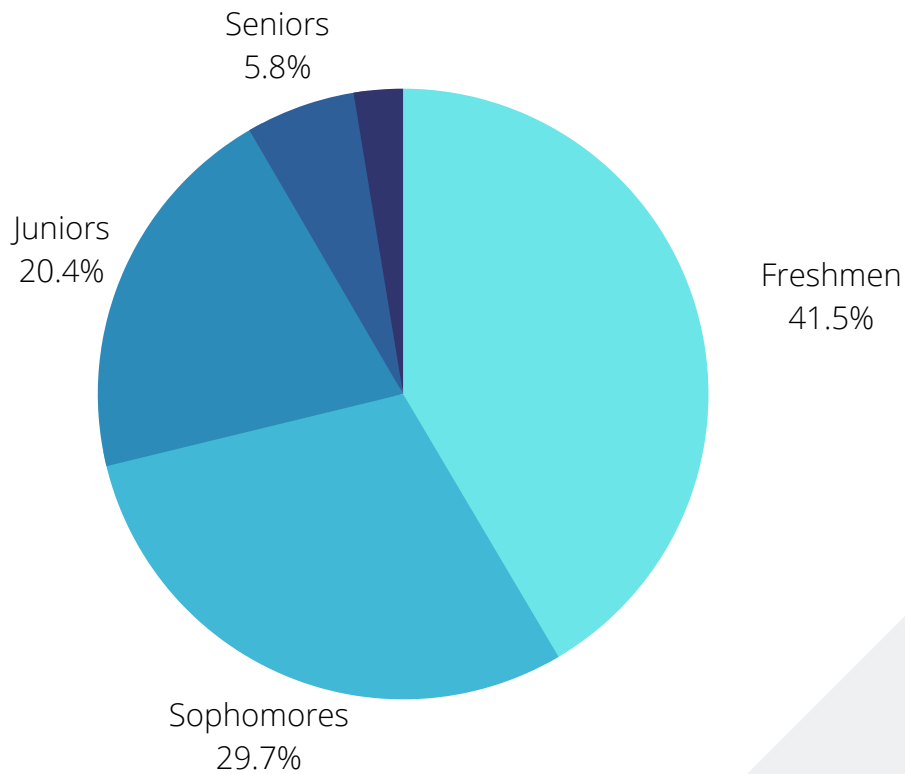


Spring 2021

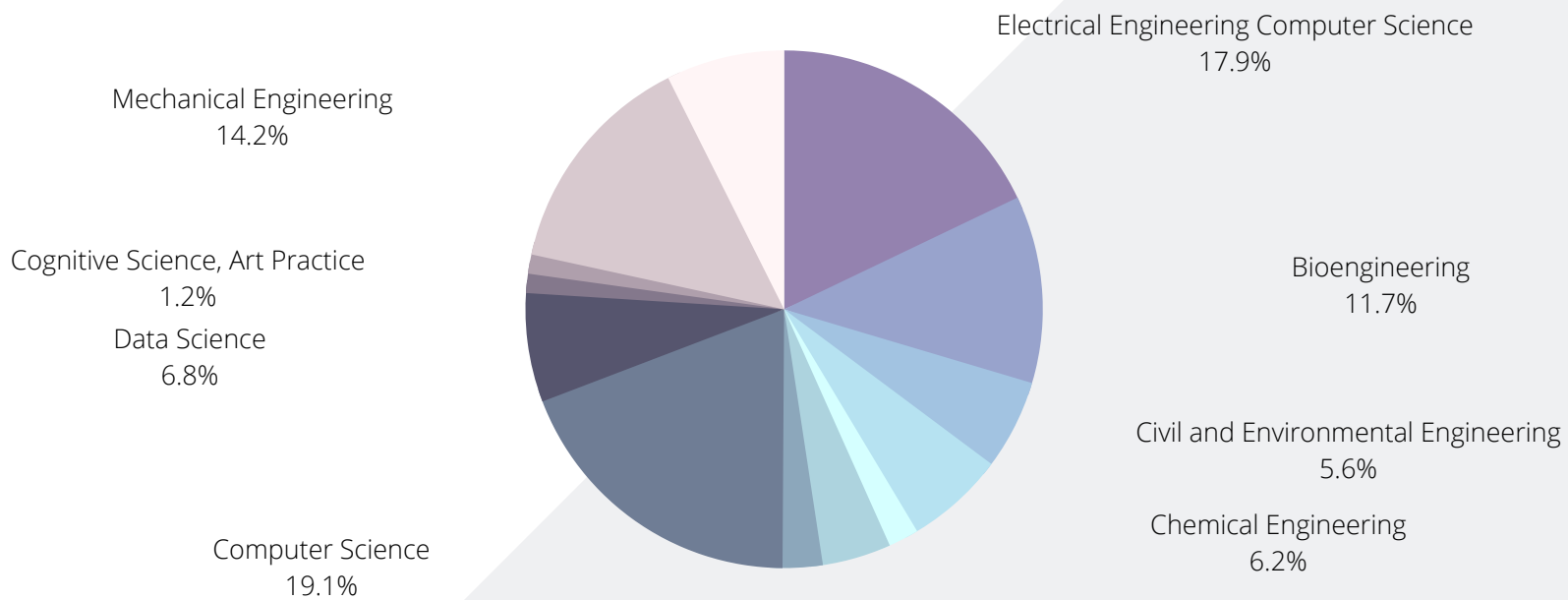


UC BERKELEY SWE MEMBER DEMOGRAPHICS

Year



Majors



stay connected

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