



# Corporate Sponsorship Proposal

## 2015-2016



*"To engineer a better society, we need people of different genders,  
races, and backgrounds solving our problems."*

*~ Jamie Clark*

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## **Thank you for your interest in sponsoring MSU SWE!**

The members of MSU's chapter of the Society of Women Engineers thank you for your interest in supporting the growth and development of our organization. By sponsoring our chapter, you will have a direct hand in empowering ladies of all ages to pursue their passions and to succeed in STEM related fields.

As one of the largest student organizations on campus, we strive not only for the personal and professional development of our members, but also for the ability to make a positive impact on others through numerous service and outreach events. Every year, we have many social events, along with biweekly meetings, to encourage members to interact and connect with one another. We are also engaged in several K-12 outreach activities such as WOW! That's Engineering!, we volunteer and fundraise for charities such as Relay for Life, and we organize professional events that allow for company representatives to network with some of MSU's most passionate and dedicated students.

MSU SWE currently has over 80 members with 9 members serving on the Executive Board and 23 members serving as Chairs. Our organization is active on and off campus, and attends both the Region H and National Conference annually. With your help, we are looking forward to another incredible year in which we can aspire, advance and achieve as young women in engineering.

### **SWE's Mission Statement**

The Society of Women Engineers stimulates women to achieve full potential in careers as engineers and leaders, expands the image of the engineering profession as a positive force in improving the quality of life, and demonstrates the value of diversity.

### **Objectives**

- Inform others about the benefits of pursuing a career in engineering and the opportunities available to them
- Serve our community on and off campus by hosting or participating in service events throughout the school year
- Connect students with professionals by having company representatives speak at meetings and providing networking opportunities through professional events
- Make a difference in children's lives by organizing outreach activities at MSU or volunteering to do activities with students in the Lansing area
- Encourage the personal and professional development of our members by supporting one another and providing endless opportunities for involvement

# General Sponsorship

## General Sponsorship Levels

Funding contributed toward general sponsorship will be dedicated toward sending members to a national or regional SWE conference. Funding may also be used for general chapter expenses and various volunteering or outreach events. In addition to general sponsorship, companies have the opportunity to sponsor individual SWE events. Information for sponsorship of a SWE event can be seen

	Funding Level	Recognized on Chapter Website	Company name and logo on sponsorship poster	Company name and logo on bi-weekly newsletter	Company name and logo on primary outreach/ volunteering event documents	Benefits of Day with SWE and WOW! That's Engineering sponsorship	Company name and logo on SWE emails	Company name and logo on SWE national conference t-shirts
Platinum	\$2,000+	x	x	x	x	x	x	x
Gold	\$1,000	x	x	x	x	x		
Silver	\$500	x	x	x				
Bronze	\$300	x	x					

on page 6. The following table outlines general sponsorship levels for our chapter and sponsor benefits.

### Platinum Sponsorship (\$2,000+)

- Company will be recognized on chapter website as MSU SWE Platinum Sponsor
- Company name and logo will appear on the back of MSU SWE national conference t-shirts
- Company will also have benefits of Day With SWE and WOW! That's Engineering sponsorship
- Company name and logo will appear on promotional documents for MSU SWE including primary outreach or volunteering events, sponsorship poster for SWE events, emails, and bi-weekly newsletters

### Gold Sponsorship (\$1000)

- Company will be recognized on chapter website as MSU SWE Gold Sponsor
- Company will also have benefits of Day With SWE and WOW! That's Engineering sponsorship
- Company name and logo will appear on promotional documents for MSU SWE including primary outreach or volunteering events, sponsorship poster for SWE events, and bi-weekly newsletter

### Silver Sponsorship (\$500)

- Company will be recognized on chapter website as MSU SWE Silver Sponsor
- Company name and logo will appear on sponsorship poster for SWE events and bi-weekly newsletter

### Bronze Sponsorship (\$300)

- Company will be recognized on chapter website as MSU SWE Sponsor

- Company name and logo will appear on sponsorship poster for SWE events

## **Dedication of Funding for General Sponsorship**

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The majority of general SWE sponsorship for our chapter will be dedicated toward sending members to a national or regional Society of Women Engineers conference. Please see below for a description on the conferences. Funding may also be used for general chapter expenses and various volunteering or outreach events.

### **National Conference**

Every year, members of our chapter who are national members of SWE are given the opportunity to travel to SWE's National Conference. This year, our chapter will send 16 ladies to the conference in Nashville, TN giving them the opportunity to network, attend professional informational sessions, and exposure to the vast applicability of an engineering degree. The SWE national conference is the largest conference and career fair for women in engineering and technology. Throughout the event, individuals are able to connect with peers from other organizations, develop on a professional level, and support women in engineering and technology. Many young female engineers from our chapter become inspired from the conference and are given the confidence to continue with an engineering degree.

Time of Event: October 22-24 2015

Price: \$10,000 to send 16 members

### **Regional Conference**

In addition to the national conference, members are given the opportunity to travel to the Society of Women Engineers Region H Conference every year. Our chapter focuses on sending younger members to this conference in order to inspire young engineers. The regional conference serves the same purpose as nationals by allowing members to network, attend professional development sessions and expand their support network of women in the field of engineering.

Time of Event: February/March 2016

Price: \$2,000 to send 20 members

## Community Service Events

MSU SWE is involved in a countless number of community service activities during the school year. Our organization takes pride in giving back to the community and making a difference in the lives of those who are in need. SWE has given back to the East Lansing community by volunteering to do activities with 4<sup>th</sup> graders at a local Lansing STEM K-8 school along with making multiple trips to the Ronald McDonald House in Lansing.

SWE also contributes to events hosted by the college of engineering by organizing activities for kids to participate in during the events. Two college wide events that SWE has involvement in are Introduce a Girl to Engineering Day and Impression 5.

Introduce a Girl to Engineering Day is an annual event in which girl scouts of all ages are invited to come to MSU for a day full of activities organized by STEM related student groups. In the past, members of SWE have done activities such as the marshmallow challenge and making lip-gloss with about 75 girls. This event is a great way to interact with young girls while informing them about engineering and the opportunities available to them.

Impression5 is an annual event held to kick-off E-week at the local Lansing Impression5 science museum. Multiple student groups come together to set up activities for kids to do while they walk throughout the science museum. There are over 100 kids attending this event. Members of SWE have participated in recent years by teaching children how to make slime.

In addition to the service activities mentioned above, SWE volunteers at the humane society, fundraises for and participates in Relay for Life, volunteers at a local food bank, and writes cards to soldiers serving our nation.

# Events

## Event Sponsorship Levels

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In addition to general sponsorship for our chapter, companies have the opportunity to sponsor a specific SWE event. The following levels indicate sponsorship and benefits. Further description of each event can be seen on page 7.

### General Meeting (Food)

- Company will be recognized on chapter website as MSU SWE Sponsor
- Company representatives will have the opportunity to present to MSU SWE members during an hour long meeting and network with students
- Company name and logo will appear on all promotional documents for the event including sponsorship poster, emails, and newsletter

### Day With SWE (\$300)

- Company will be recognized on chapter website as MSU SWE Sponsor
- PowerPoint slide in Day With SWE presentation with company name and logo
- Company name and logo on the back of Day With SWE T-Shirt
- Company name and logo will appear on all documents for Day With SWE event including sponsorship poster for event, emails, and handouts

### WOW! That's Engineering! (\$300)

- Company will be recognized on chapter website as MSU SWE Sponsor
- PowerPoint slide in WOW! That's Engineering presentation with company name and logo
- Company name and logo on the back of WOW! That's Engineering! T-Shirt
- Company name and logo will appear on all documents for WOW! That's Engineering! Event including sponsorship poster for event, emails, and handouts

### Kick-Off Meeting (\$100)

- Company will be recognized on chapter website as MSU SWE Sponsor
- PowerPoint slide in Kick- Off meeting presentation with company name and logo
- Company name and logo will appear on all documents for Kick-Off Meeting including sponsorship poster for event, emails, and handouts

## **Description of Annual SWE Events**

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### **General Meeting**

Our chapter hosts a bi-weekly meeting with all MSU SWE members throughout the school year. During this meeting a representative(s) from your company is invited to come and speak about a professional development topic. The meeting allows for networking opportunity between SWE members and the company representative(s). General meetings usually attract between 80-120 people.

### **Kick-Off Meeting**

During the second week of the school year, SWE hosts an event in order to welcome new ladies to our organization. By attending this kick-off event, women new to the university or new to SWE will be able to interact with one another while being informed about our chapter and the benefits of becoming a member. The purpose of having this event is to allow women in STEM majors to network with one another and to show them what SWE has to offer as one of the top organizations in the college of engineering. The kick-off meeting usually attracts between 140-170 people.

Time of Event: September 2015

### **WOW! That's Engineering!**

\*Sponsorship may be shared with other companies.

WOW! That's Engineering! is a one day event put on entirely by members of SWE during the fall semester at MSU. Middle school girls are invited to campus to engage in hands-on activities that involve teamwork and creativity. While completing the activities, the girls also learn about how each one is associated with engineering. The event has an attendance of 200 girls.

The purpose of this event is to introduce aspiring girls to the creative, innovative, and forward thinking sides of engineering. The activities are meant to build self-confidence and critical thinking skills as the girls go through their day at MSU. The SWE members leading the event are to act as role models for the participants, encouraging an expanded sense of community and helping the girls obtain a better sense of what engineering is really about from the perspective of college students.

Time of Event: October/November 2015



### Day With SWE

\*Sponsorship may be shared with other companies.

Day With SWE is an on campus event for female high school seniors who have been admitted to MSU and have declared an engineering major. About 25 participants come for an overnight visit that allows them to meet SWE members and learn about MSU through tours, presentations, and panels. Throughout the event, girls are able to connect with one another and with the members of SWE. They become familiar with the basics of the engineering program and with campus life at MSU. In addition to getting to know members of SWE, girls are also given the opportunity to meet faculty during lab tours and a faculty panel. This event is an inside experience to life as a student studying engineering at MSU and has been a success for gaining participants' interest in attending MSU.

Time of Event: April 2016

Thank you for your consideration of sponsorship for the Michigan State University Society of Women Engineers student chapter! Please do not hesitate to contact us with any questions or concerns at [msu.swe.president@gmail.com](mailto:msu.swe.president@gmail.com).

## MSU SWE 2015/2016 School Year Sponsorship form

Contact Name\_\_\_\_\_

Address\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number\_\_\_\_\_

Email Address\_\_\_\_\_

Sponsorship Amount\_\_\_\_\_

Sponsorship Level\_\_\_\_\_

Please send this form to:

428 S. Shaw Lane Room# 1108A  
Michigan State University  
East Lansing, MI 48824-1226

For Check Payments:

Please make check payable to:

Michigan State University (or MSU) Society of Women Engineers

\*Please send checks enclosed with this form to the address indicated above