SOCIETY OF WOMEN ENGINEERS
THE PENNSYLVANIA STATE UNIVERSITY SECTION

SPONSORSHIP OPPORTUNITIES

2013-2014
Dear Prospective Sponsor,

First off, thank you for your interest in Penn State’s section of the Society of Women Engineers (Penn State SWE). We greatly appreciate your support of our organization.

Founded in 1975 with a mission to “stimulate women to achieve as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, and demonstrate the value of diversity”, Penn State SWE has a well-regarded tradition of service and presence in the College of Engineering, the University, and the community.

From arranging professional and technical development sessions for members, to coordinating outreach events for K–12 students, and sponsoring a variety of recruiting events for employers, Penn State SWE has become very much involved.

The strength of our organization depends on the support of corporate and government sponsors in order to make Penn State SWE successful! There are many different ways to get involved with our organization and build your presence at Penn State:

1. General Body Meetings (Spring ‘14)
   **Sponsorship:** $500
   *One meeting per month, specific dates TBD*
   The SWE general meetings serve to inform our members about ongoing and upcoming SWE-related news and events. Sponsors are encouraged to send representatives to these meetings to provide a fifteen minute presentation on a variety of topics such as networking, business etiquette, and other industry practices. Sponsorship provides funding for a meal served to approximately 100 members in attendance.

2. WE13 National Conference in Baltimore, Maryland
   **Overall Sponsorship:** $16,000
   **Sponsor a Member:** $1,000
   *October 24-26, 2013*
   This annual conference is the largest and most comprehensive gathering of forward-thinking women engineers. Throughout the conference, Penn State SWE will come together with other sections and regions to experience numerous career-shaping opportunities, as well as draw from the energy of SWE’s strong past and promising future to launch innovation and define success. This year’s conference will be held in Baltimore, MA. Sponsorship funds will be used toward transportation to and participation in the conference for 16 Penn State SWE members.
3. **SWE High School Stay-Over**  
   **Overall Sponsorship:** $8,000  
   **Breakout Session Sponsorship:** $2,000  
   **Apparel & Gift Sponsorship:** $3,000  
   **Dinner Sponsorship (2):** $1,000  
   **General Sponsorship:** $1,000  

   **Spring Semester**  
   The SWE High School Stay-Over is a two-night event held each year in conjunction with the Engineering Open House weekend. This event matches female prospective students with current female engineering students to participate in a variety of activities. The high-school girls get to experience a day in the life of a Penn State and College of Engineering student. Sponsorship funds are used to support the activities and meals associated with this event for approximately 250 students. One of the evening activities includes breakout sessions led by corporate representatives.

5. **Penn State IFC/Panhellenic Dance Marathon (THON)**  
   **Overall Sponsorship:** $5,000  
   **Canning Sponsorship (4 trips):** $500  
   **Adopt-a-Family Sponsorship:** $1,000  
   **Mr. Engineer Sponsorship:** $1,000  
   **General Sponsorship:** $1,000  

   **February 21-23, 2014**  
   THON, the largest student-run philanthropy in the world, is a year-long effort that raises funds and awareness for the fight against pediatric cancer. THON-related events are held throughout the year leading up to the 46-hour, nonstop dance marathon. These include several canning weekend trips and socials with our THON family. Sponsorship supports the fundraising activities of the Penn State THON/Family Relations committee.

6. **Region G Conference**  
   **Sponsorship:** $1,000  
   **Date TBD**  
   The Region G Conference brings together engineers and SWE student members for networking opportunities, professional development seminars, and career-building activities. Sponsorship makes it possible for several students to attend this conference.

7. **Penn State Homecoming**  
   **Sponsorship:** $500  
   **October 5-12, 2013**  
   Homecoming is celebrated annually by students, alumni, faculty, staff, and fans alike. The Penn State pride all students and fans feel make for a truly unique and exciting experience. From the parade to the football game and everywhere in between, Penn State Homecoming weekend is filled with many exciting events that SWE is involved in. SWE has been awarded the Overall winnings of Homecoming multiple times. Sponsorship for SWE involvement in Homecoming will provide funding for Homecoming events including the Parade float, For the Glory Talent Show and Best of Penn State.
8. SWE Spring Awards Banquet
   **Overall Sponsorship:** $10,000
   **Scholarship Sponsorship:** $9,000 overall awarded for 2013-14 year*
   **General Sponsorship:** $1,000

   *Spring semester*

   The annual Spring Awards Banquet provides an opportunity for SWE leaders to acknowledge the achievements of the organization over the past year, recognize those who have participated in activities, present scholarships and awards, and introduce incoming officers. Your sponsorship helps to cover the cost of awards, scholarships and a formal dinner for 100+ SWE members. (*Scholarships are awarded to members fitting most active, honorable most active, perfect attendance, most active freshman, etc.)*

9. Mr. Engineer
   **Sponsorship:** $1,000

   *Date TBD*

   Mr. Engineer is a fundraising event held every year and sponsored by the Society of Women Engineers. Male engineering students compete in a beauty pageant featuring a talent competition, professional wear, nerdy wear and interview questions. At the end of the event Mr. Engineer is crowned and all proceeds are donated to THON through the SWE THON Committee. Sponsorship supports all expenses of this event.

10. Dine and Dash to Success Dinner
    **Sponsorship:** $300

    *Date TBD*

    This event will give your company an opportunity to network with SWE members throughout a full-course dinner. Each company will be assigned a table and students will move between the tables with each course. Throughout the event members will have the opportunity to sit at each table and your company will have the opportunity to meet and network with a variety of women engineering students. Sponsorship of this event will provide funding for the meal and venue.

11. Networking/Professional Development Event
    **Sponsorship:** $500

    *Year Long*

    Your company can choose to sponsor a separate networking or professional development event for members such as a BBQ meet-and-greet, game night, etiquette dinner or interview hot seat.
Thank you again for your interest and support! If you would like any more information about Penn State SWE and how you can get involved, please get in touch.

Sincerely,

Divya Mehta

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