Society of Women Engineers
The Pennsylvania State University

Sponsorship Opportunities
2014-2015
Dear Prospective Sponsor,

Thank you for your interest in Penn State’s section of the Society of Women Engineers (Penn State SWE). We truly appreciate, and depend on, 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, and we continually strive to grow as an organization. This past year at the 2013 National SWE Conference, Penn State SWE was awarded the Silver Outstanding Collegiate Section.

We depend on you to help make Penn State SWE successful! There are many different ways to get involved with our organization and build your presence at Penn State:

**General Body Meetings (Fall ‘14)**
Sponsorship: $500
Four Meetings a semester

SWE general body 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 or snack served to approximately 100 members in attendance.

**WE14 National Conference in Los Angeles, California**
Sponsor a Member: $1,000
October 23-25, 2014

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
Los Angeles, CA. Sponsorship for a member will help fund her transportation to and participation in the conference. She will wear your company’s logo on a badge or pin. Your company can also create criteria for sponsorship (for example, a Chemical Engineering student who has a GPA of 3.0 or higher). Our section president, Katrina Malaski, is currently interning for the company that sponsored her last year!

**Networking/Professional Development Event**  
Sponsorship: $500  
Year Long (Date depending on sponsor availability)

Your company can choose to sponsor a separate networking or professional development event for members such as a BBQ meet-and-greet, game night, or an advice session about how to manage personal finance as a new grad or how to relocate for your first job. These sessions can be very diverse, so please feel free to be creative with you event ideas. Funding will provide food and any necessary materials for the session.

**SWE Study Break Sponsorship**  
Sponsorship: $300  
During Finals (December 2014)

Each semester, SWE puts on a study break for our general body members. This is a chance for them to put down their books and relax their minds over planned crafts or games. Food and materials are included in this sponsorship.

**Penn State Homecoming**  
Sponsorship: $500  
September 20-27, 2014

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 in which SWE is involved. 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.

**SWE High School Stay-Over**  
Overall Sponsorship: $8,000  
Apparel & Gift Sponsorship: $3,000  
Breakfast Sponsorship: $1,000  
Dinner Sponsorship: $1,000
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.

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

February 20-22, 2015
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.

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.

SWE Spring Awards Banquet
Overall Sponsorship: $10,000
Scholarship Sponsorship: $9,000*
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.)

**Etiquette Dinner**
Sponsorship: $300
Spring Semester (Date TBD Based on Sponsor availability)

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 of relevant majors. Sponsorship of this event will provide funding for the meal, coach, and venue.

**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.

Again, thank you so much for your support of Penn State SWE. I look forward to working with you this year. Please feel free to reach out at any time with questions you may have.

Sincerely,

Ellen Fagan

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