Society of Women Engineers
The Pennsylvania State University

Sponsorship Opportunities
2015-2016
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 2014 National SWE Conference, Penn State SWE was awarded the Gold 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** (Four Meetings a semester)
Sponsorship: $500
Fall 2014 (4)
Spring 2015 (4)

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 twenty-minute presentation consisting of 10 minutes about the company and 10 minutes on a professional development topic. Sponsorship provides funding for a meal or snack served to approximately 100 members in attendance.

**WE15 National Conference in Nashville, Tennessee**
Sponsor a Member: $1,000
October 22-24, 2015

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 Nashville, TN.
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).

**Networking/Professional Development Event**  
Sponsorship: $500  
Year Long (Date depending on sponsor availability)  
Fall 2014, Spring 2015

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 finances 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 your event ideas. Funding will provide food and any necessary materials for the session.

**SWE Study Break Sponsorship**  
Sponsorship: $500  
Finals Fall 2014 (December)  
Finals Spring 2015 (May)

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
General Sponsorship: $2,000
Spring Semester

The SWE High School Stay-Over is an overnight event held each year. This event matches female prospective students with current female engineering students to participate in a variety of activities including icebreakers, a scavenger hunt, and attending engineering classes. The high-school girls get to experience a day in the life of a Penn State and College of Engineering student. The main goal of this event is to promote engineering as a major and career choice and show how big the community of women engineers is while also giving participants a taste of Penn State and our SWE section. Sponsorship funds are used to support the activities and meals associated with this event for approximately 250 participants, parents, and volunteers. Sponsors are encouraged to attend the event to participate in the icebreaker, scavenger hunt, and other various activities.

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 19-21, 2016

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.

SWE Spring Awards Banquet
Overall Sponsorship: $5,000
Sponsor an Active Member: $500
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 per Table
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**
Sponsor a Member: $500
Date: February 5-7, 2015

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.

**Semi-Formal**
Sponsorship: $1,000

SWE organizes the semi-formal along with NSBE (National Society of Black Engineers), SHPE (Society of Hispanic Professional Engineers), and AIChE (American Institute of Chemical Engineers). This event is a great way to get to know, and network with other engineering students, especially ones outside of SWE.

**Internal Mentoring Program**
Sponsorship: $3,000

SWE will be piloting a new internal mentoring program during the 2015-2016 academic year. We will be splitting into four houses named after strong and empowering women, and earning points for their houses by attending events. Throughout the year, each house will have bonding events (volunteering, potluck dinner, laser tag, etc.) too. The goal of this program is to retain members, increase participation in our events, and build a better community of women engineers.
Outreach Kit Activities
Sponsorship: $300

Penn State SWE is becoming more involved with outreach to K-12 students. In order to better reach our audience, we are looking to have a wider range of activities available to choose from. These activities could involve concepts such as electricity, physics, or chemistry.

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,

Lauren Boyle

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