Institute of Electrical and Electronics Engineers

The Pennsylvania State University
University Park Student Chapter

Sponsorship Opportunities

2013 – 2014
Dear Prospective Sponsor,

Thank you for your interest in the Penn State – University Park Student Chapter of the Institute of Electrical and Electronics Engineers (IEEE). We greatly appreciate your generous support for our organization.

Founded as the American Institute of Electrical Engineers in 1884, the modern day IEEE is the largest professional technical society in the world, with over 400,000 members in more than 160 countries. The IEEE Constitution defines the purpose of the organization as "scientific and educational, directed toward the advancement of the theory and practice of electrical, electronics, communications and computer engineering, as well as computer science, the allied branches of engineering and the related arts and sciences."

From sponsoring employer recruiting events and professional development activities for our members, to reaching out to the community through science and technology outreach, our IEEE Student Chapter is one of the fastest-growing student organizations at Penn State. In just two years, we increased our membership from nothing to 450+ and won the 2012 Best New Student Organization of the Year Award at Penn State.

None of this would be possible without the financial support of corporate sponsors! There are many different ways to get involved with our organization and make YOUR presence known at Penn State.

We look forward to working with you,

The PSU IEEE Officer Team

ieee@engr.psu.edu

http://www.engr.psu.edu/ieee
1. IEEE-Hosted Company Info Session

Sponsorship: Dependent on Request
Timeframe: All Year

IEEE info sessions provide students with a more focused and in-depth view of a company than the small snippet provided by the multitude of companies present at the Career Fair. Info sessions are one of our most popular events and allow our students to interact with employers in a more low-key and informal environment. We are flexible with info session format; some companies prefer the more traditional PowerPoint presentation, while others prefer a professional development seminar, or even an Xbox tournament (which is also a very popular IEEE event with our students!). Sponsorship includes funding for food, which is served to upwards of 40 people at the info sessions.

Past Sponsors:

2010
- Kimberly-Clark
- Booz | Allen | Hamilton

2011
- Kimberly-Clark
- WorleyParsons

2012
- Schlumberger
- Nucor
- Rockwell Automation
- Gore
- WorleyParsons
- Kimberly-Clark

2013
- Gore
- Intel
- Williams
- Kimberly-Clark
- Bechtel

(Please note: the list above is not exhaustive and is subject to change.)
2. IEEE Resume Book

Sponsorship: $500
Timeframe: All Year

The IEEE resume book contains the resumes of all IEEE members who volunteer to be included. The book is recompiled every semester as a CD containing PDFs.

Past Sponsors:
Be the first!

3. Student Coffee Social

Sponsorship: $2,000
Timeframe: Biweekly

To reach out to IEEE student members, our student chapter hosts bi-weekly coffee socials before our EE Department colloquia. These social events provide both undergrad and grad students from various IEEE-related academic departments the opportunity to socialize and take a much needed break from classes and research. Our coffee socials have become a big hit, especially among grad students, with about 50 students attending each coffee social. Sponsorship covers the cost of coffee and donuts. Advertising and event décor prominently feature the sponsor's name and logo, including a screen and projector which can display any corporate message or series of PowerPoint slides.

Past Sponsors:

2011 2012
4. **K-12 Penn State IEEE Robotics Competition**

Sponsorship: $2,000  
Timeframe: April/May

Outreach events are an integral aspect of the Penn State IEEE’s involvement with the community and represent a valuable investment in training future electrical and computer engineers. This past year, we hosted the Penn State IEEE Robotics Competition for over fifty K-12 students from the central Pennsylvania area and we look forward to continue hosting and growing this annual event. Our IEEE student members staffed the event, serving as poster judges, competition judges, and organizational support. Sponsoring companies will be featured on advertisements and competition materials. Funding will be used to reserve the room at the Penn State Conference Center Hotel, provide food, and fund prizes for the students.

Past Sponsors:

*LOCKHEED MARTIN*

2013

5. **Eta Kappa Nu (HKN) Honor Society Tutoring Sessions**

Sponsorship: $2,000  
Timeframe: Weekly

In 2008, the Eta Kappa Nu (HKN) Electrical and Computer Engineering Honor Society became an official organization unit of the IEEE. Now, HKN serves as an "honor student" membership category of the IEEE. Our HKN chapter at Penn State hosts weekly tutoring sessions for our introductory and core EE/CSE classes. These events are very popular among younger EE/CSE students, with older HKN members providing the tutoring support. Sponsorship includes funding for food, which is served to upwards of 40 people at the tutoring sessions. As with the student coffee socials, advertising and event décor feature sponsor name and logo, including a screen and projector which can display any corporate message or series of PowerPoint slides.

Past Sponsors:

*CISCO . CISCO . CISCO.*

2011 2012 2013
6. **College of Engineering Research Symposium (CERS) IEEE**

Sponsorship: $1,000  
Timeframe: April

The College of Engineering Research Symposium (CERS) is a student-initiated, student-run event that provides a platform for undergraduate and graduate students in the College of Engineering and related areas to showcase the research being conducted at Penn State to a diverse audience of engineering/science faculty, students, and industry representatives. Students are encouraged to present their research to obtain valuable feedback on their scientific work and train them for presenting at professional conferences beyond the college level. Our IEEE Student Chapter provides two $500 awards at CERS, the IEEE Best Paper Award and the IEEE Best Poster Award. These awards are given to the two students, who must be student members of the professional IEEE organization, judged to have the best paper and poster, respectively. Sponsorship of these awards would be duly noted in all advertisements for CERS.

Past Sponsors:  
Be the first!

7. **Rube Goldberg Machine Competition**

Sponsorship: $2,000  
Timeframe: Building Starts in September, the Competition is in February

The Penn State IEEE participates in competitions that test our technical skills, as well as our brainpower. Penn State holds an annual Rube Goldberg machine competition, in which student organizations compete to engineer and build the most complex systems that can be thought of to perform a simple task. The winning student organization advances to the regional Rube Goldberg competition. We have a strong Rube Goldberg team this year and we are currently looking for team sponsorship, which would include funding for materials, food for meetings, and printed t-shirts with the sponsor's name and logo for our team to wear the day of the event.

Past Sponsors:

2011 NUCOR  
2012 ArcelorMittal
8. IEEE DISTINGUISHED SPEAKER SEMINAR SERIES

Sponsorship: $2,000
Timeframe: Biweekly

Our IEEE student chapter hosts bi-weekly guest speakers from various IEEE-related disciplines with the goal of providing our students a glimpse of the technical depth and breadth of the IEEE. The professional IEEE is involved in many disciplines, including non-traditional fields such as bioengineering and energy economics, so our seminars aim to enlighten our students on the many possibilities available to apply their EE/CSE or IEEE-related education. Guest speakers include representatives from academia and industry. Sponsorship provides funding for refreshments and includes representation in seminar advertising throughout the semester.

Past Sponsors:

![Williams](image1)
![MIT Lincoln Laboratory](image2)
![JPL](image3)

9. IEEE STUDENT CHAPTER ADVERTISING

Sponsorship: $250
Timeframe: All Year

Our IEEE student chapter has an ongoing propaganda campaign to hang clever fliers advertising the Penn State IEEE Student Chapter itself, while sporting our advertising sponsor’s name and logo. Since these propaganda fliers are posted all over campus, this provides good visibility for a sponsor. Flier examples include, "Don't resist, join our IEEE student chapter!" under a resistor symbol and, "Joining our IEEE student chapter bodes well for your future!" under a Bode plot. Sponsorship money for advertising helps pay for color printing costs.

Past Sponsors:

![Williams](image4)

2011
10. IEEE-Sponsored Trips

Sponsorship: $1,000
Timeframe: All Year

Throughout the year, the Penn State IEEE Student Chapter sponsors educational trips for its members. Recent examples include the Penn State Breazeale Nuclear Reactor and the Allegheny Ridge Wind Farm. We hope to incorporate trips to industry and company sites, so that students will gain an insider's view to how companies function, along with learning about job opportunities. Your sponsorship covers the cost of transportation, charged fees, and miscellaneous costs of the trips. All trip advertising will include the sponsor's name and logo.

Past Sponsors:
Be the first!

11. Student Internship

Sponsorship: $4,000
Timeframe: Once a Year

To provide hands-on opportunities for our IEEE students, our IEEE Student Chapter provides funding for students to work on engineering projects on campus in the summer. Last summer, our IEEE Student Chapter was able to provide a stipend to a rising sophomore to work on the Lunar Lion. The Lunar Lion is Penn State's entry into the Google Lunar X Prize competition, which is a competition that challenges privately-funded spaceflight teams to successfully launch and land a robot on the Moon. The robot is then required to travel across the surface of the Moon while sending back specified images and other data to Earth. The Applied Research Lab (ARL) at Penn State also has plenty of summer opportunities for students to gain hands-on experience on a multitude of projects. Sponsorship of a summer student would include a large amount of marketing for the sponsor, as this is one of our signature opportunities. Younger students often have a difficult time finding summer internships/co-ops and this a great way for our IEEE to provide one highly qualified student that opportunity.

Past Sponsors:
Be the first!
12. **IEEE and HKN Spring Picnic**

Sponsorship: $1,000  
Timeframe: April

Our IEEE Student Chapter and HKN Honor Society co-host an annual picnic every spring for all of our electrical and computer engineering students, staff, and faculty. This event is typically held a week or two before finals and offers everyone the chance to relax after a long semester at work. Sponsorship includes funding for food, which is served to 100+ people at the picnic. Corporate sponsorship recognition is included on all picnic advertising and announcements.

Past Sponsors:

![Williams](2012)

13. **Semi-Annual IEEE vs. ACM Broomball Match**

Sponsorship: Any Amount  
Timeframe: Beginning of Each Semester

Twice a year, the Penn State chapters of IEEE and ACM compete in a friendly game of broomball for the right to proudly display the IEEE/ACM Stanley Cup Trophy for that semester (and for bragging rights). We do this purely social event to keep our bond with ACM strong and to offer engineers a chance to do some physical activity during the semester.

Past Sponsors:

![GM](2012 2013)
14. GENERAL DONATION

Sponsorship:  Any Amount  
Timeframe:  All Year  

We are constantly expanding our efforts to better connect students, professors, companies, and the community through a mutual appreciation of technology. This is why general donations are particularly helpful as they allow us explore new ideas and further our mission.

Past Sponsors:

2010  2012  2013

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Once again, thank you for your interest and support! For more information about any of these events or our organization, please get in touch.

Sincerely,

Ravender Virk  
Corporate Relations Chair  
Penn State IEEE Student Chapter