



CORPORATE SPONSORSHIP PACKET





Corporate Sponsorship

Iowa State University

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Dear Corporate Sponsor:

Thank you for your interest in the Iowa State University chapter of the Society of Women Engineers (SWE). Our section provides members with many opportunities to develop professional skills that further their careers. We also host outreach events on campus and throughout the community as well as hosting special events for our members that build relationships with other engineering students. While SWE depends heavily on student volunteers, we need your help in order to fully achieve our goals. This guide outlines the many ways your company may become involved through sponsorship with the Iowa State University SWE Collegiate Section.

The broad scope of our organization allows your company to have a large exposure to a diverse group of engineers. By sponsoring a SWE event, your company will benefit in the following ways:

- Encourage networking opportunities with both companies and students
- Receive name recognition of financial support for the society and its programs
- Promote opportunities and diversity for professional and collegiate women in engineering and technology

We look forward to working with you and your company! Feel free to contact us with any questions. If you would like to set up a personalized sponsorship package, please let us know and we will do our best to accommodate your preferences.

Best Regards,

Paige Boor and Moira Henderson
Vice Presidents of Corporate Relations
Society of Women Engineers
Iowa State University

[SOCIETY OF WOMEN ENGINEERS WEBSITE LINK](#)

Sponsorship Tier Options

What's Included	Opportunities	Gold \$2500	Silver \$1500	Bronze \$1000	Purple \$500
General Meeting	<i>Company Representative</i>	✓	✓		
Networking Opportunities	Kickoff Picnic OR Lunch and Learn OR SWEK Recruitment Event	✓		✓	
Outreach	GLEE Day OR Girl Scout Day	✓✓	✓		✓
Chapter T-Shirts	Company logo with name	✓	✓		
	Company name			✓	✓
Special Events	Cabinet Retreat OR Social Events OR Etiquette Dinner	✓		✓	

✓ = Choose one option in the given category

✓✓ = Choose two options in the given category

Single Sponsorship Options:

- General Meeting: \$1250
- Kickoff Picnic: \$750
- Lunch and Learn: \$500
- GLEE Day: \$500
- Girl Scout Day: \$250
- Job postings actively promoted at chapter meetings: \$100
- Promotional email to 350+ club members: \$100
- T-Shirt Logo: \$200
- T-Shirt Name: \$100
- SWEK Recruitment Event: \$300
- Cabinet Retreat: \$300
- Social Events: \$150
- Etiquette Dinner: \$250
- National Conference: \$900 (1 attendee), \$450 (1/2 attendee)

SPONSORSHIP OPPORTUNITIES

General Meeting

Who it reaches: 100 to 250 SWE members

What it is: A General Meeting provides a chance for representatives to network with SWE members, share about opportunities within their company, and present about a professional development topic of their choice. Sponsorship of a General Meeting covers the cost of food for our members. General Meetings are highly publicized to all female engineers on campus using your logo and company name on email and social media.

Networking Opportunities

Kickoff Picnic: This highly-publicized event is our first event of the year. SWE uses the Kickoff Picnic to attract prospective new members; the sponsoring companies will be given the opportunity to give a 15-minute presentation about their company and have the opportunity to network one-on-one with students in the form of a mini career fair and complete a fun activity with our members. This event reaches between 200 to 400 current and prospective SWE members.

Lunch and Learn: A Lunch & Learn is a great option for companies that would like to network with SWE through a daytime event, hosting 2 sessions, each an hour long, over lunch. Students listen to a presentation about your company and have the opportunity to ask questions to your representative in a more personal setting. Sponsorship covers the cost of food for attendees. This event reaches about 30 SWE members per session.

SWEEK (SWE-Week): SWEEK is a week-long recruitment event geared towards introducing new members to our Iowa State SWE section. Each day of the week is run by a different committee of our chapter. This is the first event of its kind and is expected to have a great outcome. Over the summer, we are reaching out to all incoming female engineers to publicize the event.

WANT TO BE A SPONSOR?

Email us at
swefund@iastate.edu
with your sponsorship interests!

EVENTS AVAILABLE FOR SPONSORSHIP

August

23 - Kickoff Picnic
28 – SWEEK
~~29 – General Meeting~~

September

~~12 – General Meeting~~
18 – Career Fair Day 1
~~19 – General Meeting~~
25 – Career Fair Day 2

October

~~3 – General Meeting~~
~~17 – General Meeting~~
31 – General Meeting

November

~~7 – General Meeting~~
~~28 – General Meeting~~

SPONSORSHIP OPPORTUNITIES

Outreach Events

Who it reaches: Elementary and middle school participants plus SWE volunteers

GLEE Day: GLEE Day stands for Girls Learning and Experiencing Engineering Day. Girls between the ages of 3rd-8th grade are brought to campus to participate in science and engineering activities. The girls also listen to a presentation led by another engineering club on campus. This 5- to 6-hour event is held once each semester.

Girl Scout Day: Girls between the ages of 1st-6th grade are brought to campus to participate in science and engineering activities led by members of SWE. This 3-hour event is held once each semester.



T-Shirt Sponsorship

Who it reaches: 75 - 90 SWE members and advertisement on campus!

What it is: At the end of the semester, we reward members who have high SWE participation by giving them a SWE t-shirt! This is great on-campus advertising for your company.



SPONSORSHIP OPPORTUNITIES

Special Events

Who it reaches: All SWE members who sign up for the event!

Cabinet Retreat: Once a year, our SWE cabinet (35-40 members) gets together to set goals for the year, get to know each other more, and get ready for a great year.

Social Events: Our Special Events team schedules several socials for SWE members, such as a Corn Maze trip, intramural games, and scheduled craft nights.

Etiquette Dinner: As a professional skills building activity, our chapter goes to a student-run restaurant to learn how to act in a professional dining environment.



National Conference

Who it reaches: ISU SWE National Conference attendees

What it is: Your company can help an Iowa State SWE member attend the National SWE Conference, enabling them to promote diversity of women in engineering, represent our chapter on a national level, and be exposed to a variety of professional development opportunities. Sponsorship of a national member also includes the option of meeting all of our chapter's national conference attendees through breakfast or lunch.



[SOCIETY OF WOMEN ENGINEERS WEBSITE LINK](#)