Association of Women in Computing
The Pennsylvania State University

Sponsorship Opportunities
2018 – 2019
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@awc_pennstate /awcpsu @awcpsu awc.cse.psu.edu
Who Are We?

We are the Association of Women in Computing (AWC) at Penn State! AWC is a club dedicated to the support, retention, and advancement of women in technology fields.

Our mission is to inspire leadership, strengthen technical skills, and foster a community where women can thrive.

Our Members

- Around 50 members
- 71% Computer Science
- 11% Computer Engineering
- 7% Electrical Engineering
- 11% IST & Other STEM
- Freshmen through seniors, and graduate students

AWC supports women in technology by providing access to opportunities and resources outside the classroom. Take a look at the rest of our packet to learn more about our initiatives and how you can engage with our members!

If you would like more information about the Association of Women in Computing or have any questions, please contact us. We look forward to working with you!

Sarah McClure, President
Julia McCarthy, Vice President
The Association of Women in Computing at Penn State
Email: psu.awc.corporate@gmail.com
What Do We Offer Our Members?

Weekly Meetings
- Allow members to gather as a community
- Provide exposure to technology, trends in industry, career guidance, professional development, and academic advice
- Give members the opportunity to practice their presentation skills and share their passions with their peers

Community Outreach
- Founded the Penn State Girls Who Code Club, which provides girls in middle school and high school with weekly programming workshops in the spring
- Help local Girl Scouts earn their programming and robotics badges
- Organize an annual donation drive for the Centre County Women’s Resource Center

Tutoring
- Led by qualified AWC members at various days and times each week
- Provides one-on-one tutoring and support for women in introductory courses
- Creates a supportive learning environment and instills confidence
Grace Hopper Celebration (GHC)
- With over 18,000 attendees, GHC is the world’s largest gathering of women technologists
- Events include a career fair, in-depth talks from industry leaders, and workshops on diversity, innovation, and technical skills
- AWC provides funding and makes arrangements for 12-16 of our members to attend each year

Social Events
- Provide members with a chance to be a part of a community outside of the classroom
- Special events for mentor/mentee pairs and graduate students
- Collaborations with other organizations like SWE
- Popular events include hayrides, movie nights, art workshops, and ice skating

Apparel
- AWC provides apparel free of cost to all active members
- Increases the visibility and recognition of our club and our sponsors on campus
How Can You Support Our Goals?

Sponsorship Levels

- **Platinum $4,500**
  - Benefits:
    - 1 Meeting
    - Logo on Apparel and Website
    - Resume Book
    - Networking Event
    - Priority Scheduling
    - Unlimited Events!
    - Choose a Student Ambassador!

- **Gold $2,500**
  - Benefits:
    - 1 Meeting
    - Logo on Apparel and Website
    - Resume Book
    - Networking Event
    - Priority Scheduling

- **Silver $1,250**
  - Benefits:
    - 1 Meeting
    - Logo on Apparel and Website
    - Resume Book
    - Networking Event!

- **Bronze $750**
  - Benefits:
    - 1 Meeting
    - Logo on Apparel and Website
    - Resume Book!

What is the difference between Meetings and Networking Events?

<table>
<thead>
<tr>
<th></th>
<th>Meetings</th>
<th>Networking Events</th>
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<tbody>
<tr>
<td>Sponsors may hold</td>
<td>technical talks, information sessions, or professional development</td>
<td>Sponsors can engage with our members more directly at events like resume reviews,</td>
</tr>
<tr>
<td>Sponsors may hold</td>
<td>talks at our weekly general body meetings.</td>
<td>workshops, or networking dinners.</td>
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What Is A Student Ambassador?

Student ambassadors are available to Platinum level sponsors.

**Ambassador Selection and Responsibilities**

- Chosen from a group of our members who have indicated an interest in your company
- Promotes your company’s campus events to other AWC members throughout the year
- Paired with a mentor from your company, if possible

Sponsors may choose an ambassador based on their own criteria, or they may request that AWC’s leadership chooses a suitable ambassador.

Platinum level sponsors and their chosen ambassadors will also be featured on a special page on our website.

What Is Priority Scheduling?

Platinum and Gold level sponsors will be given the highest priority when scheduling AWC corporate events. They will be contacted first for new scheduling opportunities and will be able to reserve multiple weeks when determining a specific date. They will also be given scheduling preference for the weeks of Fall and Spring Career Days, EECS Day, and the Engineering Career Fair. In all of these cases, Platinum sponsors will be given priority over Gold sponsors.
Meet Our Officers

Executive Board

Sarah McClure
President

Julia McCarthy
Vice President

Alissa Vining
Treasurer

Liza George
Secretary

Board of Directors

Ritika Sinha
Technology

Lauren Colwell
Girls Who Code

Kate Heasley
Outreach

Jacky Lee
Student Relations

Maria George
Student Relations

Contact Info

Sarah McClure, President
Julia McCarthy, Vice President
Email: psu.awc.corporate@gmail.com
What Are the Next Steps?

Thank you so much for your consideration! Your generosity and demonstrated commitment to diversity & inclusion efforts allow us to reach our goals and support our members in life-changing ways. We are so grateful for your support.

To sponsor AWC, please complete the following:

Step 1
Read page 5 of this packet and choose your sponsorship level.

Step 2
Email us at psu.awc.corporate@gmail.com to let us know you plan to sponsor and to ask any questions you may have. We will respond with an invoice for your sponsorship.

Step 3
Write a check in the corresponding amount to “The Association of Women in Computing” with memo “ASA Account Number: 1206”. If you already have an established alternate payment method at Penn State, please email us the details of this method.

Step 4
Mail the check to:

Association of Women in Computing
240 HUB-Robeson Center
University Park, PA 16802

Step 5
Email us to let us know that the check or alternate payment has been sent. Once the payment has been received, you will receive a confirmation.