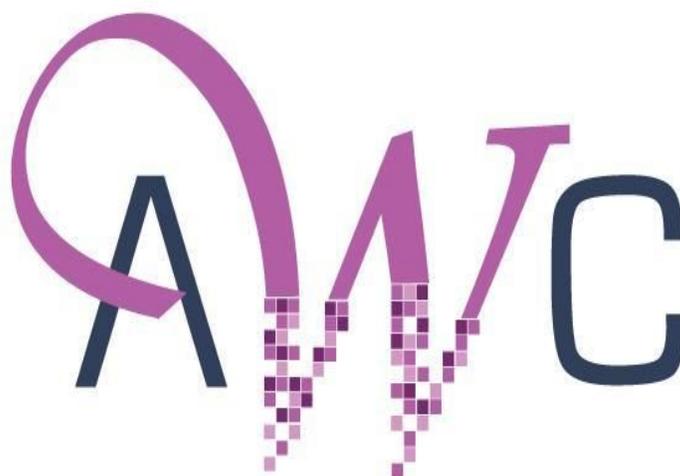


Association of Women in Computing

The Pennsylvania State University



Sponsorship Opportunities

2016 – 2017



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Dear Prospective Sponsor,

Thank you for expressing interest in the Association of Women in Computing (AWC) at Penn State. We truly appreciate your organization's time and consideration.

AWC is dedicated to the support, retention, and advancement of women in technology fields such as **Computer Science, Computer Engineering, and Electrical Engineering**. Our mission is to inspire leadership, strengthen technical skills, and foster a community of women. AWC supports women in technology by providing **access to opportunities and resources outside the classroom**, from tutoring, mentorship, social events, and career guidance, to attendance at the world-renowned Grace Hopper Celebration of Women in Computing. We provide professional and technical assistance including technical workshops, corporate networking events, and a competitive programming competition.

We hope to sustain our organization and grow our presence in the School of Electrical Engineering and Computer Science. Our current membership of **around 60 members, with 30 active members**, is rapidly and continually increasing.

AWC offers many ways for you to engage with our members and support women in computing at Penn State. Sponsorships enable you to **host recruiting events on campus** and **receive our 30-member resume book**. Please see the detailed sponsorship information on the next page. More detailed information about AWC activities is on the following pages.

If you would like more information about the Association of Women in Computing and how you can get involved, please don't hesitate to ask. We are so grateful for your support!

Sincerely,

Avery Varhade

President
The Association of Women in Computing at Penn State
Contact: psu.awc.president@gmail.com
Website: <http://awc.cse.psu.edu>



Opportunities for Sponsors of AWC

Resume Book

Corporate sponsors receive a copy of our **30-member resume book**.

Our active members' dedicated involvement with AWC indicates their commitment to pursuing their interest in the computing and technology fields. This interest makes them excellent candidates for the many career opportunities that sponsors have available. **Sponsors who are committed to expanding diversity at their organizations will find our resume book a great resource for discovering and contacting qualified individuals for technology positions.** Our resume book contains resumes from members ranging in experience from those seeking internships to those seeking full-time employment.

Corporate Events

Sponsors have the option to attend our meetings to host a **technical talk, information session, or recruiting event**.

These meetings allow organizations to engage directly with AWC by presenting exciting, relevant information to our members. Topics might include technical tools, gadgets, or trends. Alternatively, sponsors can present professional guidance such as choosing an internship, interviewing tips, negotiating a salary, and advice for women in the workplace. Some sponsorships provide the ability to host a larger recruiting event, such as one for which we invite members from related organizations such as the Association for Computing Machinery (ACM), IEEE, and WIST.

CodePSU Booth

Our separate CodePSU Sponsorship, detailed on the second to last page of this packet, provides sponsors with the opportunity to set up a booth at our CodePSU event in the spring semester. This allows sponsors to gain exposure to our members and many other students in the Computer Science major or who are interested in competitive programming.



Sponsorship Chart

The following chart provides a breakdown of what you will receive in return for sponsorship at each level. Please see the following pages for descriptions of the activities that each sponsorship supports.

All sponsors receive the opportunity to engage with our members directly at a general body meeting or a larger recruiting event. Level 1 and 2 sponsors also receive our 30-member resume book. All sponsors will have their name displayed on our apparel and website.

	Level 1 \$2000	Level 2 \$1000	Level 3 \$500
Corporate Events	2 Meetings OR 1 Larger Recruiting Event	1 Meeting	1 Meeting
Resume Book	Yes	Yes	No
Name of Company on AWC Apparel and Website	Yes	Yes	Yes



AWC Events and Activities

Below you can find details on the AWC activities that your sponsorship supports. None of which would be possible without the support and commitment of our sponsors. Thank you!

General Meetings: Tech Talks, Workshops, Career Planning, Networking

Each AWC general meeting serves as an opportunity for our members to come together as a community. We use these meetings to expose our members to relevant **technology and trends** in the field, to provide **career guidance** and **training for professional networking**, and to gain feedback and ideas from our members about their experiences in school and their careers.

Tutoring

AWC provides **weekly tutoring and study sessions**.

Upperclassmen in AWC provide individual academic support to all students seeking help. Many women in introductory level computing courses are at a disadvantage because they statistically have less prior experience with technology than their male counterparts, due to the gender discrepancy in pursuit of programming and engineering that starts in childhood and adolescence. Direct one-on-one tutoring with an experienced upperclassmen provides a supportive environment for learning and instills confidence in our members in introductory classes.

Community Outreach for K-12

Starting in spring of 2017, AWC will be hosting **weekly programming workshops for middle school and high school girls** who are interesting in coding.

Outreach provides our members the opportunity to give back to our community. As part of AWC's mission is to increase the enrollment of women in STEM majors such as Computer Science, Computer Engineering, and Electrical Engineering, community outreach allows our members to achieve this mission by enabling young girls to forge a pathway into these fields and prepare for a technical career.



Leadership and Committees

This year AWC has implemented student committees to provide **opportunities for leadership** and **direct involvement** to a greater number of students.

Committees include Marketing, Social Events, Community Outreach, and Grace Hopper Planning. The Chairperson for each committee is in charge of organizing projects or events, and delegating tasks to the committee members. For instance, Marketing Committee is spearheading our effort to gain increased visibility with underclassmen women in the computer science and engineering majors to aid in the retention of women in these majors.

Grace Hopper Conference

The Grace Hopper Celebration of Women in Computing (GHC) is a national conference where nearly **15,000** professionals, academics, and students in technology and engineering will be in attendance. Our **members will represent Penn State and AWC** at this conference.

This internationally renowned event provides AWC members with invaluable experiences and opportunities, including a huge career fair with major technology companies, in-depth talks on new technology and experiences from CEOs, and workshops on innovation, diversity, and technical skills. It is a privilege that approximately **10 of our members are able to attend each year**, a feat that would not be possible without our dedicated sponsors.

Social Events

AWC student socials provide members a chance to **be part of a community** outside of the academic environment, and we often pair with other organizations such as ACM and IEEE. Examples of socials include casual coffee, dinner, hiking, laser tag, and broomball.

Apparel

The AWC provides **apparel free of cost** to all active members to increase our visibility and recognition on campus.



CodePSU Event Sponsorship

Sponsorship: \$1500

CodePSU is co-hosted by the AWC and the Association for Computing Machinery Penn State Chapter (ACM). The competition is modeled after ICPC competitions. Competitors are given four hours to complete 10 programming problems ranging from intermediate to advanced difficulty. Solutions may be written in C, C++, or Java.

One of the unique aspects of CodePSU is that we have both an intermediate and advanced tier. The intermediate tier is intended for programmers who have not taken higher than a 200-level course at Penn State (typically freshmen and sophomores). Although the problems are not designed for beginners, they provide an opportunity for less advanced programmers to compete with people at their own skill level. This option is rarely available elsewhere; CodePSU is one of the few competitions for college-aged students that is designed for both novice and advanced programmers. The two tiers are given a different set of problems, and each problem is worth one point. Scores are totaled at the end of the competition to determine winners for both the intermediate and advanced tiers.

The next CodePSU event will be held in Spring 2017. There are always open opportunities for sponsorship. We ask sponsors for a donation of \$1500 to cover the cost of food, advertising, event space, and prizes. We also welcome in-kind donations that can be given as prizes. Representatives from each sponsoring organization are invited to give a 5-10 minute presentation before or after the competition. Sponsors will also be given the opportunity to set up a table with representatives for students to meet before the competition. Sponsors will have their organization's logo printed on all distributed materials and advertising, including the CodePSU website, apparel, and problem packets. In addition, sponsors will receive all résumés, GitHub profiles, and LinkedIn profiles submitted by competitors.

For more information about the competition, visit our website: <http://www.codepsu.com>



Interested in Sponsoring the AWC?

Thank you for your interest in the Association of Women in Computing. We welcome and greatly appreciate your support. All sponsorships and donations are tax-deductible. You will receive a receipt of your donation that can be used for tax purposes. To send a check to AWC, please be sure to complete the following:

1. Make the check payable to **The Association of Women in Computing**
2. In the Memo field, write **XXTWG**
3. Enclose with your check a note containing the following message: **[Company Name] requests an official receipt of this donation**
4. Mail the check to:
Assoc. of Women in Computing
P.O. Box 113
State College, PA 16804

Please notify our president if you plan to donate, so we can expect a check. If your billing department needs an invoice, please indicate this in your email.

For notification of sponsorship, invoice requests, W-9 forms, and any questions/concerns you may have, please contact:

Avery Varhade
President
The Association of Women in Computing at Penn State
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