Institute of Electrical and Electronics Engineers
The Pennsylvania State University
University Park Student Chapter

SPONSORSHIP OPPORTUNITIES

2018 – 2019
Thank you for your interest in sponsoring the Penn State Chapter of IEEE. As an officer team, it is our mission to develop our members into world-class electrical and computer engineers. We greatly appreciate the role our corporate sponsors take in making that mission a reality. Because of your partnership and support, our organization is able to offer the many programs and events that help make our members successful.

For more information about any of these events or our organization, don’t hesitate to contact me.

Sincerely,

Rebecca DeSipio
Penn State IEEE Student Chapter
Corporate Relations

Contact Information

Corporate Relations:
Rebecca DeSipio
Personal: rfd5173@psu.edu
IEEE: ieee@engr.psu.edu

President:
Wouter Cos
Personal: wqc5212@psu.edu
IEEE: ieepresident@engr.psu.edu

Website: https://sites.psu.edu/psuieee/
# Table of Contents

**Contact Information** .................................................................................................................. 2

**Sponsorship Tiers** ....................................................................................................................... 4

**Company Favorites ($250)**
- Info Session ................................................................................................................................. 5
- Tech Talk ..................................................................................................................................... 5
- Coffee Social ............................................................................................................................... 6
- Broomball .................................................................................................................................... 6

**Unique Opportunities ($500 - $1000)**
- Student-Led Workshops ............................................................................................................... 7
- Robotics Competition (K-12) ....................................................................................................... 7
- Spring Picnic ............................................................................................................................... 8
- Resume Book ............................................................................................................................. 8
- General Donation ...................................................................................................................... 9
- Create Your Own! ..................................................................................................................... 9

**Free Sponsorship**
- Distinguished Speaker ............................................................................................................... 10
- Technical Demonstration/Workshop ......................................................................................... 10
- Local Company Tour ............................................................................................................... 11
- Student Mentorship ............................................................................................................... 11

**THON Fundraising**
- IEEE Bingo Night .................................................................................................................... 12
- Bake Sales .................................................................................................................................. 12
- Product Funding ....................................................................................................................... 13
- General Donations .................................................................................................................. 13
Gold Sponsor: $2000

Benefits:
- Free Resume Book ($500 value)
- Priority location on Penn State IEEE website sponsor list

Common Gold Packages:
1. Your choice of any **FOUR** “Company Favorites” + **$1000** worth of “Unique Opportunities”
2. Your choice of any **TWO** “Company Favorites” + **$1500** worth of “Unique Opportunities”

Silver Sponsor: $1000

Benefits:
- Free Resume Book ($500 value)
- Prominent location on Penn State IEEE website sponsor list

Common Silver Packages:
1. Your choice of any **FOUR** “Company Favorites”
2. Your choice of any **TWO** “Company Favorites” + **$500** worth of “Unique Opportunities”

Bronze Sponsor: $250

Benefits:
- Inclusion on Penn State IEEE website sponsor list

Common Bronze Package:
1. Your choice of any **ONE** of the “Company Favorites”
COMPANY FAVORITES

IEEE-Hosted Company Info Session

Cost to Sponsor: **Cost of Food (Approximately $250)**  
Timeframe: **All Year**

IEEE info sessions provide students with a more focused and in-depth view of a company than a Career Fair display or corporate website. Info sessions are one of our most popular events and allow our students to interact with employers in a personal and informal environment. Many companies choose to give PowerPoint presentations, while others have interactive group discussions or activities. Generally, these sessions are held in the evening, and the sponsoring company provides dinner, such as pizza or sandwiches, for the students in attendance.

**Company Benefits**
- Gives students a deeper understanding of your company  
- Allows recruiters to have meaningful conversations with interested students  
- Opportunity to reconnect with Career Fair contacts and previous interns

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to schedule your info session.

Tech Talk

Cost to Sponsor: **Cost of Food (Approximately $250)**  
Timeframe: **All Year**

Tech talks give students a glimpse of a technical topic related to the sponsoring company. This targeted approach attracts interested students and provides a forum for in-depth discussions. Many companies structure their presentations like an info session, but focus on their role in developing an emerging technology or the challenges faced in their field. Non-technical talks on topics like business, leadership, or ethics are also encouraged. Like info sessions, these events are held in the evening and the sponsoring company provides dinner, such as pizza or sandwiches, for the students in attendance.

**Company Benefits**
- Brings in students specifically interested in your company’s field  
- More appealing to upperclassmen and graduate students  
- Allows recruiters to have meaningful conversations with interested students

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to schedule your tech talk or help choose a topic.
**Coffee Social**

Cost to Sponsor: $250  
Timeframe: All Year

Coffee socials bring together graduate and undergraduate students to socialize and discuss ideas over coffee and donuts. Since these socials are among our best attended events, they are a great opportunity to reach a large breadth of students. Sponsors can choose to attend the social and set up promotional displays or send digital materials to be projected in the room during the event. Coffee socials are generally held during the late morning or early afternoon for about two hours.

**Company Benefits**
- High student volume
- Inexpensive daytime event to add on to a recruiting visit
- Flexibility to sponsor event without attending

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to schedule your coffee social.

---

**Broomball**

Cost to Sponsor: $250  
Timeframe: 2-3 Events per Semester

On several Friday nights each semester, IEEE members meet to play a friendly game of broomball, i.e. ice hockey without skates, against another student organization or just between our own members. Broomball is a favorite among our members and companies alike. This unique social event gives sponsors an opportunity to interact with students in a casual, fun environment. Games usually last an hour with time to socialize before and after the event.

**Company Benefits**
- High student volume
- Attracts students from multiple student organizations
- Flexibility to sponsor event without attending

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to sponsor a broomball game.
UNIQUE OPPORTUNITIES

**STUDENT-LED WORKSHOPS**

| Cost to Sponsor: | $500 per Semester |
| Timeframe:       | Once Every 1-2 Weeks |

As part of our commitment to technical development, IEEE members regularly hold workshops on various technical topics. In the past, we have held workshops on microcontrollers and had a multi-week RC car competition based on the Arduino UNO. These workshops are well attended and give students the chance to learn skills that are not a part of the required curriculum. While these workshops are student-led, sponsors are welcome to lead a workshop or recommend topics. Sponsorship goes towards workshop materials.

**Company Benefits**
- Event attracts motivated students
- Opportunity to become part of students' technical development
- Flexibility to be actively involved or hands off

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to discuss ideas and involvement in the program.

**K-12 PENN STATE IEEE ROBOTICS COMPETITION**

| Cost to Sponsor: | $1000 |
| Timeframe:       | March/April |

As part of our commitment to community outreach, we host an annual Penn State IEEE Robotics Competition for over fifty local K-12 students. These students compete in a variety of competitions with both remote-controlled and autonomous robots. IEEE student members staff the event, serving as poster judges, competition judges, and organizational support. Sponsoring companies will be featured on advertisements and t-shirts for staff and students. Funding will be used to reserve the competition room, provide lunch, and fund prizes for the students. Sponsoring companies also have the opportunity to give a presentation to the students and staff attending the event.

**Company Benefits**
- Multiple avenues of exposure to younger students and IEEE staff
- Opportunity to interact with ambitious robotics students
- Flexibility to be actively involved or hands off
Interested?
Email the Penn State IEEE Corporate Relations Officer to discuss possible competitions and scheduling.

### IEEE Spring Picnic

<table>
<thead>
<tr>
<th>Cost to Sponsor:</th>
<th>$750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td>April</td>
</tr>
</tbody>
</table>

We host an annual picnic each spring for all the electrical and computer engineering students, faculty, and staff. This event is typically held a week or two before finals and offers everyone the chance to socialize and relax. It’s also a great chance for recruiters to talk to students informally about their summer plans and future goals. Sponsorship includes funding for food, which is served to over 100 people at the picnic. Sponsor is recognized on all picnic advertising and announcements.

**Company Benefits**
- Interaction with younger students before fall career events
- Opportunity to connect with students outside of typical recruiting events
- Access to mix of graduate and undergraduate students

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to reserve exclusive sponsorship for the event.

### IEEE Resume Book

<table>
<thead>
<tr>
<th>Cost to Sponsor:</th>
<th>$500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td>Available beginning in October</td>
</tr>
</tbody>
</table>

Get resumes from all our participating members in one place with the Penn State IEEE Resume Book! This book is organized by grade level and areas of interest so recruiters can quickly scan the document and find the right students for their company. The resume book is free to our Gold and Silver tier sponsors (see page 3).

**Company Benefits**
- Organized to save recruiters time on reviewing resumes
- Easy to store digital pdf format
- Less expensive alternative to recruiting at the career fair

**Interested?**
Email the Penn State IEEE Corporate Relations Officer to request a copy.
GENERAL DONATION

Cost to Sponsor: Any Amount
Timeframe: All Year

We are constantly expanding our efforts to better connect students, professors, companies, and the community through technology. General donations are particularly helpful as they give us the flexibility to explore new ideas and further our mission.

Company Benefits
- Inclusion on sponsors list
- Simple and easy way to support PSU IEEE
- Flexibility to designate IEEE as part of College of Engineering gift

Interested?
Email the Penn State IEEE Corporate Relations Officer or donate through the College of Engineering or directly through the HUB.

CREATE YOUR OWN

Cost to Sponsor: Any Amount
Timeframe: All Year

Have your own great idea? We are happy to work with you to create new, unique programs or competitions to improve your recruiting. We have a dedicated officer team that is committed to helping our members build relationships with our corporate partners. If you want to try something different, just ask!

Company Benefits
- Ability to bring successful recruiting ideas from other colleges to Penn State
- Flexibility to customize recruiting for your company
- Opportunity to work with members of the officer team to create a new program

Interested?
Email the Penn State IEEE Corporate Relations Officer to work together on a new recruiting event or program.
FREE SPONSORSHIP

DISTINGUISHED SPEAKER

Cost to Sponsor: Free
Timeframe: All Year

As part of many of our events, such as general body meetings, we invite outside speakers to give a short technical presentation. Our goal is to provide our students with a taste of the many technical areas of electrical and computer engineering. Engineers are involved in many disciplines, including non-traditional fields such as bioengineering and energy economics, so we appreciate speakers from a variety of backgrounds and industries.

Company Benefits
- Allows speaker to interact with interested students
- Higher proportion of graduate students

Interested?
Email the Penn State IEEE Corporate Relations Officer to select an event to speak at.

TECHNICAL DEMONSTRATION/WORKSHOP

Cost to Sponsor: Free
Timeframe: All Year

As an alternative to giving a speech or talk, many technical leaders prefer to hold a demonstration or hands-on workshop with interested students. Many students find this format of presentation more engaging than a basic presentation, and these events are well-attended. Technical demonstrations/workshops can be stand-alone events or a part of regularly scheduled IEEE meetings.

Company Benefits
- Allows presenter to interact with students
- Well attended event

Interested?
Email the Penn State IEEE Corporate Relations Officer to choose a topic and schedule your event.
LOCAL COMPANY TOUR

Cost to Sponsor: Free  
Timeframe: All Year

Let our students come to you! As a special opportunity for local companies in the State College/Centre County area, there is no cost to host a plant tour. Many students are unaware of the opportunities for internships and full-time employment locally, and a company tour is the best way to show them what is available.

Company Benefits
- Gives students a concrete visual of their future careers
- Allows students to talk with employees and see their work
- Ability to recruit and interact with students without leaving the workplace

Interested?
Email the Penn State IEEE Corporate Relations Officer to plan a plant tour.

STUDENT MENTORSHIP

Cost to Sponsor: Free  
Timeframe: All Year

Mentorship is one of the most important parts of professional development for young engineers. Many students receive most of their career advice from professors and other academics with little industry exposure. Because of this, having a mentor in industry can provide valuable perspective. Mentors often enjoy the opportunity to work with students and help guide them towards their future careers.

Company Benefits
- Meaningful relationships with ambitious students
- Opportunity to give back to young engineers

Interested?
Email the Penn State IEEE Corporate Relations Officer to get involved with mentoring.
**THON FUNDRAISING**

**ABOUT THON:** THON is the largest student-run philanthropy committed to enhancing the lives of children and families impacted by childhood cancer. IEEE is a THON organization committed to raising money for the Four Diamonds Foundation. THON weekend is an event that takes place for 46 hours, where students stand the 46 hours straight, dancing for a cure, where one day, we will dance in celebration. Every little donation helps a family in need. For any of the following events, all funding will be considered as donations, which are tax-deductible. To learn more about THON, and visit thon.org.

---

**IEEE Bingo Night**

<table>
<thead>
<tr>
<th>Cost to Sponsor:</th>
<th>$250 – $500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td>All Year</td>
</tr>
</tbody>
</table>

At IEEE Bingo Night, students will come together with their friends for a fun-filled night of bingo. With a donation to help set up this event, prizes and materials can be purchased, and 50% of the proceeds will go directly towards THON, crediting IEEE.

**Company Benefits**
- High student volume
- Simple and easy way to support PSU IEEE and THON

**Interested?**
Email the Penn State IEEE Corporate Relations Officer or donate through the College of Engineering or directly through the HUB.

---

**Bake Sale**

<table>
<thead>
<tr>
<th>Cost to Sponsor:</th>
<th>$100 – $200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timeframe:</td>
<td>All Year</td>
</tr>
</tbody>
</table>

Fundraising for THON starts in September and continues until THON weekend which is in February. A great way to raise money is through a bake sale. With a donation for a bake sale 50% of the proceeds will go towards THON and the other 50% will be used to purchase goods to be baked.

**Company Benefits**
- Company name displayed at bake sale
- Simple and easy way to support PSU IEEE and THON

**Interested?**
Email the Penn State IEEE Corporate Relations Officer or donate through the College of Engineering or directly through the HUB.
**PRODUCT FUNDING**

Cost to Sponsor: $250 - $750  
Timeframe: All Year

A great way to raise money for THON is through selling products. Products could range from T-shirts, cell phone wallets, bags, or anything else of your choosing. Each product would be sold with a 5%-10% profit margin, depending on the base cost of the product, with 100% of this profit donated to THON.

**Company Benefits**  
- Company name promotion  
- Simple and easy way to support PSU IEEE and THON

**Interested?**  
Email the Penn State IEEE Corporate Relations Officer or donate through the College of Engineering or directly through the HUB.

---

**GENERAL DONATION**

Cost to Sponsor: Any Amount  
Timeframe: All Year

If you wish to directly donate to THON on behalf of IEEE, visit our donation page website at thon.donordrive.com. Through this link, you can choose to submit a general donation and credit IEEE.

**Company Benefits**  
- Simple and easy way to support PSU IEEE and THON

**Interested?**  
Email the Penn State IEEE Corporate Relations Officer or donate through the College of Engineering or directly through the HUB.