



# **PennState**

## College of Engineering

Society of Women Engineers  
The Pennsylvania State University  
Sponsorship Opportunities  
2023-2024



Dear Prospective Sponsor,

**Thank you for your interest in the Penn State chapter of the Society of Women Engineers (SWE)!** We deeply appreciate your interest, and our organization depends on the support of valued sponsors. Penn State SWE was founded in 1975 and has a distinguished tradition of service and presence in the College of Engineering, the University, and the community. Our mission is to “stimulate students to achieve as engineers and leaders, expand the image of the engineering profession as a positive force in improving the quality of life, and demonstrate the value of diversity.” From coordinating professional and technical development sessions for members, to hosting K-12 outreach and sponsoring recruitment events for employers, Penn State SWE continues to evolve and strives to grow as an exception student organization.

Notably, with the support of our sponsors, Penn State SWE was awarded the [Outstanding Collegiate Section Gold Mission Award](#) at the **2022 National SWE Conference for the 9<sup>th</sup> consecutive year!** This is the highest distinction a college chapter can earn and recognizes collegiate chapters that demonstrate outstanding commitment to each of SWE's four goals: professional excellence, globalization, advocacy, and diversity & inclusion.

We welcome your support of inclusive excellence to inspire undergraduate engineers! Penn State SWE sponsors will receive access to all leadership team members’ resumes and sponsors giving at a level of \$1,000 or more will be recognized on our chapter website. Additional deliverables are listed under specific events. There is limited availability for some sponsorships due to event scheduling throughout the year.

Penn State SWE is funded exclusively through the generosity and support of our valued sponsors. An array of sponsor branding options and involvement opportunities are described throughout this literature.

I welcome the opportunity to discuss this with you further and look forward to hearing from you! On behalf of the Penn State SWE Chapter, I extend our sincere appreciation for your support.

Sincerely,  
**Sofia Szikman**  
**2023-24 Officer of Corporate Engagement**

Penn State SWE  
117 Hammond Building  
University Park, PA 16802  
Corporate Engagement: [pennstateswe.corporate@gmail.com](mailto:pennstateswe.corporate@gmail.com)

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*Penn State College of Engineering is committed to providing access to programs and opportunities to all qualified students without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status.*

### **SWE General Body Meetings (“GBM”)**

*Sponsorship: \$500*

*Year-long (Four meetings a semester, date depending on sponsor availability)*

*Fall 2023 & Spring 2024*

SWE general body meetings serve to inform our members about ongoing and upcoming SWE related news and events. Sponsors are encouraged to send representatives to these meetings to provide a thirty-minute presentation consisting of 15 minutes about the company and 15 minutes on a professional development topic followed by a Q&A.

*Sponsorship provides funding for a meal or snack served to 100+ members in attendance.*

### **SWE Networking/Professional Development Event**

*Sponsorship: \$500*

*Year-long (Date depending on sponsor availability)*

*Fall 2023 / Spring 2024*

Sponsor a separate networking or professional development event for SWE members. Suggestions include coffee chats, resume reviews, interview prep or an advice session about how to manage personal finances as a new graduate or how to relocate for your first job. Session topics can be very diverse, so please feel free to be creative with your event ideas. *Sponsorship provides food and any necessary materials for the session.*

### **WE23 National Conference in Los Angeles, California**

*Sponsor a Penn State SWE Member: \$1,000*

*October 26-28, 2023*

SWE national conference is the largest and most comprehensive gathering of forward-thinking engineers. Throughout the conference, Penn State SWE will come together with other sections and regions to experience numerous career-shaping opportunities, as well as draw from the energy of SWE’s strong past and promising future to launch innovation and define success. This year’s conference will be held in Los Angeles, CA.

*Sponsorship for a SWE student director or officer will help fund transportation, accommodations and conference registration fees. The company’s logo will be displayed on the member’s lanyard with a badge or pin. One option is to create criteria for travel sponsorship (for example, a chemical engineering student with a GPA of 3.0 or higher).*

### **SWE Study Break Sponsorship**

*Sponsorship: \$300*

*Final Fall 2023 (December) / Finals Spring 2024 (May)*

Each semester, SWE hosts a study break for our general body members. This is a chance for students to put down their books and relax their minds over planned crafts or games.

*Sponsorship provides any necessary food and materials. The company logo will be displayed.*

**Penn State 104<sup>th</sup> Homecoming: “Illuminate the Lion Within”**

*SWE “Design and Build” Float Competition Sponsorship:*

*\$500*

*October 8-14, 2023*

Homecoming is celebrated annually by students, alumni, faculty, staff, and fans alike. The Penn State pride all students and fans feel make for a truly unique and exciting experience. From the parade to the football game and everywhere in between, Penn State Homecoming week is filled with many exciting events in which SWE is involved. With the help of our sponsors, SWE has been awarded the Overall Homecoming winner on multiple occasions.

*Sponsorship for SWE involvement in Homecoming will provide funding for Homecoming events including the SWE parade float, For the Glory Talent Show, and Best of Penn State carnival.*

**SWE Accepted Students Program (ASP) [formerly “SWE Stayover”]**

*Sponsorship: \$3,000*

*March 2024*

The Penn State SWE high-school Accepted Students Program is an outreach event held each year at University Park campus. This event partners prospective engineering students with current SWE engineering undergraduates. The high-school students experience a day in the life of a Penn State College of Engineering student and participate in SWE activities including a campus scavenger hunt, networking and engineering classes. The overarching goal is to promote engineering majors and careers to high school seniors with an offer of admission to the College of Engineering at University Park. Specifically, the participants see the benefit of being engaged in our SWE Community.

*Sponsorship funds are used to support the activities and meals associated with this event for approximately 250 participants, parents, and volunteers.*

**STEP-UP (Student Transition Engineering Program at University Park)**

*(Please refer to STEP-UP Sponsorship Packet for further information.)*

*April 2024*

The Society of Hispanic Professional Engineers and SWE co-host this event each year. Engineering students from commonwealth campuses are hosted in a 3-day program at a new campus. The students partake in various events meant to help them become acquainted with the different opportunities available on campus as well as apply their engineering skills on a mini project.

*Sponsorship funds support the activities, meals, and other various expenses for attendees.*

**Penn State IFC / Panhellenic Dance Marathon (THON)**

*Overall Sponsorship: \$5,000*

*Adopt-a-Family Sponsorship: \$1,000*

*General Sponsorship: \$1,000*

*February 16-18, 2024*

*[Please refer to SWE Benefitting THON corporate packet for more opportunities]*

THON, the largest student-run philanthropy in the world, is a year-long effort that raises funds and awareness for the fight against pediatric cancer. THON-related events are held throughout the year leading up to the 46-hour, no sitting, no sleeping dance marathon. These include canvassing weekend trips, fundraisers, and socials with our THON families. All donations are made directly to THON crediting the SWE Benefitting THON. Please contact us for information.

**SWE College of Engineering Semi-Formal**

*Sponsorship: \$1,000*

*Spring 2024*

SWE organizes the semi-formal along with NSBE (National Society of Black Engineers), SHPE (Society of Hispanic Professional Engineers), and AIChE (American Institute of Chemical Engineers). This event is a great way to get to know, and network with other engineering students, especially ones outside SWE.

*Sponsorship contributes to the cost of venue, food, and decorations for the event.*

**SWE Annual Awards Luncheon**

*Overall Sponsorship: \$5,000*

*Sponsor an Active Member: \$500*

*General Sponsorship: \$1,000*

*Spring 2024*

The annual Spring Awards Banquet provides an opportunity for SWE leaders to acknowledge the achievements of the organization over the past year, recognize those who have participated in activities, present scholarships and awards, and introduce incoming officers. Sponsorship contributes toward the cost of awards, scholarships and a formal dinner for 100+ SWE members.

*SWE scholarships are awarded to our members that are most active or those members that have displayed qualities of the Aspire, Advance, Achieve scholarship. Aspire, Advance, and Achieve awards are separated by year (first-year, second-year, and upper-level students) and given to members who are a role model to the rest of the organization.*

**Global Awareness Series**

*Sponsorship: \$300*

*Ongoing (3 per semester)*

Penn State SWE will be launching a new initiative to increase global competencies in our members. As part of this, we will be hosting events with topics such as cultural immersion, study abroad, and engineering as a global industry. As a sponsor, your company will be welcome to present (30 minutes) during one of our events and share how diverse cultures are prevalent in your company community and how global competencies are practiced.

*Sponsorship aids with the cost of the event so our members can engage in diverse cultural experience on our journey to becoming World-class engineers.*

**SWE Merchandise Sponsorship**

*Sponsorship: \$1,500 (Deadline: August 21<sup>st</sup>)*

*One available*

SWE will provide SWE-branded shirts for our Leadership Team to wear when hosting events. Merchandise will be seen at weekly SWE events and other university events.

*Sponsorship provides funding for apparel. The sponsor logo will be placed on the SWE shirt worn by 50+ Leadership Team members throughout the year.*

**SWE Global Service Project**

*(pending)*

Penn State SWE will be planning a global service trip to align with our mission of enhancing global competencies in our members and growing our global impact. We are beginning steps to plan a trip and details will be updated at a future date.

*Sponsorship will provide travel funding and may assist with individual costs for members.*

**Diversity and Inclusion Initiative**

*Sponsorship: \$500*

Penn State SWE prioritizes initiatives to increase diversity and inclusion events with our SWE members and with other organizations that support underrepresented engineering students. Our goal is to advance diversity, equity and inclusion and to educate our SWE community.

### **Internal (College of Engineering) “SWE-ster” Mentoring Program**

*Sponsorship: \$1,000*

*Year-round (One available)*

SWE will be continuing with the internal mentoring program during the 2023-24 academic year. The program consists of “SWEster” groups (1 mentor and 1-2 mentees) which attend monthly “SWEster” events and connect outside of the program. Activities are tracked via a GroupMe chat and a punch card-based system. Examples of “SWEster” monthly events include craft nights, sporting events, dinners, and existing SWE events. The goal is to retain members, increase participation in our events, and build an inclusive community of engineers.

*Sponsorship will specifically cover the company logo on the back of “SWEster” t-shirts for over 75 people, as well as end-of-the-year prizes. The sponsor is also welcome to speak to our SWEster members on a date of their choosing.*

### **K-12 STEM Outreach Kit Activities**

*Sponsorship: \$500*

Penn State SWE hosted the first annual Girl Scout Outreach Day in 2022 - a synchronous virtual outreach event for Girl Scouts across the country. Girls participated in STEM lessons and hands-on activities, and earned a completion badge that was mailed to them following the event. Girls were also able to ask SWE members about college life and engineering studies.

*Funds for this project will be used to provide outreach materials and STEM badges for participants. Sponsors will be recognized on promotional materials and may opt to include promotional material in the material kit.*

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