Purdue Society of Women Engineers
2018-2019
Corporate Support Guide
Dear Corporate Representative,

Purdue SWE could not continue its tradition of excellence without the support from our corporate partners, and we thank you for your continued support. Purdue SWE aims to empower and support women through innovative programs that provide technical and leadership experience in open and encouraging environments. Since 1954, PSWE has been dedicated to motivating young women to attain the highest levels of education and career advancement.

Our SWE section is one of the largest collegiate SWE sections and one of the most active student organizations at Purdue. Purdue SWE has over 600 members and hosts more than 90 events each year. Our events fall into the following four facets: technical, professional, social, and outreach.

Our professional events continuously draw many students and companies. Before Purdue’s annual engineering career fair, Industrial Roundtable, over 80 students attended Day with Industry and over 240 students attended Networking Night.

Technical development is also an area we strive to deliver on through our hands-on events, markedly Grand Prix and Team Tech. Our two Grand Prix teams qualified for the race last year and came in 19th and 21st place out of 50 teams! Team Tech, though it has only been around for a few years, continues to grow and improve as our team competes at the Annual SWE Conference in the fall—this past year, our Pepsi design team won first place against collegiate teams across the nation!

Our outreach events help us to engage students ranging in age from elementary to high school. Last year, our two Senior Sleepover events drew over 150 high school students, parents, and Purdue students in attendance. Girl Scout Day and College Mentors for Kids events regularly allow students to explore engineering through fun activities.

Social and communications events give our members the chance to network with other members and companies. Events like our Bagel Breaks, All Member Meetings, socials, intramurals and multicultural events are a great opportunity for students to take a study break and recharge.

By investing in Purdue SWE, you are investing not only in the current generation of women engineers, but also in future generations. To learn more about Purdue SWE and our programs, please visit purdueswe.org or send us an email (swe@purdue.edu).

We thank you for your time, your consideration, and your continued involvement in our programs.

Thank you,

Gail Fukumoto, President  Kate Robinson, Treasurer
Fiona O’Dowd, Vice President  Kaleigh McGinn & Beth Poppe, Secretary & Secretary-Elect
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Support Options

There are several opportunities for companies to support PSWE monetarily:

1. Become a PSWE Silver, Gold, or Platinum Level sponsor
2. Donate scholarships to fund academic support for PSWE members
3. Sponsor a specific event/program
4. Make a general donation to be used for PSWE activities at PSWE’s discretion
Sponsorship Levels

Companies can become a Gold, Silver, or Platinum Level sponsor by sponsoring a specific event, sponsoring a scholarship, or by making a general donation. Sponsorship level will be determined by summing the sponsorship received in a given school year. Please contact Gail Fukumoto (gfukumot@purdue.edu) with any questions.

Silver Level

General donations will be used to support engineering outreach initiatives and organization vitality initiatives.

Companies sponsoring at this level will receive:
- Their logo displayed on the PSWE website homepage and included in the weekly email sent to all members
- Their corporate website linked on the website homepage
- Recognition at specific events (if applicable)

_Donation:_ $500-$999

Gold Level

General donations will be used to support membership vitality, retention initiatives, and teaming initiatives like callouts or executive board retreats.

Companies sponsoring at this level will receive:
- Priority sponsorship for any specific events chosen by the company after Platinum Level Sponsors
- Their logo displayed on the PSWE homepage and included in the weekly email sent to all members
- Their corporate website linked on the homepage
- Recognition at specific events (if applicable)

_Donation:_ $1,000-$2,999

Platinum Level

General donations will be used to support trips to Annual and Regional SWE conferences, professional development initiatives, and member development initiatives.

Companies sponsoring at this level will receive:
- Priority sponsorship for any specific events chosen by the company
- Their logo displayed on the PSWE homepage and included in the weekly email sent to all members
- Their corporate website linked on the homepage
- Recognition at specific events (if applicable)

_Donation:_ $3,000 or more
Event Sponsorship

Professional

Day with Industry
Date: Sunday, September 9th, 2018
Description: Day with Industry consists of professional development sessions led by company representatives, a catered lunch, and informal networking. It is a great opportunity for students to gain valuable networking skills and learn more about the companies in attendance before the Industrial Roundtable. Companies have the chance to interact with both PSWE members and other engineering students throughout the day.

Cost: $300
$250 if attending both Day with Industry and Networking Night
Contact: Megan Lim (lim199@purdue.edu)

Networking Night
Date: Monday, September 10th, 2018
Description: Networking Night is a great opportunity for your company to meet potential interns and new hires in an informal setting before the Industrial Roundtable. In addition to participating in a networking reception, companies also help host mock interviews with PSWE and other engineering diversity organizations to help prepare our members for the professional world.

Cost: $300
$250 if attending both Day with Industry and Networking Night
Contact: Megan Lim (lim199@purdue.edu)

Evening with Engineers
Date: January or February 2018
Description: Evening with Engineers, which is organized by five Purdue Diversity Engineering Organizations, includes a scholarship reception and networking opportunities. In the first half of the event, companies will have the opportunity to network with scholarship recipients and executive board members of each Diversity Engineering Organization. In the second half of the event, the floor will open to networking with general organization members and offer interactive opportunities such as resume reviews. This is a great chance to meet students before EXPO 2019.

Cost: $500/table ($400/table during early registration)
Contact: Natasha Yarlagadda (nyarlaqa@purdue.edu)
**Professional Development Series**

*Date:* Ongoing  
*Description:* These events give our members the chance to learn about how companies function and practice networking. Possible events could include tailgating, bowling, professional development talks, etiquette dinners, or any other ideas your company might have. These events are a fantastic way to achieve strong company interaction and to introduce PSWE members to available opportunities at your company.

*Cost:* Dependent on event.  
*Contact:* Gail Fukumoto (gfukumot@purdue.edu)

**Technical**

**Team Tech**

*Date:* August 2018 - October 2019  
*Description:* Team Tech is a national SWE program where collegiate chapters work with a sponsor on a technical project specific to the company. At the SWE Annual Conference each year, these multidisciplinary teams of 4 to 12 report their individual projects. We are looking for a company to sponsor with our team for the upcoming year in collaboration with a project pertaining to your company’s needs. To kick off the project, your company would provide a list of possible projects to select from, a project advisor, and funding.

*Cost:* Dependent on project.  
*Contact:* Kaitlyn Hauber (hauberk@purdue.edu)

**Grand Prix**

*Date:* August 2018 - April 2019  
*Description:* Purdue’s Grand Prix is an annual go-kart race. Since 1958, it’s allowed students across campus to use and learn more hands-on technical skills in a vigorous, team-based setting. PSWE was the first team to have a female driver in Grand Prix, and is one of the few women teams to compete. Every year, our members are given the great opportunity to build practical, competitive, and leadership skills. We thank Corning for continually sponsoring and supporting our primary kart for over 40 years. Last year, PSWE was loaned a kart by another organization, allowing for twice the technical exposure for our members. As a result, our organization is open to sponsorship for and involvement with a second kart!

*Cost:* $10,000/cart, $500 (Partial sponsorship available)  
*Contact:* Kaitlyn Hauber (hauberk@purdue.edu)
Technical Development Series

*Date:* Ongoing

*Description:* These events give our members the chance to strengthen technical skills and connect with companies. Possible events include tech talks, demonstrations, or anything that your company would be interested in. Through these technical events, our members learn more about types of engineering that might interest them and your company.

*Cost:* Dependent on event.

*Contact:* Kaitlyn Hauber (hauberk@purdue.edu)

Outreach

Senior Sleepover

*Date:* Fall and Spring

*Description:* Senior Sleepover is an opportunity for seniors who have applied or been accepted to Purdue to explore the university and shadow female engineering students. Participants spend a Friday attending classes with hostesses. In the evening, the participants meet current Purdue students, learn about engineering student organizations, participate in a hands-on engineering activity, and socialize with other seniors and PSWE members. The event concludes with a brunch and keynote speaker the following morning for seniors, PSWE members, and parents. Companies wishing to sponsor Senior Sleepover will receive recognition on any literature distributed, can participate in the engineering activity, and can select a representative to deliver the keynote address.

*Cost:* $600

*Contact:* Abigail Mitchell (mitch171@purdue.edu)

Girl Scout Day

*Date:* Fall and Spring

*Description:* Each semester, we invite local Girl Scout Troops and their parents to campus to have a fun and educational day at Purdue. The troops rotate through different activities, which represent different engineering disciplines. Past activities have included: circuit jellyfish, obstacle course programming, and robotic arms. The Girl Scouts leave with a renewed interest in engineering. Companies wishing to sponsor Girl Scout Day events will receive recognition on any literature distributed and can participate in the engineering activities if they wish.

*Cost:* $500

*Contact:* Monica Mah (mahm@purdue.edu)
College Mentors for Kids

*Date:* Fall and Spring

*Description:* Throughout the year, PSWE partners with an on-campus mentoring program to engage elementary-aged students and their college student mentor. The activities expose students to multidisciplinary engineering problems focused on real-world challenges and encourage their creativity while giving them valuable teamwork experience. Companies wishing to sponsor College Mentors for Kids events can have their logo displayed on presentations and can choose the engineering activity topic.

*Cost:* $500  
*Contact:* Abigail Mitchell (mitch171@purdue.edu)

Social

All Member Meetings

*Date:* Ongoing (Once a month)

*Description:* Each month, PSWE hosts an All Member Meeting (AMM) to give members a chance to connect with other SWE members. During these meetings, members discuss current business, strengthen bonds through activities, and learn about upcoming events. Sponsoring companies will be given 20-25 minutes during the meeting to present on an informative topic. Company literature can be distributed during the meetings as well. Program costs include dinner and meeting supplies.

*Cost:* $400  
*Contact:* Stephanie Godoshian (sgodoshi@purdue.edu)

Bagel Breaks

*Date:* Ongoing (Weekly on Fridays)

*Description:* PSWE hosts Bagel Breaks every Friday morning. Sponsored bagel breaks are held in different locations across the engineering campus and are open to both SWE members and engineering students. Sponsoring companies are welcome to attend and to speak with students about opportunities within their company.

*Cost:* $100  
*Contact:* Kaleigh McGinn (mcginnk@purdue.edu)

PSWE Cookout

*Date:* Fall and Spring

*Description:* A cookout is held each semester on the Purdue Engineering mall and is open to all students. This lunchtime event is a great opportunity to mingle with engineering students and to talk about SWE and the events we hold each year. Last year, over 200 students attended. The sponsoring company is encouraged to participate.

*Cost:* $500  
*Contact:* Fiona O’Dowd (fodowd@purdue.edu)
Multicultural and Social Events

Date: Ongoing

Description: Purdue SWE strives to create an inclusive environment where our students can connect and support each other. Through these events, PSWE members can strengthen bonds and can also learn about different cultures. Past events have included salsa dance lessons, Chinese New Year celebrations, ice-skating, corn mazes, and game nights. Company literature can be handed out during these events. Sponsoring companies are welcome to help plan and attend these events to engage with our members.

Cost: Dependent on event.
Contact: Stephanie Godoshian (sgodoshi@purdue.edu)

Conference Support

Annual Conference

Date: October 18-20, 2018

Description: This year, we will be sending 20 members to WE18 in Minneapolis, MN. At the conference, there are many professional and personal development seminars, opportunities to volunteer, and time to attend the career fair. Additionally, Team Tech will be presenting and competing in Boeing's annual competition. Through this conference, our members will be able to learn more about national SWE, grow as leaders, and learn about new ideas and events to bring back to Purdue SWE. Sponsoring companies will be recognized for their contributions in all publications regarding the conference.

Cost: $10,000 (Partial sponsorship available)
Contact: Kaleigh McGinn (mcginnk@purdue.edu) & Beth Poppe (epoppe@purdue.edu)

WE Local Conference

Date: March 1-2, 2019

Description: The WE Local Conference is a global program held by SWE Nationals every spring. Each year, PSWE sends several members to the regional conference, where they’re able to meet students from other SWE sections, grow closer to PSWE members, attend professional development sessions, and network with companies. This year's WE Local conference will be held in St. Louis, MO and our goal is to send at least 20 students for the experience. Sponsoring companies will be recognized for their contributions in all publications regarding the conference.

Cost: $5000 (Partial sponsorship available)
Contact: Kate Robinson (robin295@purdue.edu)