

Santa Clara University SHPE Sponsorship Proposal 2019-2020



Society of Hispanic Professional Engineers
Santa Clara University
Student Chapter

SHPE – SCU
500 El Camino Real
Santa Clara, CA 95053

Email: corprel.shpescu@gmail.com
Website: shpe.engr.scu.edu

Dear Corporate Representative:

On behalf of the members here at Santa Clara University's Society of Hispanic Professional Engineers student chapter, we would like to extend our gratitude for your willingness to explore our organization and partner with us on various sponsorship opportunities.

Enclosed is the sponsorship proposal for the Society of Hispanic Professional Engineers at Santa Clara University. We are an active student chapter of approximately 50 students building our presence here in the Silicon Valley, and we hope to be 80 strong by the 2020-21 academic year. Most of our members are engineering majors, but we welcome all interested in STEM. We are brought together by our heritage and collective desire to promote the equality of the Hispanic community by fulfilling their potential in science and technology.

SHPE-SCU offers events to increase educational opportunities, promote professional and personal growth, and continue our social responsibility to be involved in education, business, and promotion of STEM. Our chapter provides funding for members to attend annual SHPE conferences to develop their skills and access professional opportunities. We intend to increase our outreach initiatives by partnering with a local high school to fill the gap in the Hispanic education pipeline. We also support students at Santa Clara in their pursuit of higher education in STEM through academic and social events that encourage them to remain in STEM. And finally, we promote professional development through collaboration with companies such as yours.

So, we would like to offer you the chance to help make these events possible. The following page contains the details about the different sponsorship tiers we offer. Sponsoring at these tiers allows your company to host the events described in each tier and also provides your company with the differing forms of brand recognition that we can offer. The money from these sponsorships would not only go towards the costs of hosting the sponsored events but also towards all SHPE-SCU events like those listed above.

If interested, please fill out the Corporate Response Form (found on the last page of this packet) and indicate which tier and event(s) with which you would like to be involved and the amount of sponsorship you would like to provide. The form may be mailed with an enclosed check to SHPE-SCU at the mailing address provided on the cover page or emailed to corprel.shpescu@gmail.com for further instructions.

If you have any questions or concerns, please do not hesitate to contact the chapter. We look forward to hearing from you soon!

Sincerely,

Juliana Trujillo
jtrujillo@scu.edu
Co-President

AJ Anderhub
aanderhub@scu.edu
Co-President

Carlos Garcia
cdgarcia@scu.edu
Corporate Relations

Daniel Mendoza
d1mendoza@scu.edu
Treasurer

SPONSORSHIP TIER					
	DIAMOND \$2,000+	PLATINUM \$1,000+	GOLD \$500+	SILVER \$250+	BRONZE \$100+
# of SHPE Banquet Seats	8	4	2	1	-

EVENTS

# of Events from List Below	5	3	2	1	1
Information Session	●	●	●	●	●
Career Workshops	●	●	●	●	●
Company Tour	●	●	●	●	●
Company Technology Workshop	●	●	●	●	
Company Choice	●	●	●	●	

BRAND RECOGNITION

Exclusive T-Shirt	●				
Logo on Tabling Material	●	●			
Logo on Yearly T-Shirt	●	●	●		
Branded Community Outreach	●	●	●		
Social Media Promotion	●	●	●		
Weekly Email Blasts	●	●	●	●	
Quarterly Newsletter	●	●	●	●	●
Logo Placement on Website	●	●	●	●	●

Banquet

At the end of the academic school year we want to celebrate everyone that has given support to SHPE throughout the year. SHPE would not have been able to become what it is now without outside help. We want to show our appreciation by inviting our supporters to our yearly banquet. There will be fine food, entertainment, and a whole lot of fun. Each sponsorship tier comes with a different amount of seats or they can be bought on their own.

Events

One of the goals of our organization is to provide our members with the resources necessary to excel in their professional endeavours. We believe that incorporating corporate networking in various professional activities educates our members on career development. Below is a description of each event that your company could sponsor.

I) Information Session

Estimated Member Attendance: 20-25

This event provides sponsors the opportunity to hold an informational session about their company at one of our general body meetings. We would also be able to invite other school organizations like the Society of Women Engineers (SWE) or National Society of Black Engineers (NSBE) to increase the company's exposure. Sponsors are encouraged to come up with whatever presentations they deem applicable to college students.

II) Career Workshops

Estimated Member Attendance: 20-25

We aim to provide as many workshops that further our member's success when it comes to their future careers. These include:

- Resume Workshop
- Mock Interview Workshop
- Elevator Pitch Workshop
- LinkedIn Workshop
- Coding Interview Workshop
- And More!

III) Company Tours

Estimated Member Attendance: 10-15

Company tours provide our members with the unique opportunity to explore the inner workings of a company and interact with their employees. We ask that tours be scheduled for afternoons and be located no more than an hour away in order to promote a larger attendance.

IV) Company Technology Workshop

Estimated Member Attendance: 20-25

This event allows sponsors to provide a workshop on any specific technology they might be interested in. This provides members with opportunities to be exposed to company specific technology that could serve to generate interest in a particular area in their field. This can also help the company by providing a platform to test/share new technology with the future generation of engineers.

V) Career Workshops

Estimated Member Attendance: 20-25

Companies are not bound to hosting the events listed above. We are open to any suggestions for possible collaborations between our chapter and sponsors.

Brand Recognition

I. Exclusive T-Shirt

- A T-shirt designed specifically as a collaboration between your company and SHPE-SCU

II. Logo on Tabling Material

- Promotional tabling materials will include logos and mentions of your company

III. Logo on Yearly T-Shirt

- Our yearly SHPE-SCU member T-shirt will feature your company's logo

IV. Branded Community Outreach

- Outreach events will be promoted as sponsored by your company

V. Social Media Promotion

- A media post to specifically thank your company for supporting SHPE-SCU

VI. Weekly Email Blast

- Our weekly member emails will include a thank you section for your company

VII. Quarterly Newsletter

- Company sponsored events will be included in our newsletter sent out to all current and previous members

VIII. Logo Placement on Website

- Inclusion of company logo on our personal website

Dear Reader,

On behalf of the members here at Santa Clara University's Society of Hispanic Professional Engineers student chapter, we would like to extend our gratitude for your willingness to explore our organization and partner with us on various sponsorship opportunities. We look forward to hearing from you.

Best,

The SHPE Board of 2019-2020



Corporate Response Form

Company Name: _____

Title: _____ Contact Person: _____

Mailing Address: _____

E-mail: _____

Phone: () _____

Please indicate one of the following:

☐ **Diamond Tier (\$2,000+)**

☐ **Gold Tier (\$500+)**

☐ **Bronze Tier(\$100+)**

☐ **Platinum Tier (\$1,000+)**

☐ **Silver Tier (\$250+)**

☐ **Donation (<\$100)**

Amount: \$ _____

We would like our donation to go towards supporting the following (check all that apply):

☐ Information Session

☐ Company Technology Workshop

☐ Career Workshop

☐ Company Choice (Specify)

☐ Company Tour

Please specify: _____

OR

☐ We would like to donate our services in another manner.

Please specify: _____

Signature: _____ Date: _____

Santa Clara University Chapter

Email form to: corprel.shpescu@gmail.com or send to:

SHPE-SCU

500 El Camino Real

Santa Clara, CA 95053