



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE

March 2-4, 2012, Marriott North Cincinnati

SPONSORSHIP GUIDE

CHANGE BRINGS OPPORTUNITY

The University of Cincinnati Society of Women Engineers would like to invite you to participate in or sponsor the Region G Conference in West Chester, Ohio. **This event will be held March 2-4, 2012.** This conference brings together SWE members from Ohio, West Virginia, Kentucky, and the western half of Pennsylvania to form new relationships through networking, professionally develop through workshops and presentations, and pursue career advice and opportunities.

The Society of Women Engineers (SWE) is an international organization comprised of both collegiate and professional sections along with Members at Large . The primary purpose of the Society of Women Engineers is to promote and support women in the engineering field. The collegiate SWE section at the University of Cincinnati is one of the most active organizations in the UC College of Engineering and Applied Science. Throughout the year, SWE members participate in a variety of activities and events, including National Engineering Week, Region and Society Conferences, Engineering Outreach, and numerous philanthropy projects.

Hosting the conference is a very costly endeavor and would not be possible without financial support from our corporate sponsors. Sponsors receive significant benefit, including opportunities to host specific events, present at the conference, and gain visibility through the career fair, our website, on printed materials, and with recognition at the event. The last Region Conference in Cincinnati in 2006 drew more than 250 women engineers from across the region.

Please see the attached materials for sponsorship levels and opportunities. If interested, please complete the Sponsorship Form and e-mail or mail it back to our Sponsorship Chair. If you have any questions, please do not hesitate to call or e-mail our Sponsorship Chair.

On behalf of the University of Cincinnati Society of Women Engineers, I thank you for your consideration in supporting the Regional Conference in Cincinnati in March 2012.

Nicole Woelfel, Sponsorship Chair

Society of Women Engineers

University of Cincinnati

513-646-9984

woelfenm@mail.uc.edu



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE

March 2-4, 2012, Marriott North Cincinnati

SPONSORSHIP GUIDE

Sponsorship Levels

Sponsorship levels are based off of a monetary or equivalent merchandise donation (see page five for donation suggestions)

Platinum Sponsor: \$7500+ Contribution

- All items at the Gold Level
- Company name and logo included in all printed materials as "Platinum Sponsor"
- Upgrade to a full page company information/advertisement in conference program book in a prime location
- One table provided at Career Fair upgraded to a prime location
- One additional (two total) Networking Lunch tables
- Four additional (eight total) conference registrations for Saturday programming
- One Awards Dinner Table

Gold Sponsor: \$4,000-\$7,499 Contribution

- All Items at the Silver Level
- Company name and logo included in all printed materials as "Gold Sponsor"
- Upgrade to half page company information/advertisement in conference program book
- Opportunity to be the Named Sponsor of one conference event
- Two additional (four total) conference registrations for Saturday programming

Silver Sponsor: \$1,000-\$3,999 Contribution

- All Items at the Bronze Level
- Company name and logo included in all printed materials as "Silver Sponsor"
- Quarter page company information/advertisement in conference program book
- Opportunity to present a conference workshop or seminar
- One Networking Lunch table
- One additional (two total) conference registrations for Saturday programming

Bronze Sponsor: \$250 to \$999 Contribution

- Company name and logo included in all printed materials as "Bronze Sponsor"
- Recognition on the conference website
- One Career Fair table
- One conference registration for Saturday programming



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE

March 2-4, 2012, Marriott North Cincinnati
SPONSORSHIP GUIDE

Sponsored Events

Applicable to Platinum & Gold Sponsors

The following sponsored events are available to Platinum and Gold Sponsors on a first-come, first-served basis:

REGISTRATION:

Sponsor will receive recognition as registration sponsor with company name and logo printed on registration and welcoming materials. Expected attendance is around 200.

CONFERENCE BAGS:

Sponsor will be uniquely recognized with their name and logo on the conference bag given to each attendee. Sponsor will be recognized at the opening breakfast for this sponsorship. Expected attendance is around 200.

FRIDAY NIGHT SOCIAL EVENT:

Sponsor will be recognized as sponsor of social activity, appetizers, and soft drinks. Sponsor will receive recognition at event with company name and logo printed on event materials and signage. Expected attendance is around 100.

SATURDAY BREAKFAST, OPENING SPEAKER:

An arranged speaker will open the conference, followed by a keynote speaker from the sponsoring company. The topic can be chosen by your speaker, but usually includes a welcoming note and an introduction to the conference theme. The expected attendance is 200.

SATURDAY BANQUET & KEYNOTE SPEAKER:

Sponsor will be recognized as banquet sponsor with the company name and logo printed on event materials and signage. Saturday concludes with a formal banquet featuring an opening speaker from the sponsoring company. The topic can be chosen by your speaker but generally provides a short inspirational message and reiteration of the conference theme. Expected attendance is 200.

SUNDAY MORNING FAREWELL BRUNCH:

Sponsor will be recognized as brunch sponsor with the company name and logo printed on event materials and signage. The end of the conference is marked by a speaker from the sponsoring company. The topic can be chosen by your speaker but generally the message is a short wrap-up of the conference. Expected attendance is 100.



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE March 2-4, 2012, Marriott North Cincinnati SPONSORSHIP GUIDE

Recruitment Events

The following information provides details of the recruitment events at the Region G Conference.

NETWORKING LUNCH: Saturday, March 3

A networking lunch will be held on Saturday from 12pm-1pm featuring a catered lunch and networking session. Purchasing tables for this event allows your company to meet with collegiates and candidates for employment before the career fair.

The purchase of each 8-person Networking Lunch Table includes:

- An 8-person table for the session
- Two reserved corporate seats
- Recognition as Networking Lunch Sponsor in conference program and website

Networking tables will be assigned on a first-come first-serve basis.

CAREER FAIR: Saturday, March 3

The conference's Career Fair will be held on Saturday from 1-4pm.

Participating in this event will give your company access to many highly qualified and interested candidates for employment across the Midwest.

The purchase of each Career Fair Table includes:

- One booth
- Two company representatives per table
- Recognition as Career Fair participant in conference program and website

Career Fair tables will be allocated on a first-come first-serve basis. If you need to ship materials for the career fair in advance, contact the sponsorship chair for information.



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE
March 2-4, 2012, Marriott North Cincinnati
SPONSORSHIP GUIDE

Other Involvement Opportunities

The following are additional involvement opportunities for any company.

WORKSHOPS

Corporate sponsors are invited to host workshops to be held on Saturday, February 19th. The workshop audience can be for collegiates, professionals, or both. The recommended workshop format would be a discussion, panel, or presentation for up to 50 people. A list of suggested workshop topics is listed below. Priority for speakers will be by sponsorship level on a first-come, first-serve basis.

Topics include, but are not limited to:

- Leadership
- Personal Finance
- Stress Management
- Work/Life Balance
- Technical topics
- Success in the workplace

CONFERENCE DOOR PRIZES & GIVEAWAYS

Companies are welcome to donate 250 smaller giveaway items to be distributed in the conference bags, or provide a few larger items that can be used as door prizes during different conference events. These items featuring your company's logo are a great way to have your company's name distributed to conference attendees.

Conference Giveaway Suggestions:

- Tablet/Note-sized paper
- Miscellaneous office supplies
- Pens/Pencils/Highlighters
- Water bottles
- Magnets
- Mints/Candy

Door Prize Suggestions:

- iPod or other small electronic devices
- Gift cards for books or local venues
- College life items



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE
March 2-4, 2012, Marriott North Cincinnati
SPONSORSHIP GUIDE

SWE Region G : Ohio Valley

The Society of Women Engineers (SWE) is a not-for-profit educational and service organization that empowers women to succeed and advance in the field of engineering, and to be recognized for their life-changing contributions as engineers and leaders. Founded in 1950, SWE is the driving force that establishes engineering as a highly desirable career for women through an exciting array of training and development programs, networking opportunities, scholarships, outreach and advocacy activities, and much more.

SWE is divided across ten regions throughout the United States and has a region of international members. Region G is the Ohio Valley region and is composed of the states of Ohio, Kentucky, West Virginia, and part of Pennsylvania. It is one of the smaller regions of SWE but continues to increase collegiate and professional membership. The Region is composed of six professional sections, Members at large, and 30 collegiate sections located at the universities listed below:



Carnegie-Mellon University
 Case Western Reserve University
 University of Cincinnati
 Cleveland State University
 University of Dayton
 University of Kentucky
 University of Louisville
 The Ohio State University
 Ohio University
 Pennsylvania State University
 University of Pittsburgh
 University of Pittsburgh at Johnstown
 University of Toledo
 West Virginia Institute of Technology
 Murray State University

Youngstown State University
 DeVry Institute of Technology, Columbus
 Ohio Northern University
 Wright State University
 Grove City College
 Cedarville University
 West Virginia University
 Gannon University
 University of Akron
 Miami University of Ohio
 Stark State University
 Pennsylvania State University, Erie
 University of Kentucky, Paducah
 Robert Morris University
 Marietta College

Each year, each region holds an annual conference to address updates and regional business, further personal and professional development and collaborate with other sections.



SOCIETY OF WOMEN ENGINEERS 2012 REGION G CONFERENCE
March 2-4, 2012, Marriott North Cincinnati
SPONSORSHIP GUIDE

Sponsorship Form

Name of Business/Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Contact Name: _____

Phone: _____ Email: _____

Business/Organization Web Address: _____

Sponsor Level: Bronze Silver Gold Platinum

Donation: Monetary Merchandise/Items (door prizes, giveaways, etc.)

If Monetary, Sponsorship Amount: _____

If Merchandise, Approximate Monetary Equivalent: _____

Merchandise you plan to donate _____

Event you would like to sponsor (If applicable): _____

(see page 3 for a list of items)

Are you planning to have a career fair booth? Yes No

Are you interested in hosting/presenting a session? Yes No

If yes, what topic would you desire: _____

Thank you for your donation, we will be in contact for more conference details closer to the event.

Please return this form via mail or email to the Sponsorship Chair.

Nicole Woelfel, UC SWE, University of Cincinnati, Box 210018, 650 Baldwin Hall, Cincinnati, OH 45221
 woelfenm@mail.uc.edu, 513-646-9984, Re: Society of Women Engineers Sponsorship

NOTE: SWE-G005 section is recognized as a Subordinate Organization under the SWE Group Tax Exemption #9225.
 The Section Employer Identification Number (EIN) listed with SWE for the G005 is 31-1438152.