



August 2011

The Society of Women Engineers recently celebrated its 60<sup>th</sup> anniversary as a non-profit organization providing value to its professional members, collegiate opportunities, and outreach to youth to consider engineering. Locally there has been a section in Minnesota for 30 years now with over 200 members. Each year the section organizes monthly professional development meetings for the membership. There is an Executive Board that allows elected members to take on roles and responsibility in leadership. Many of the Minnesota members continue to serve the Region and at a National Level. Minnesota is an extremely active section, setting an example of best practices, and is acknowledged through awards for its creativity and dedication at the National Conference every year.

This year the section will be holding its 19th annual Professional Development Conference. It is an all day Saturday event for practicing engineers and college students to gain knowledge and continuing education credit. The other most valuable part of membership in SWE is the outstanding outreach programming that expands its presence every year. SWE Minnesota is reaching out to thousands of students planning at least two day long events that explore various engineering disciplines. Members visit elementary, middle, and high schools during the year with a presentation and experiments. During National Engineers Week in February the section focuses on educating the public from teachers, counselors, and parents, in addition to the youth, in the possibility of pursuing a career in STEM (Science, Technology, Engineering, and Mathematics).

As a not for profit organization with continuing expanding requests for our presence as engineering examples and associated popular experimental activities, in addition to providing valuable and relevant programming for our membership, we took the initiative to put together a document to share regarding our organization and goals. These objectives require funding and so we are always looking for sponsors for each event or for general donors for programming. The level of involvement can be in monetary, facility space, food, or volunteers. I appreciate your time in reviewing this packet and your consideration in sponsoring The Society of Women Engineers Minnesota section.

Please contact me or the Fund Development Chairs Kalyani and Amy at [fd@swe-mn.org](mailto:fd@swe-mn.org) with any further questions on how to get involved or your expressed interest.

Sincerely,  
Lesley Wyckoff  
SWE-MN President  
[president@swe-mn.org](mailto:president@swe-mn.org)

## *Sponsorship Opportunities*

### *A. Professional Development*

#### **1. Speaker event**

Companies can sponsor a speaker event by providing the speaker, event location, and/or dinner for attendees. These events range from 15 to 30 people. The estimated cost of food is **\$100-150 per event**. The typical fee to attend a speaker event is \$11 for members, \$14 for non-members, FREE for college students. Past speaker events have included topics about lean engineering, prototyping, and global markets.

#### **2. Facilities Tour**

Companies can donate a free tour of their facility, taking SWE members through their engineering and/or manufacturing process. Past tours have included the Caribou Coffee manufacturing floor, a flour mill, and a prototyping shop.

#### **3. Fall Open House**

The Fall Open House is a free event for members and others interested in learning about SWE-MN. The event consists of dinner and a presentation about SWE-MN, as well as time for to network and learn about the various SWE-MN communities. Typical attendance is around 50 people. Companies can sponsor the event by providing a location, and providing food and service. Estimated cost is **\$1000-\$1200**.

#### **4. National Conference Recap**

The Recap Event is held at a local company and dinner is provided. A company can host the event and/or sponsor the food. The typical cost to attend the recap is \$11 for members, \$14 for non-members, FREE for college students. This event ranges from 15 to 30 people. The estimated cost of food is **\$100-\$150**.

#### **5. Spring Seminar**

The annual Spring Seminar is full-day Professional Development event, typically held on a Saturday. Companies can sponsor both the event location and food. In addition, there is opportunity to sponsor supplies, speaker fees, registration gifts, door prizes, and speaker/volunteer “Thank You” gifts. Registration fees are \$50 for members, \$60 for non-members, FREE for college students. Past Spring Seminars averages around 100 attendees. Sponsorship costs **\$5000**. Sponsorship of food only is **\$1000**.



## 6. Picnic with other Engineering Societies

The Picnic with other Engineering Societies is held at a park and dinner is provided. This event offers SWE-MN members the opportunity to participate in games with members of other engineering societies. The typical cost to attend the picnic is \$11 for members, \$14 for non-members, FREE for college students. Attendance ranges from 30 to 40 people. Sponsorship costs **\$300-350**.

### *B. Outreach*

#### 1. Sponsor a girl to attend and Outreach event

Companies can sponsor girls at the SWE-MN Outreach events. At the events, students will do 4 hands-on science/math experiments that will expose them to engineering principles and engineers. The average cost is **\$25 per girl**.

Sponsorship of \$25.00 per student will include (estimated costs):

- T-shirt, \$8.00
- 3-4 hands on experiments, \$4.50
- Lunch, \$4.00
- Facility Fee/ Transportation, \$6.50
- Printing Supplies, \$ 0.50
- SWE brochures, \$0.50
- Advertisement (mailing postage), \$1.00

#### 2. TechFest

The Works (hands-on science museum in Edina) host an event every February that up to 2,000 kids come and do hands-on activities. SWE hosts a room for students to do an experiment. Company can sponsor the experiment supplies for this event. Typical costs are **\$500** for experiment supplies.

### *C. Fund Development Opportunities*

#### 1. Winter Fundraiser

Every winter, SWE-MN hosts a Silent Auction to raise money for member programs. Companies are encouraged to donate items for the auction.

#### ***D. Scholarship Opportunities***

##### **1. Certificate of Merit Program**

SWE-MN contacts all Minnesota high schools to make them aware of the National SWE freshman scholarships and to offer certificates of recognition to high school junior and senior women who demonstrate strong skills in math, science and technology. Companies can sponsor the recognition certificates for **\$200** and postage for **\$200**.

##### **2. Scholarship Endowment**

Companies can make donation to SWE-MN's Scholarship Endowment, a fund managed by the National SWE Board of Trustees. Every year, interest earned on the account is used for the SWE-MN Section Scholarship for college students. Past scholarships have ranged from **\$1000-\$1500**.

### ***Donor Recognition***

The sponsorship levels are as follows:

Platinum	\$10,000 and up
Gold	\$5000 - \$9999
Silver	\$2,000 - \$4,999
Bronze	\$500 - \$1,999

Below is the list of services that come with each donation level. Upon receipt of donation, a company will automatically be put into the appropriate level. A company will stay in this level until the end of the next fiscal year, June 30th. To further explain this, here are two examples:

- A. Company X gave \$5,000 in November 2008, so that means Company X is a Gold member immediately and at the beginning of FY10. Then in January 2010, the company donates \$10,000. In January 2010, the company becomes a Platinum member because its total donations for FY11 are \$10,000. The company will stay a Platinum member until the end of FY12, June 30<sup>th</sup>, 2011. Then let's say that this company X only gives \$2,000 in FY12 (in July 2011), then on July 1, 2012 (the beginning of FY13), the company will drop down to Silver member status.
- B. Company Y did not donate in FY09 so at the beginning of FY10, the company is not any type of a member. In February 2010, the company donates \$1000, automatically making them a Bronze member. Then in April 2010, the company donates \$2,000 more, meaning they donated \$3,000 in total for FY10. In April 2010, the company automatically becomes a Silver member and will stay a Silver member until the end of FY11 (June 30, 2011). If the company does not donate any money during FY11, on July 1, 2011, company Y is no longer any type of member until they donate more than \$500.

### **Platinum**

- During events that the company entirely sponsors, SWE will only advertise that company (no other sponsors). The company's name will be labeled onto as many things as possible (signs, t-shirts, pencils, etc.)
- A topic of a professional development (PD) event can be driven by the company (SWE-MN will organize the event, while the company provides a place and topic)
- Recognition at SWE-MN website – Company logo will be presented. The logo will be linked to a website the company chooses.
- Recognition in every SWE-MN newsletter – Company logo will be presented in every newsletter. The logo will be linked to a website the company chooses.
- Verbally thanked at every SWE event
- Logo will be showcased in every PD surveys and slideshows (used in PD and Outreach events)
- The company will be presented a certificate at end of the year Awards banquet.

**Gold**

- A topic of a professional development (PD) event can be driven by the company (SWE-MN will organize the event, while the company provides a place and topic)
- Recognition at SWE-MN website – Company logo will be presented. The logo will be linked to a website the company chooses.
- Recognition in every SWE-MN newsletter – Company logo will be presented in every newsletter. The logo will be linked to a website the company chooses.
- Verbally thanked at every SWE event
- Logo will be showcased in every PD surveys and slideshows (used in PD and Outreach events)
- Recognized at end of the year Awards banquet

**Silver**

- Recognition in website – Company name will be written out
- Recognition in every newsletter – Company name will be written out
- Showcased at the end of each SWE-MN slideshow (used in PD and Outreach events)
- Recognized at end of the year Awards banquet

**Bronze**

- Recognition on website – Company name will be written out
- Recognition in newsletter once a year – Company name will be written out
- Showcased at the end of each SWE-MN slideshow (used in PD and Outreach events)
- Recognized at end of the year Awards banquet

The Society of Women Engineers (SWE), founded in 1950, is a not-for-profit educational and service organization. SWE is the driving force that establishes engineering as a highly desirable career aspiration for women. SWE empowers women to succeed and advance in those aspirations and be recognized for their life-changing contributions and achievements as engineers and leaders. Visit [www.swe.org](http://www.swe.org) for more information.

You can find more information about the SWE-MN section on our website  
<http://www.swe-mn.org>.

*IRS 501(c)(3) not-for-profit organization, Federal Tax ID # 41-1648805*