Association of Women in Computing
The Pennsylvania State University

Sponsorship Opportunities
2015 – 2016
Dear Prospective Sponsor:

Thank you for expressing interest in the Association of Women in Computing (AWC). By obtaining this packet, you have already completed the first step towards supporting the advancement of women in technology. We appreciate your organization’s time and consideration.

The AWC is dedicated to attracting, advancing, and retaining women in the fields of Computer Science, Computer Engineering, and Electrical Engineering. These are some of the few STEM fields in which the percentage of female enrollment has decreased. Furthermore, the National Center for Education Statistics reported a 59% attrition rate in the computer and information sciences last year.

Our goal is to support women in technology by providing networking opportunities, by offering academic assistance, and by creating a positive environment in which young women feel comfortable to converse and ask questions freely. We host a variety of technical, academic, and social events to accomplish this mission, and the number of attendees is rapidly increasing. As we continue to recruit more women, we look to you, our potential sponsors, for your help in sustaining and expanding our club.

The AWC provides a variety of ways for you to get involved and show your support. Many of these sponsorships provide opportunities for recruiting events and access to our résumé book. This year, we have three classifications of sponsorship: general sponsor, event sponsor, and project sponsor. Detailed information about each of our sponsorship opportunities follows on the next page.

If you would like more information about the Association of Women in Computing and how you can get involved, please don’t hesitate to ask. Thank you again!

Sincerely,

[Signature]

Reem Ali
Vice President and Corporate Relations Officer
Association of Women in Computing
General Sponsorship

General Sponsor

Sponsorship: $500 per academic semester or $1000 for one full year
Benefits: Résumé book; Host 1-2 events per semester; Logo on website and apparel

By becoming a general sponsor, you will be given the option to host up to two events per semester. These events are a prime opportunity to meet our members and to discuss opportunities at your organization. You also have the opportunity to host a combined event for which we invite club members from related technical organizations such as the Association of Computing Machinery (ACM), IEEE, and Women in IST. General sponsors will have their organization’s logo placed on our website and all AWC apparel. You will be sent our résumé book during the Fall and Spring recruiting seasons.

Event Sponsorship

Community Outreach

Sponsorship: $1000 - $2000
Benefits: Résumé book, Host 1-2 events per semester; Logo on website and apparel

AWC is seeking to develop a demonstration kit for use in schools and museums to inspire children to consider careers in technology. This experience is intended to allow our members to spread their passion for technology, to add new potential career possibilities for children, to expand the STEM pipeline, and to mentor and inspire young future computer scientists and engineers. Funding will support demonstration kit materials.

General Meetings

Sponsorship: $100
Benefits: Meet and interact with members; Short presentations

Each AWC general meeting serves as an opportunity to get to know our members better. We use these meetings to gain feedback from our members and to discuss ideas for future activities. We also inform our members about relevant technical news, upcoming events, and any updates from our general sponsors. Sponsors are encouraged to send representatives to these meetings and to provide a 5-10 minute presentation. Sponsorship provides funding for meals served to all members in attendance.

Tech Talks

Sponsorship: $200
Benefits: Meet and interact with members; Extensive presentation

Tech Talks allow organizations to engage our members by presenting exciting, relevant information to our members. We encourage an experienced representative of the sponsor organization to come and present. Topics of the presentation could be technical tools, gadgets, or trends. Alternatively, sponsors can present professional information such as choosing an internship, interviewing tips, negotiating a salary, and advice for women in the workplace. Sponsors may also discuss opportunities within their company after the technical/professional presentation.
Grace Hopper Conference

Sponsorship: $1000 - $2500
Benefits: Résumé book; Hosts 3-4 events per semester; Logo on website and apparel

The Grace Hopper Celebration (GHC) is a national conference hosted by the Anita Borg Institute for women in technology. This includes university students, corporate professionals, and those involved with academia. Ten of our members attended last year’s conference in Phoenix, Arizona and had a wonderful experience. We are sending another ten women to the conference in Houston, Texas this year. This year’s conference is held October 14th through October 17th. Our GHC sponsors receive our résumé book and will have their organization’s logo printed on our website and apparel. These sponsors are also invited to host events with our club throughout the year.

Student Socials

Sponsorship: $500
Benefits: Meet and interact with members

AWC student socials provide members a chance to bond with one another outside of the academic environment. Often we pair with other organizations such as the ACM and IEEE. Examples of socials include casual coffee, dinner, hiking, laser tag, and broomball. Sponsors are encouraged to attend socials. This gives sponsors the opportunity to meet our club members and converse with them in a fun, relaxed environment.

Project Sponsorship

AWC Award

Sponsorship: $1000
Benefits: Résumé Book; Hosts 3-4 events per semester; Logo on website and apparel

This scholarship is a new addition and will be presented to a member of the AWC in Spring 2014. It gives AWC leaders an opportunity to recognize outstanding dedication to the club. The award serves as an incentive for club members to attend general meetings, tech talks, and events held by our sponsors. The sponsorship will cover the cost of awards, scholarships, and a formal dinner for several club members. The sponsor’s logo will be displayed on the ceremony program and any other advertisement of the award. Sponsors will be sent our résumé book and will have their logo printed on our website and apparel. In addition, sponsors will be given the opportunity to host 1-2 events per semester.
Study Buddies

Sponsorship: $1000
Benefits: Résumé book; Host 1-2 events per semester; Logo on website and apparel

Study Buddies is a weekly tutoring/studying session held by the AWC. Upperclassmen will provide individual academic support to all students looking for help. Many women in introductory level computing courses are disadvantaged because they have no prior experience with the material. Unfortunately, being one of few women in a class can be intimidating and can prohibit students from asking important conceptual questions. Study Buddies provides a safe environment for learning and pairs young women with experienced female club members. Study Buddies also provides exam review sessions for members taking introductory-level courses. The sponsorship provides a per-semester salary to tutors, who take time from their own busy schedules to meet with students and devise lesson plans to help tutees reach their academic goals. Sponsors will be sent our résumé book and will have their logo printed on our website and apparel. In addition, sponsors will be given the opportunity to host 1-2 events per semester.

Hardware Project

Sponsorship: $1000
Benefits: Résumé book; Host 1-2 events per semester; Logo on website, apparel, and product

AWC is planning a semester-long hardware project utilizing Arduino microcontrollers and featuring LEDs and touch-responsive sounds. This project will develop hands-on experience with teamwork and the design process. We are looking for sponsorship to purchase materials and to optionally offer a talk on design skills or technical abilities. The final product will be an interactive display that will be presented at the student involvement fair, CodePSU, and other events on campus. Sponsors will be sent our résumé book and will have their logo printed on our website, apparel, and the finished product. In addition to the aforementioned design/technical talk, sponsors will be given the opportunity to host 1-2 events per semester.

Apparel

Sponsorship: $250
Benefits: Logo on apparel

The AWC provides free T-shirts to all active members to increase recognition on campus. Apparel is worn at all official club events as well as during travel to external competitions and outreach events. The sponsor’s logo will be featured on all distributed shirts.
CodePSU

Sponsorship: $1500
Benefits: Résumé books; GitHub and LinkedIn profiles; Presentation at events; Logo on website and apparel

CodePSU is co-hosted by the AWC and the Association of Computing and Machinery Penn State Chapter (ACM). The competition is styled after ICPC competitions. Competitors are given four hours to complete 10 programming problems ranging from intermediate to advanced difficulty. Solutions may be written in C, C++, or Java.

One of the unique aspects of CodePSU is that we have both an intermediate and advanced tier. The intermediate tier is intended for programmers who have not taken higher than a 200-level course at Penn State (typically freshmen and sophomores). Although the problems are not designed for beginners, they provide an opportunity for less advanced programmers to compete with people at their own skill level. This option is rarely available elsewhere; CodePSU is one of the few competitions for college-aged students that is designed for both novice and advanced programmers. The two tiers are given a different set of problems, and each problem is worth one point. Scores are totaled at the end of the competition to determine winners for both the intermediate and advanced tiers.

The next CodePSU event will be held in Spring 2016. There are always open opportunities for sponsorship. We ask sponsors for a donation of $1500 to cover the cost of food, advertising, event space, and prizes. We also welcome in-kind donations that can be given as prizes. Representatives from each sponsoring organization are invited to give a 5-10 minute presentation before or after the competition. Our most dedicated sponsors will also be given the opportunity to set up a table with representatives for students to meet before the competition. Sponsors will have their organization’s logo printed on all distributed materials and advertising, including the CodePSU website, apparel, and problem packets. In addition, sponsors will receive all résumés, GitHub profiles, and LinkedIn profiles submitted by competitors.

For more information about the competition, visit our website: http://www.codepsu.com
Interested in Sponsoring the AWC?

Thank you for taking interest in the Association of Women in Computing. We welcome and greatly appreciate your support. All sponsorships and donations are tax-deductible. You will receive a receipt of your donation that can be used for tax purposes. To send a check to AWC, please be sure to complete the following:

1. Make the check payable to The Pennsylvania State University
2. In the Memo field, write XXTWG
3. Enclose with your check a note containing the following message: [Company Name] requests an official receipt of this donation
4. Mail the check to: Reem Ali
   518 University Drive
   Apartment 205
   State College, PA 16801

The Penn State Office of University Development prefers checks to be sent directly to the AWC (at the above address) so we can submit our account information with the payment. However, if you prefer to mail the check directly to the Office of University Development, the address is as follows:

Office of University Development
ATTN: Tammy Williams
2583 Gateway Drive
State College, PA 16801
Email: tawilliams@psu.edu

Please notify a member of the executive board if you plan to donate, so we can expect a check. If your billing department needs an invoice, please indicate this in your email.

You can contact our Corporate Relations officer for notification of sponsorship, invoice requests, W-9 forms, and any questions/concerns you may have:

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