

November 14, 2018

Dear Friend of SWE:

On February 22nd, the Society of Women Engineers of Kansas City (SWE-KC) will host our ninth annual Introduce a Girl to Engineering Day (IGED) event for high school girls and in the Fall 2019, we will host our fourth annual IGED Jr for middle school girls. By donating to our IGED events, you will be encouraging local girls' interest in science, technology, engineering and mathematics (STEM) fields.

Why are our IGED events important?

Women are a minority at only 13% of the engineering workforce and 18% of engineering undergraduate students. This has been attributed to lack of female engineering role models, misconceptions of what it is like to be an engineer, and an overall lack of confidence. SWE-KC seeks to change that by welcoming middle and high school girls, who show interest and aptitude in science and mathematics, into our IGED events. These events introduce students to engineering disciplines, careers in STEM fields, and career opportunities in Kansas City. We give them a sense that a STEM career is possible and that it can be fun at the same time. Each student has a woman engineer as a mentor for the day. With them, students learn problem solving and teamwork skills through an engineering design challenge which motivates them to be part of a community that strives to solve problems and improve the world in which they live.

Our IGED events had an impact on 400 girls in 2018. Our high school event hosted girls from 44 area high schools and over 125 mentors shared their experiences. We have eight years of success hosting our high school events, but our goal has always been to introduce students to STEM fields as early in a student's education path as we could. Middle school is an important time when girls make up their minds about going into science and engineering. Therefore, in 2016 we hosted our first IGED event for girls in middle school. It has grown 90% in three years and we have reached capacity at our current venue. Our third annual IGED Jr event on November 9th, 2018 hosted 150 students and over 60 mentors. We hope to continue to grow but we need your support.

What can you do to help?

These non-profit events are funded by companies in the greater Kansas City area. They are planned and executed by local women engineers who volunteer through SWE-KC. The cost for a classroom (group of 10) of young ladies and their sponsoring teacher to attend IGED is approximately \$1,000. We are pleased to invite your company to partner with SWE-KC to grow our IGED events. Your participation will assist in sparking excitement and encouraging future women engineers in the Kansas City area. We need your help to break the stereotypes associated with engineering. A complete list of sponsorship benefits is attached.

SWE-KC is a 501(c)(3) organization and donations are tax deductible. We request all donations be received by January 15th, 2019 in order to receive all of the benefits of sponsorship. Please contact us if you have any questions or comments about our IGED events. Thank you in advance for your generous support! Without you, these events would not be possible.



Sincerely,
Katie Bushong and Swapnali Kulkarni
IGED 2019 Sponsorship and Industry Fair Co-Chairs
kc.iged@gmail.com

2019 IGED AND IGED JR. SPONSORSHIP GUIDE

There are four main ways to support the IGED events. Please see our sponsorship guide to see which option(s) works best for your company.

Any company who has sponsored 5 or more years (including 2019 sponsorship) will be highlighted on the IGED website, our IGED social media channels, and recognized during the IGED event opening.

SPONSORSHIP

Sponsorship is monetary support for the IGED events. All sponsorship funds go to our general fund and are allocated based on the needs for each event.

The table below describes the benefits your company will receive for your generous support.

	FRIEND (\$100-\$999)	BRONZE (\$1,000- \$2,449)	SILVER (\$2,500- \$4,999)	GOLD (\$5,000- \$7,449)	PLATINUM (\$7,500+)
BOTH EVENTS					
Company logo and hyperlink on IGED website	*	*	*	*	*
Invitation for mentorship program	*	*	*	*	*
Company name on t-shirts		*			
Classroom sponsor designation		*	*	*	*
Company Logo on T-shirts (Size dependent on sponsorship level)			*	*	*
Individual brochure (provided by company) included in each student's bag				*	*
Paper banner with company logo hung at event				*	*
Highlighted in all media coverage					*
Join in morning mingle and chat with students as they arrive					*
Welcome all students with 5 minute speech during opening					*
IGED					
Table at industry fair		1	1	2	2
IGED Jr.					
Opportunity to provide speaker for event					*

MENTORSHIP

One of the IGED goals is to show these young ladies that the idea of going into engineering is possible. One way we do this is through providing them small group interaction with female role models who are working in the engineering fields. If you have female engineers and other female STEM employees who would be interested in sharing their time and professional experiences with our girls, we would be honored to have them.



THE IGED INDUSTRY FAIR

During the high school IGED event, participants will have the opportunity to see what engineering opportunities are available to them right in their own backyard. The industry fair gives your company an opportunity to show off what makes you stand out as an industry leader in the Kansas City area.

Sponsors who partner with SWE-KC at the Bronze level and above will be given one table to showcase their company and career opportunities. For Gold and Platinum partners, a second table will be included with your sponsorship.

Additional tables are also available for purchase for \$750.00

IGED PRIZES AND GIVEAWAYS

Let's face it, who doesn't like getting a little free swag? Prizes and giveaways are a great way to get your company's name right into the hands of our IGED attendees. When the girls arrive along with their t-shirt, they are presented with tote bags of goodies. Any company wishing to donate large quantity giveaways will have their items added to these bags.

As one of our goals is to inspire confidence in our young ladies, we encourage participation in activities by sometimes rewarding them for going the extra mile. Any company wishing to provide door prizes or other in-kind donations will be recognized when the gift is distributed to the lucky winner.

Examples of In-Kind Donations Accepted*

- Pens/Pencils/Highlighters
- Speaker Gifts
- Flash Drives
- Volunteer Gifts
- Tablet and Note-sized Paper
- Mints/Candy
- Lanyards
- High School Teacher Gifts

*Please let us know what item(s) you would like to provide; we will be happy to work with you. Some items are available on a first come, first-serve basis.

Items for IGED must be received by February 8, 2019 to be included in students' bags.

All items should be shipped to:

*SWE-KC IGED
PO Box 7346
Overland Park, KS 66207*

DETAILS / CLARIFICATIONS

- All payments received are non-refundable.
- SWE-KC will be responsible for the planning, production, and on-site supervision of all sponsored events.
- High-resolution logos are requested in color and black & white versions in .png and .jpg formats. Color logos will be used whenever possible; however, we reserve the right to use black & white logos if necessary.
- Size of company name and logo on website will be dependent upon space available and sponsorship level.



SWE Introduce a Girl to Engineering Day - Corporate Response Form

Company Name: _____ Contact Person: _____

Phone Number: _____ Email Address: _____

Address: _____

Website: _____

Facebook Page Name: _____ Twitter Handle: _____

Instagram Username _____ Snapchat Username _____

Engineering or STEM Fields your company uses : (Mechanical, Electrical, Civil, Chemical, Computer Programming , etc.)

FULL SPONSORSHIP:

Sponsorship Level (check one – indicate sponsorship amount)

- PLATINUM (\$7,500+ Contribution) \$ _____
- GOLD (\$5,000 - \$7,449 Contribution) \$ _____
- SILVER (\$2,500 - \$4,999 Contribution) \$ _____
- BRONZE (\$1,000 - \$2,499 Contribution) \$ _____
- FRIEND (\$1 - \$999 Contribution) \$ _____

Industry Fair Tables and Display Information (for bronze and above - check appropriate boxes)

- Type of display ✕ Table Top ✕ Free-Standing
- Will you be shipping the display? ✕ Yes ✕ No

ADDITIONAL INDUSTRY FAIR TABLES AND DISPLAY INFORMATION (for tables not included in the Sponsorship Price)

Number of industry fair tables (\$750 each): _____ Total \$ _____

- Type of display ✕ Table Top ✕ Free-Standing
- Will you be shipping the display? ✕ Yes ✕ No

PRIZES or GIVEAWAYS

My company is interested in donating items to be used as giveaways to attendees and/or prizes

Donation items(s)/Quantity _____

Total Sponsorship Amount Pledged : \$ _____

Payment Options: Check PREFERRED made out to SWE-KC. Tax exemption information will be sent with invoice. Please submit completed form by **e-mail to kc.iged@gmail.com** or by USPS mail to:

SWE-KC
Attn: Katie Bushong
P.O. Box 7346
Overland Park, KS 66207

The Society of Women Engineers (SWE), founded in 1950, is a 501(c)(3) 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.