

OSTEM

UNIVERSITY OF CALIFORNIA, BERKELEY



CORPORATE SPONSORSHIP PACKET
2017-2018



↗ <http://berkeley.ostem.org/>
 ✉ ostem.berkeley@gmail.com
 📍 oSTEM c/o Engineering Student Services
 University of California, Berkeley
 MC 1702, Berkeley, CA 94720-1702

MISSION STATEMENT AND HISTORY

The contributions of the lesbian, gay, bisexual, and transgender community to the fields of science, technology, engineering, and math have been extensive, yet often overlooked. Out in Science, Technology, Engineering, and Mathematics (oSTEM) is a national organization that aims to promote the LGBT community in the STEM majors to foster a strong, professional, and successful network of diverse individuals.

Our goal is to equip our members with all the tools they need to be successful in industry and graduate school, whichever path they choose upon graduation. We plan on doing so by hosting a series of workshops that will help build skills in resume writing, interviews, leadership, and public speaking. We would also like to build solid relationships with corporate representatives looking to recruit successful students from Berkeley. By fostering these relationships, oSTEM members will have a competitive edge when companies start recruiting for internships and full-time positions.

In an effort to continue the growth of oSTEM at UC Berkeley, we are currently seeking corporate sponsors, professional mentors, and networking opportunities. In the enclosed packet, you will find more information about our organization, as well as a list of important events. As listed below, we offer a diverse range of opportunities; you have the option of choosing a package and/or any of the individual sponsorships. We believe that our partnership will greatly benefit both oSTEM and your corporation by increasing your visibility at the university and allowing you to connect with the brightest and most innovative scientists, engineers, and mathematicians in the world.

SPONSORSHIP PACKAGES

| | RAINBOW (\$2500+) | LAVENDER (\$1000+) | GOLD (\$500+) | BLUE (\$100+) |
|--|----------------------|-----------------------|------------------|------------------|
| - Logo recognition on Sponsors Page of oSTEM website | ✓ | ✓ | ✓ | ✓ |
| - Recognition in digital newsletters | | | | |
| - Resume CD of Current members | ✓ | ✓ | ✓ | |
| - Logo on event flyers | | | | |
| - Verbal Recognition at beginning of events | | | | |
| - Logo, custom message, and link on oSTEM site | ✓ | ✓ | | |
| - Logo on T-shirts | | | | |
| - Scholarship in company's name | ✓ | | | |



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SPONSORSHIP OPPORTUNITIES

| | |
|---|--|
| MENTORSHIP PROGRAM (Chosen amount) | The mentorship program is intended to facilitate the transition of LGBT students into the workforce by pairing them with an 'out' professional in industry based on major, interests, and/or sexuality. Throughout the school year, the pair will converse and discuss anything about the post-university world. The form and frequency of communication is up to the mentor and the mentee. Interested employees are welcome to give their contact information to i.m@berkeley.edu and expect a timely follow-up reply. |
| INFORMATION SESSIONS (\$400 plus cost of food) | Come to UC Berkeley to recruit interns and full-time employees: choose the date and time, and we will reserve a room, acquire a projector, and advertise your info sessions throughout our campus. The logo of your company will also be on the oSTEM Berkeley website for the entire school year. |
| WORKSHOPS (\$400 plus cost of food) | Put on a workshop to network with students in an educational and interactive environment; you may focus the workshop on any topic of your choice! Examples may include transitioning from university to full-time employment, how to succeed as an 'out' professional in industry, or how to work a career fair. If you decide to host a workshop, choose the date and time and we will reserve a room, provide a projector, advertise on campus, and display your company logo on our website for the entire school year. |
| NAMED SCHOLARSHIP (Chosen amount) | To reach out for and support an LGBTQ student in STEM, you can decide on the criteria for a scholarship, select the winner(s), and present the scholarship at an event of your choice. Your company will be recognized as a key sponsor during general meetings, email announcements, and all other forms of publicity. Your company logo will also be on our website for the year. |
| NATIONAL CONFERENCE (Chosen amount) | Our most important annual trip is the Out in Science, Technology, Engineering, and Mathematics Conference, which is held in late October. In addition to connecting with hundreds of professional and collegiate oSTEM members, participating students gain valuable professional contacts and networking skills. Your sponsorship of this event determines how many of our members can attend. Your company will be recognized as a key sponsor in general meetings, email announcements, and all other forms of publicity. Your company logo will also be displayed on our website for the entire school year. |
| COMPANY VISIT (Cost of transportation) | Show us your place of work! This gives our members a great chance to see what life could be like working at your company. We have visited companies such as Cisco, Facebook, and Salesforce. This year, we're hoping to reach out to companies outside of the Tech industry as well to cater to our members in other fields. |
| GENERAL DONATION (Chosen amount) | Out in Science, Technology, Engineering, and Mathematics at UC Berkeley is a non-profit organization. Any donation to our cause to help empower LGBT future engineers, scientists, and mathematicians is greatly appreciated. Your company will be recognized as a key sponsor during our general meetings, email announcements, and all other forms of publicity. Your company logo will also be on our website for the entire school year. |



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ANNUAL EVENTS

This will give you a sense of the costs we incur annually.

OSTEM NATIONAL
CONFERENCE
(\$5000)

The oSTEM National conference, held this year in Chicago, brings all the oSTEM chapters across the nation together to network and learn from each other to build stronger chapters. Keynote speakers from major corporations such as Danaher, Genentech, Raytheon, Google, and Siemens are there to discuss being openly gay, lesbian, bisexual, trans*, or queer in industry.

ENGINEERS WEEK
(\$100)

Engineers Week is an entire week devoted to uniting students in the various engineering disciplines. It is a week dedicated to celebrating engineering and for students to participate in activities that incorporate their knowledge from different fields. Various engineering organizations and departments compete against one another in events to determine which major or organization shines the most among the others that year. oSTEM will have an interactive booth set up on the day of the carnival that will feature games and LGBT history education.

ENGINEERING 4 KIDS
(\$100)

Engineering for Kids (E4K) is an annual outreach event hosted by the UC Berkeley student engineering community. E4K hosts hundreds of students in grades 4-6 for a one-day science and engineering education event on the Berkeley campus, where young students can participate in fun and interactive engineering activities taught by Berkeley students.

RETREAT
(\$1500, per semester)

A weekend retreat at the end of the semester before final exams gives our members a chance to really come together to build life-long friendships. Some study, some sleep, but everyone ends up coming closer together and leaves with a feeling that they belong in STEM. We cover lodging and transportation to and from the chosen venue.

END OF THE YEAR
BANQUET
(\$200 plus the cost of food)

This is oSTEM's last event of the year, where the officers and general members come together for dinner and the major contributions and highlights of our organization throughout the year are discussed. This event is an important way to ensure member retention in the next school year and beyond.

On behalf of all members of oSTEM at UC Berkeley, I thank you for your interest in partnering with us. Please let me know if you would like to sponsor a package or an event. I look forward to working with you to make this an amazing year!

Ian MacGregor
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