SWE Region H Conference 2017
University of Michigan, College of Engineering

To Whom It May Concern:

We are writing regarding an exciting opportunity to partner with The Society of Women Engineers (SWE) section at the University of Michigan and sponsor the 2017 SWE Region H Conference, a high-visibility recruiting platform that will attract approximately 700 attendees.

SWE supports women throughout their entire career, beginning with outreach to young girls to raise their awareness in engineering and motivate them to pursue a career as an engineer. SWE continues to support women engineering students through college and well into their careers through a variety of professional and networking events. Our University of Michigan section is one of the largest collegiate sections. Two years ago, the University recognized us as the professional organization of the year. We were also recognized with a World Leaders award this year for our outreach efforts in India.

Our section is a part of Region H, the Heartland Region. Region H is comprised of eight states: Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, South Dakota & Wisconsin. It is the largest Region with over 6000 members including professionals and students. There are currently 18 professional and 53 collegiate sections and interest groups. Each year, the region holds the largest SWE region conference to discuss the current state of SWE and its goals for the year. This conference provides networking and professional development opportunities via breakout sessions, a recognition event, and career fair. The past five conferences averaged over 700 attendees from in and outside the region.

The SWE section at the University of Michigan received the honor to host the SWE Region H Conference **March 10th – 12th, 2017**. In order for our conference to continue the tradition of region programming excellence, we need your support. The details of our sponsorship levels are attached. The important deadlines to keep in mind are **October 5th, 2016** to have a speaker present at conference and **January 30th, 2017** for career fair participation and any advertising and logo submissions. Let's get in touch to discuss this exciting opportunity!

We look forward to hearing from you. Please email us at swe.regionH17@umich.edu to get in contact or ask questions, and we will get back to you as soon as possible!

Thank you for all of your support!

Regards,

Holly Johnston & Maya Pifer
2017 Region H Conference Planning Co-Directors

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Sponsorship Levels for SWE Region H Conference 2017

Sponsorship Levels	**Keynote** $15,000+	**Platinum** $10,000	**Gold** $5,000	**Silver** $2,500	**Bronze +** $1,400	**Bronze** $1,000	**Career Fair** $750
Keynote Speaker	**X**						
Special Event*	**X**	**X**					
Waived conference fee for specified # of company attendees*	**X**	**X**	**X**				
Rooms for on-campus interviews	**X**	**X**	**X**				
Advertising space in program*	**X**	**X**	**X**	**X**			
Breakout session speaker*	**X**	**X**	**X**	**X**			
Company logo on programs	**X**	**X**	**X**	**X**	**X**	**X**	
Company logo on t-shirts	**X**	**X**	**X**	**X**	**X**	**X**	
Booth at the career fair	**X**	**X**	**X**	**X**	**X**		**X**
Company name and link on conference website	**X**	**X**	**X**	**X**	**X**	**X**	**X**

*see below for deadlines and details, numbers vary between sponsorship levels

Keynote ($15,000+)

- Keynote speaker for Opening Breakfast or Dinner Banquet (Deadline: October 5th, 2016)
- Waived conference registration fees for 6 company attendees for Saturday programming**

Keynote and Platinum sponsors choose the event option that works best on a first come, first served basis. Includes benefits of platinum sponsorship.
**Saturday programming does not include hotel.

Platinum ($10,000)

- Waived conference registration fees for 4 company attendees for Saturday programming**
- Full page advertisement in program (Deadline: January 30th, 2017)
- Sponsorship of:
  - Networking lunch OR
  - Transition event for graduating students OR
  - Region H Awards and Recognition Ceremony OR
  - Conference registration/bags (Deadline: January 30th, 2017)

Platinum and Keynote sponsors choose the event option that works best on a first come, first served basis. Includes benefits of gold sponsorship.
**Saturday programming does not include hotel.

Gold ($5,000)

- Waived conference registration fees for 2 company attendees for Saturday programming**
- Rooms reserved for on-campus interviews
- Half page advertisement in program (Deadline: January 30th, 2017)

Includes benefits of silver sponsorship.
**Saturday programming does not include hotel.

Silver ($2,500)

- Breakout session speaker from sponsor's organization (Deadline: October 5th, 2016)
- Quarter page advertisement in program (Deadline: January 30th, 2017)

Includes benefits of bronze plus sponsorship.

Bronze Plus ($1,400)

- Company logo on t-shirt distributed to all participants (Deadline: January 30th, 2017)
- Company name and logo in program (Deadline: January 30th, 2017)
- Name, logo and web link on conference website
- Booth at the conference career fair (Deadline: January 30th, 2017)

Bronze ($1,000)

- Company logo on t-shirt distributed to all participants (Deadline: January 30th, 2017)
- Company name and logo in program (Deadline: January 30th, 2017)
- Name, logo and web link on conference website

Career Fair ($750)

- Booth at the conference career fair (Deadline: January 30th, 2017)
- Name and web link on conference website
- Universities can sponsor a booth at the career fair for $400