

Dear Corporate Representative,

On behalf of the Society of Women Engineers (SWE) at the University of Michigan – Ann Arbor, we would like to thank you for your continued support of our organization. SWE strives to create an inclusive community that fosters universal success in engineering, independent of gender. Sponsorship from companies such as yours enables us to champion our mission throughout the College of Engineering, the University, and the surrounding community. **In this guide, we provide some rough estimates for the cost of each event. We greatly appreciate any sponsorship/donation for these events, as every contribution helps us achieve our goals.**

At the beginning of each Fall Semester, we host students from all over the College of Engineering for a Professional Development Day and bring ~275 companies to campus for the Fall Engineering Career Fair hosted by SWE/TBP. In October, we host the SWE Charity Fun Run 5K to support the C.S. Mott Children’s Hospital. Throughout the year, our K-12 Outreach events welcome hundreds of children to North Campus, aiming to empower them to pursue engineering as a career.

Opportunities for corporate involvement during the Winter Semester include sponsorship of the Engineering Games, a talent competition between several student organizations that raises funds for charity. In addition to our local outreach events, SWE members spend their Spring Break at Lindblom High School in Chicago, striving to foster a continued passion for engineering among the students. At the end of the semester, we recognize our members at our awards banquet, partnering with company representatives to present corporate-sponsored scholarships.

In May, we send SWE delegates to Walchandnagar, India to host our annual week-long engineering outreach program, and in July we host the Summer Engineering Exploration Camp, a one-week residential camp that brings 40 high school students to campus. Furthermore, we help support Liberia’s SWE section (L-SWE).

Throughout the entire year, we partner with over 40 companies to host Corporate Information Sessions, invite professionals to present at our bi-weekly General Body Seminars, and host events focusing on enriching student life for our 400+ student members.

We value the interaction we have with your company and we hope to continually assist you in your recruiting and outreach activities. Please refer to the rest of this document for more details on corporate involvement opportunities for the 2024-2025 academic year. To learn more about SWE, please visit our website at <https://www.sweumich.org/>. You can also contact us at swe.car.directors@umich.edu if you have further questions.

Thank you again for your continued support, and we look forward to working with you!

Sincerely,



Chelsea Sun, President
BSE Naval Architecture and Marine Engineering 2025



Abby Duke, CAR Co-Director
BSE Computer Science 2025



Madeleine Gonley, CAR Co-Director
BSE Chemical Engineering 2026

**Society of Women Engineers
at the University of Michigan –
Ann Arbor**
Corporate Resource Guide

Corporate Information Session	2
Executive Board	3
Corporate and Alumni Relations	3
Public Relations	4
Outreach	5
Global Engagement	7
Strategic Planning	7
Technical Development	8
GradSWE	8
Marketing and Membership	8
Fall Engineering Career Fair hosted by SWE/TBP	9

Information Sessions - Mondays through Thursdays

Corporate Information Sessions are an opportunity for companies to provide a short presentation about the company, career opportunities, and the recruiting process. The presentation is followed by time for student questions and networking. Corporate Information Sessions are often held before interviews, but they are a great opportunity to create professional relationships with students at any time. The sessions are open to all students, but SWE handles all of the logistics including room reservation, catering, and publicity. If you prefer a different format for your session or are interested in a different day or time, we would be more than happy to work with you to accommodate your needs.

Please note that attendance for corporate events can be variable depending on the date and time of the session. For each evening, there are up to 4 corporate information sessions scheduled and up to 2 per time slot. You can access a calendar with the scheduled CIS through [this link](#). Closer to the Fall Career Fair (mid-September), there is much higher attendance at corporate events, and the attendance is generally high even with multiple sessions scheduled.

Costs: Sept. 3-5th:	\$200 per session, plus the price of food
Career Fair Week (Sept. 9-12th):	\$200 per session, plus the price of food
Sept. 16-19th:	\$150 per session plus the price of food
All other dates:	\$100 per session plus the price of food

Sponsorship Opportunities: Host an information session!

More Information: [SWE Corporate Information Sessions](#)

Registration: <https://forms.gle/Y8yMEfe8WHiEXdfR7>

If you are interested in recruiting graduate students, please contact gradswe-codirectors@umich.edu.

Executive Board

swe.eboard@umich.edu

WE24 and WE Local Conferences - October 2024 and March 2025

Our student section attends the WE Annual Conference every fall and the Regional Conference every spring. These conferences provide our members with the opportunity to network with other collegiate sections, to become involved in SWE at the national/regional level, and to network with industry representatives and professional members.

Sponsorship Opportunities: Conference registration, t-shirts, transportation, lodging, food

Expenses: ~\$1200/student for WE24 and ~\$500/student for WE Local

Notes: Donation based deductions are available

General Donation

Contributions to the general fund are greatly appreciated. These donations give the team flexibility to start new events and expand on existing projects. If your organization has an opportunity to support SWE UM that is not already listed, we are always looking for contributions to foster new events.

Corporate and Alumni Relations

swe.car.directors@umich.edu

Professional Development Day - September 2024

Professional Development Day serves to connect students and recruiters in a low-stress atmosphere before the Fall Engineering Career Fair. The event includes resume critiques, mock interviews, and seminars presented by company representatives. Seminar topics may include "Maximizing Career Fair Opportunities," "Writing an Effective Resume," or "How to Stand Out in an Interview." As an attending company, your representatives may choose to present one of these topics. In addition, students and recruiters are paired together one-on-one to participate in resume critiquing and mock interview sessions. For more information, please contact swe.car.pd@umich.edu.

Sponsorship Opportunities: Company representatives, registration materials, padfolios, publicity, food

Costs: \$250 for company participation (variable costs depending on number of recruiters present)

End of the Year (EOY) Banquet - April 2025

SWE, University faculty, and corporate representatives gather to celebrate the accomplishments of SWE members. Students and company representatives also have ample opportunity to mingle and network. At this event scholarships are awarded to our members.

Sponsorship Opportunities: Internships, funding for speaker, supplies, awards, food

Costs: \$40 for company representative to attend the banquet

SWE and Industry-Sponsored Scholarships

To celebrate the achievements of our members, we offer SWE sponsored scholarships, including the Underclassmen award, the Upperclassmen award, the Engineering Excellence award, and the Aspire, Advance, Achieve award. In addition, we offer the opportunity for industry to offer their own separate scholarships for SWE members. Also offered is the Rising Leadership Scholarship, offering money to incoming University of Michigan Students.

Sponsorship Opportunities: Scholarships

Costs: Individual scholarships range from \$500 to \$10,000

Alumni Events

A variety of events throughout the academic year that help foster the relationship between current and past UM students. There are also opportunities to sponsor our alumni newsletter and events held with SWE Detroit.

Sponsorship Opportunities: Social mixers, newsletter

Public Relations

swe.pr@umich.edu

SWE Seminar Speaker - Wednesdays 6:30-7:30 PM

We are always looking for speakers interested in presenting to 50 SWE members for around 40 minutes at our general body seminars. In particular, relevant topics are work/life balance, working in industry, and other opportunities as an engineer. Please note this is not an opportunity to recruit. Please reference our [FAQ document](#).

Sponsorship Opportunities: Guest speakers, food

Expenses: Price of food (~\$500)

SWE 5K Fun Run - September 2024

Each year, SWE hosts a 5K Fun Run. This event allows students and faculty from the College of Engineering, as well as the Ann Arbor community, to take a break from studying, to exercise, and to raise money for Mott Children's Hospital! Please reference our [Sponsorship Packet](#).

Sponsorship Opportunities: Supplies, publicity, runner/volunteer t-shirts, water/snacks, prizes

Notes: Donation based deductions are available

Engineering Games - February 2025

Engineering Games is an annual charity competition featuring engineering student organizations that raises money for the local food bank Food Gatherers. Members in each organization participate in a talent, design, and trivia portion. It is a fun way to bring together student groups across the engineering campus and support different charities. Please reference our [Sponsorship Packet](#).

Sponsorship Opportunities: Guest judge, supplies, publicity, food, prizes

Notes: Donation based deductions are available

Charity Socials

Our charity events combine fun and philanthropy. In the past, we have hosted a stress-reducing puppy event and a 'Fleece and Thank You!' blanket-making event to benefit C.S. Mott's Children's Hospital. The goal is to bring SWE members together in a lighthearted social event while supporting the community.

Sponsorship Opportunities: Project materials, publicity, refreshments

Notes: Donation based deductions are available

Outreach

swe.out@umich.edu

Summer Engineering Exploration (SEE) Camp - July 2025

Together with the UM College of Engineering, SWE hosts a weeklong career exploration program for approximately 40 high school students. This program gives them the opportunity to work on a weeklong design project in teams, to learn valuable skills through counselor-led workshops, to meet and ask questions of college students and faculty, to participate in corporate tours of local engineering companies, and to experience the excitement of living in a college residence hall.

Sponsorship Opportunities: Financial aid, speakers, corporate tours, social events, t-shirts

Notes: Donation based deductions are available

Alternative Spring Break (ASB) - Spring Break 2025

A week where around a dozen select members travel to a high school outside of Ann Arbor, MI and work closely with the students there. Previously we have gone to Chicago and New York, but the location may change based on the year. ASB 2025 is planned to be in Chicago. Members lead the students in design challenges, teamwork challenges, and skill-building workshops throughout the week. The students receive the opportunity to ask questions about college life, gain valuable knowledge, and interact with current college students.

Sponsorship Opportunities: Project materials, t-shirts, transportation, lodging, food

Notes: Donation based deductions are available

Scout Out Engineering Days

Scout Out Engineering days allows girl scouts, ages 8 to 14, to solve basic engineering problems and complete simple projects to gain a better understanding of what engineering is. Girls will earn a STEM-oriented badge through the corresponding activities. Panel discussions and interaction with college student presenters allows girls and their parents to ask questions about STEM and college life.

Sponsorship Opportunities: Registration materials, project materials, t-shirts or giveaways, food

Expenses: \$500 per semester

Notes: Donation based deductions are available

Shadow Day

High school students "shadow" undergraduate engineering students on a day visit. This includes joining students in class, taking a tour of the campus, attending an admission presentation, and asking questions to a panel of undergraduate students. This program exposes future engineering students to the benefits of a University of Michigan education, and gives them an inside look into what being a student is truly like.

Sponsorship Opportunities: Registration materials, transportation, t-shirts, food

Expenses: \$500 per semester

Notes: Donation based deductions are available

Girls' Night Out

Middle school girls are invited to campus to participate in engineering activities and projects. Parents have the opportunity to listen to a guest speaker, while girls participate in small design challenges and engineering projects. The event allows the girls and their parents to ask questions about engineering, and college life through personal interaction with college students and through a campus tour.

Sponsorship Opportunities: Registration materials, project materials, t-shirts, food

Expenses: \$500 per semester

Notes: Donation based deductions are available

Elementary Engineering Exploration (EEE) Day

One day filled with fun, educational, hands-on engineering activities designed to expose elementary aged children to engineering and provide them with a positive experience related to engineering, math, and science. While kids participate in projects, parents will hear a guest speaker. The event allows the kids and their parents to interact with current female engineering students and ask questions about engineering and also the opportunity to participate in a campus tour.

Sponsorship Opportunities: Registration materials, project materials, t-shirts, food

Expenses: \$500 per semester

Notes: Donation based deductions are available

SWE++

A 9-week programming class hosted by SWE teaching Python to young kids in the greater Ann Arbor area. Students come to the University of Michigan campus to learn about programming from Engineering students. At the end of the program, students showcase their work and learn more about engineering and computer science in the real world through an on-campus event, Tech Day.

Sponsorship Opportunities: Project materials, t-shirts, transportation, meals

Expenses: \$500 per semester

Notes: Donation based deductions are available

Girls Research Engineering and Technology (GREAT) Day

An introduction for middle school and early high school girls to engineering. The day will be full of hands-on engineering activities, tours of campus labs, student engineering teams and working engineers' presentations, and an interactive student panel. While girls participate in activities, parents will hear guest speakers. Participants will interact with female engineers working in industry, engineering students, and professors so they can learn what studying and working in engineering really means.

Sponsorship Opportunities: Guest speakers, registration materials, project materials, t-shirts, food

Expenses: \$1,000 per semester

Notes: Donation based deductions are available

Strategic Planning

swe.strplan@umich.edu

Women in Leadership Conference - March 2025

The mission of this event is to encourage women to excel as leaders and to promote an inclusive community across the University and beyond. We will work to create a workplace that fosters universal success, independent of gender. The Conference will consist of lunch with an opening keynote, three workshop sessions, and a closing panel from professional female leaders.

Sponsorship Opportunities: Keynote speaker, workshop materials, supplies, food

Notes: Donation based deductions are available

D.C. Congressional Outreach Visit - March 2025

The SWE Congressional Outreach visits seek to give women a platform to advocate for key issues relating to creating a more diverse and inclusive engineering workforce. The effort involves a two-day trip to Washington, D.C. The first day is dedicated to training in speaking and legislation, followed by an evening reception to network with various professionals in Congress. The second day involves scheduled meetings directly with state senators and representatives to advocate for specific policies that support women in STEM.

Sponsorship Opportunities: Transportation, lodging, food

Notes: Donation based deductions are available

SWIndia - Summer 2025

We travel every summer to India to conduct an engineering outreach camp with middle school and high school students. The objectives of this abroad trip are to push members to gain cultural awareness and to develop leadership skills in an environment outside their comfort zones. We plan to return to Walchandnagar, India for our 10th annual SWIndia trip to lead a week-long Engineering Outreach program next May. Over 100 children participated in the program which was designed to challenge attendees to take learning beyond theoretical and to apply concepts to hands-on design challenges. A cultural exchange of knowledge on education systems was also organized through daily meetings with the principal and teachers of the school.

Sponsorship Opportunities: Project materials, transportation, lodging, food, financial aid

Notes: Donation based deductions are available

LibSWERIA (L-SWE)

Since 2011, we have been traveling to Liberia to help establish a collegiate SWE Section through the annual L-SWE SUCCESS Leadership Camp (Setting Up Collegiates for Careers in Engineering through Social Support). Since then, L-SWE has grown more independent, and are looking for corporate sponsors to help fund their chapter.

Sponsorship Opportunities: Please contact us at swe.eboard@umich.edu

Notes: Donation based deductions are available

Technical Development

Skills Workshops

Technical Development Workshops are opportunities for engineering students to develop technical skills to help them succeed in their classes and career! Skills such as coding, CAD, SOLIDWORKS, Microsoft Apps, technical interview practice, and many more are taught to students by their peers, Student Project Leaders, Professors, and Companies!

These workshops are a great opportunity for companies to showcase their technology/product and engage students through a hands-on and/or interactive experience. If your company has a technical interview process (such as Case Study, Coding, etc.), this is also a great place to host workshops focusing on helping students ace the interview process!

These workshops are open to all engineering students and held throughout the year. SWE will handle all of the logistics such as room reservation, catering, and promotion of the event. Format of these workshops is up to the companies/recruiters discretion, dates are flexible, and we will be more than happy to work with you to accommodate your needs.

Sponsorship Opportunities: Food, Materials, Host a workshop!

Expenses: Price of food and materials needed for workshop (~\$300)

Graduate and Undergraduate Networking Events

We host professional development and networking events that bring together students each year ranging from freshman to graduate students across all Engineering disciplines to create a sense of community within the college of engineering. Students benefit from mentorship relationships, networking events, and access to industry insights, helping them navigate their academic and career paths. These events allow for a safe environment to network and get to know students outside of their year, which enables students to feel more comfortable asking questions, and fosters long lasting connections.

Sponsorship Opportunities: Company/social mixers, company workshops, supplies, food

Expenses: \$750 per semester

Marketing and Membership

Festifall - September 2024

Festifall is an event at the beginning of the semester designed to introduce new students to campus organizations like SWE. Representatives from hundreds of student organizations, including engineering societies, provide information and distribute giveaways to interested students.

Sponsorship Opportunities: Publicity, giveaways, water/snacks

Notes: Donation based deductions are available

Welcome Picnic - September 2024

The Welcome Picnic allows returning and prospective members to meet and get to know each other in a relaxed, casual setting at the beginning of the school year. This event is highly advertised at the mass meetings and Festifall and allows new students to meet the SWE community. There is dinner, music, games, and giveaways for everyone that attends.

Sponsorship Opportunities: Publicity, giveaways, activities, food

Notes: Donation based deductions are available

Fall Engineering Career Fair hosted by SWE/TBP careerfair@umich.edu

Career Fair - September 2024

The annual Fall Engineering Career Fair hosted by SWE/TBP hosts approximately 275 companies that represent all engineering and computer/data science majors. This is the largest recruiting event held at the University of Michigan's College of Engineering, and it is a great way to recruit students, gain exposure on campus, and support SWE.

Costs: Registration fees and sponsorship tiers

	For-Profit Organizations	Non-Profit/Government Organizations
Attending the Fair	\$900	\$425
Silver Sponsorship	\$2,000	n/a
Gold Sponsorship	\$4,000	n/a
Diamond Sponsorship	\$8,000	n/a
Platinum Sponsorship	\$12,000	n/a

Sponsorship Opportunities: Contact careerfair@umich.edu or visit umcareerfair.org for more information