

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. **This guide explores different ways your company can support our organization. We greatly appreciate any sponsorship or donation, 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 bring hundreds of children to North Campus, aiming to empower them to pursue engineering.

Opportunities for corporate involvement during the winter semester include sponsorship of the Engineering Games, a game show 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 scholarships.

Every May, we send SWE members to Walchandnagar, India to host our annual week-long engineering outreach program. In July we host the Summer Engineering Exploration Camp, a one-week residential camp that brings 40 high school students to North Campus.

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 interactions 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, SWE President
BSE Naval Architecture and Marine Engineering 2025



Abby Duke, CAR Director
BSE Computer Science 2025



Madeleine Gonley, CAR Director
BSE Chemical Engineering 2026

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

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General Michigan SWE Engagement

Donations and Financial Support

swe.eboard@umich.edu

General Donation

General donations give our chapter the flexibility to start new events and expand on existing projects. If you or your organization would like to contribute to our SWE section, please follow the following steps. For Charitable (Tax-deductible *) donations, you may mail a check or pay via credit card.

Option 1: Check

Please mail a check made payable to "University of Michigan." In the memo line, please write "Gift for SWE & [Co-sponsored event name here]". The mailing address is as follows:

University of Michigan
College of Engineering
1221 Beal Ave. Suit G264
Ann Arbor, MI 48109

Option 2: Credit Card **

If you would like to pay via credit card, please call our gifts office at tel: **734-647-7043**.

Please contact our section treasurer at swe.tres@umich.edu if you have any questions and for additional information about donations.

* The Tax Receiptable amount will be reduced by the benefit (aka Premium) of the gift.

** Credit Card payments are not accepted for donations towards the Career Fair.

Event Sponsorship

In addition to general donations, your organization can help support our SWE section by directly sponsoring an event. We appreciate both monetary contributions and donations of event supplies. Please review the events starting on page 6.

Scholarships

swe.car.directors@umich.edu

SWE and Industry-Sponsored Scholarships

To recognize our SWE members, we offer industry partners the opportunity to sponsor their own scholarships. We also welcome contributions to our general SWE scholarship fund. Scholarships sponsored by SWE include the Underclassmen Award, Upperclassmen Award, Engineering Excellence Award, and the Aspire, Advance, Achieve Award. The Rising Leadership Scholarship is also offered for incoming freshmen.

Sponsorship Opportunities: Industry-Sponsored Scholarship, general SWE scholarship fund

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

General Body Seminar

swe.pr@umich.edu

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

We are always looking for guest speakers interested in presenting to ~50 SWE members for around 40 minutes at our General Body Seminars. Past speaker topics have included work/life balance, the impact of AI on healthcare, and general career advice. Please note this is not an opportunity to recruit. Please reference our [FAQ document](#).

Sponsorship Opportunities: Guest speakers, food

Costs: Price of food (~\$500)

Fall Engineering Career Fair

careerfair@umich.edu

Career Fair - September 2025

The annual Fall Engineering Career Fair hosted by SWE/TBP brings over 200 companies to campus to recruit all engineering majors. This is the largest career fair held at the University of Michigan, and is a great way to recruit students, gain exposure on campus, and support SWE.

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

* Donations for the Career Fair can only not be made via credit card at this time.

Corporate Information Sessions

swe.car.directors@umich.edu

Information Sessions - Monday 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 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 Winter Career Fair (mid-January), there is much higher attendance at corporate events, and the attendance is generally high even with multiple sessions scheduled.

| | |
|------------------------------------|---|
| Costs: January 15th - 19th: | \$200 per session, plus the price of food |
| January 22nd - 26th: | \$200 per session, plus the price of food |
| January 29th - February 2nd: | \$150 per session, plus the price of food |
| All other Winter 2025 Dates: | \$100 per session, plus the price of food |

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

Registration: <https://forms.gle/EzfpX23p8SHm7iKt8>

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

Event-Specific Michigan SWE Engagement

Note: For Event-Specific opportunities, any donation amount is appreciated and accepted (unless specifically noted otherwise). We list the expenses for each event to provide an idea of how much each event costs the section, not as a required donation amount. Please feel free to reach out to the contact email listed for each event for more information!

Conference Trips

swe.eboard@umich.edu

SWE Conferences - (WE Local) March 2025 and (WE25) October 2025

Our student section attends the national SWE Conference every fall and a regional SWE Conference every spring. Conferences provide our members the opportunity to network with collegiate sections and industry representatives, as well as to become involved in SWE at the regional/national level.

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

Expenses: ~\$1200/student for WE25 and ~\$500/student for WE Local

Notes: Donation based deductions are available

Corporate and Alumni Relations

swe.car.directors@umich.edu

Professional Development Day - September 2025

Professional Development Day connects 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 for resume critiques and mock interviews. For more information, please contact swe.car.pd@umich.edu.

Sponsorship Opportunities: Company representatives, padfolios, publicity, food

Costs: \$250 for company participation (cost depends 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. Scholarships are presented to our members during this event.

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

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

Public Relations

swe.pr@umich.edu

Charity 5K Fun Run - September 2025

The Charity 5K Fun Run is hosted by SWE every fall to raise money for the C.S. Mott Children's Hospital. The race is open to the public and typically attracts over 200 runners to North Campus.

Sponsorship Opportunities: Supplies (chalk, snacks, water), raffle prizes, t-shirts

Notes: Donation based deductions are available

Engineering Games - February 2025

Engineering Games is an annual charity game show featuring teams of different engineering student organizations. It is a fun way to bring student groups together to compete in a talent, design, and trivia competition as well as raise money for our local food bank, Food Gatherers. Please reference our [Sponsorship Packet](#).

Sponsorship Opportunities: Guest judge, supplies (game show activities), prizes, food

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 Children's Hospital. The goal is to bring SWE members together in a low-commitment social event while supporting the community.

Sponsorship Opportunities: Project supplies, refreshments

Notes: Donation based deductions are available

Global Engagement

swe.india@umich.edu

SWE India Trip - Summer 2025

For over 10 years, SWE members have traveled to Walchandnagar, India to lead a week-long engineering outreach camp with middle school and high school students. Through the SWIndia trip, participants cultivate cultural awareness and strengthen their leadership skills while engaging in new and diverse settings.

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

Notes: Donation based deductions are available

Outreach

swe.out@umich.edu

Summer Engineering Exploration (SEE) Camp - July 2025

Every year, SWE hosts a weeklong engineering summer camp for approximately 40 high school students. This program gives students the opportunity to work on a weeklong design project in teams, learn valuable skills through counselor-led workshops, meet and ask questions of college students and faculty, participate in corporate tours of local engineering companies, and experience the excitement of living in a college dorm.

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

Notes: Donation based deductions are available

Alternative Spring Break (ASB) - Spring Break 2025

Each year, SWE members travel to a high school outside of Ann Arbor, MI and work closely with the students there on engineering activities. 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: STEM outreach supplies, transportation, lodging, food, t-shirts

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: STEM outreach supplies, 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: Transportation, 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: STEM outreach supplies, 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: STEM outreach supplies, food

Expenses: \$500 per semester

Notes: Donation based deductions are available

Coding Cohorts

A one-time, three-hour workshop hosted by SWE that introduces children in the greater Ann Arbor area to the fundamentals of Python. Students visit the University of Michigan campus for hands-on instruction from engineering students, exploring basic coding concepts through interactive activities. At the end of the program, students present their projects and interactive games, demonstrating the skills and knowledge they've gained.

Sponsorship Opportunities: STEM outreach supplies, 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: Speakers, STEM outreach supplies, shirts, meals

Expenses: \$1,000 per semester

Notes: Donation based deductions are available

Tech Day

Tech Day is a hands-on exploration of engineering and computer science, typically held during the Winter Semester. The event brings middle school students to campus for interactive workshops, lab tours, and project team tours. Participants get a taste of real-world problem-solving, see what goes on in campus labs, and learn about the academic paths available in STEM. Throughout the day, they have plenty of opportunities to ask questions, test out new technology, and connect with mentors who share their passion for innovation. This immersive experience helps students understand the exciting possibilities in fields like engineering and computer science, and shows them how these skills can shape their future.

Sponsorship Opportunities: Food, STEM supplies

Expenses: \$500 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

Expenses: \$1,000 for event coverage

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

Expenses: Approximately \$7000 for the coverage of airfare and lodging

Notes: Donation based deductions are available

Technical Development

swe.techdev@umich.edu

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, supplies, company workshop

Costs: Price of food and supplies needed for workshop (~\$300)

GradSWE

swe.gradliaison@umich.edu

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

swe-mandm@umich.edu

Festifall - September 2025

Festifall is our university's student involvement fair held at the beginning of each semester to introduce new students to campus organizations like SWE. Campus organizations provide information and distribute giveaways to interested students.

Sponsorship Opportunities: Publicity, giveaways, water/snacks

Expenses: \$100 per year

Welcome Picnic - September 2025

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, attend the picnic!

Expenses: \$550 per year