



2016 Student Leadership Conference

SPONSORSHIP OPPORTUNITIES



The MESA Student Leadership Conference

brings together more than 200 hand-picked engineering and computer science students with industry professionals to develop the next generation of diverse STEM leaders.

This two-day event bridges from college to career, empowering students with the “soft skills” and emotional intelligence they need to succeed.

Interaction with industry prepares and inspires them to effectively lead, within their MESA groups, their families and their communities.

October 14-15 | Santa Clara Marriott

2016 STUDENT LEADERSHIP CONFERENCE - SPONSOR OPPORTUNITIES

*Join our elite group of business partners in preparing
MESA students to become **The New Face of STEM!***

Sponsorships include myriad opportunities for branding, student impact and talent recruitment of high caliber students.

2015 sponsors and partners included:



Sponsor benefits:

- Access the best and brightest MESA students, hand-picked to be the leaders of tomorrow's diverse STEM workforce
- Demonstrate thought leadership in your industry
- Engage employees through a tangible opportunity for your company to give back
- Make a strategic investment in your company's talent pipeline by helping to foster the next generation of engineers and technologists
- Catch the creative spark and energy of young scientists
- Inspire and be inspired

***"The MESA SLC is a great example of an event that helps to
develop our next generation of STEM leaders"***

*~ Nancy Smith Taylor, Diversity & Workforce
Management Director, San Diego Gas and Electric*

What is Mathematics, Engineering, Science Achievement?

MESA is changing the face of science, technology and engineering by creating and developing a new generation of STEM leaders. Our programs fuel diversity by propelling historically underrepresented groups towards STEM degrees and professional careers.

We bridge classroom learning with real-world applications, and employ rigorous academics, leadership preparation, a peer community and collaborative problem-solving training to produce highly-skilled graduates who meet the STEM industry's workforce needs.

The White House, the Ford Foundation, and the Silicon Valley Education Foundation have recognized MESA for its innovative and effective academic development model, which has been replicated by programs nation-wide.



Student Leadership Conference by the numbers:



Female



Underrepresented
Ethnicity



Average
GPA

Top 5 Majors: Mechanical Eng., Electrical Eng., Computer Science, Computer Eng., Civil Eng.

200 Students: 120 university students from UC Berkeley, UC Riverside, UC Santa Barbara, UC Santa Cruz, and 10 CSU's, as well as 80 community college students from across the state.

Conference Highlights:

- **Skills workshops:** Students attend a series of workshops focused on leadership
- **Mock Interviews:** Each student participates in a mock situational interview facilitated by industry representatives who provide feedback and coach the students on strategies
- **Video Challenge:** Students present a video before industry judges, designed to foster creativity, leadership, research, presentation skills
- **Alumni and Industry Reception:** VIP event for MESA alumni, industry representatives and elected officials to gather for an update on MESA's partnerships and future plans
- **General Sessions:** Designed as a vehicle for industry, graduate schools and government agencies to discuss opportunities with current undergraduates

2016 CONFERENCE SPONSORSHIPS: VALUE PACKAGES

	PLATINUM \$60,000	GOLD \$40,000	SILVER \$20,000	BRONZE \$10,000
Company representatives	6 reps	4 reps	3 reps	2 reps
Branded tables at dinner event	3 tables	2 tables	1 table	1 table
Access to student info	All access to registrations	All access to registrations	Email addresses	names & schools
mock interviewers (8 students per)	6 interviewers	5 interviewers	4 interviewers	3 interviewers
Lead a workshop	✓	✓	✓	✓
Logo on print, web, and mobile app	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Company video in dinner program	Day 1	Day 2		
Check presentation ceremony	✓	✓		
General session address	✓	✓		
Press release	✓	✓		
Mobile app – Lead branding	✓			
Conference-wide “TED-style talk”	✓			
Free charging station sponsorship	\$5,000 value			

- Workshops delivered to groups of 25 in four sessions for a total reach of 100 students
- Each mock interviewer spends 25 minutes in a 1-on-1 with up to eight students
- General session address reaches 200 students

“SLC taught me a lot about teamwork. It also helped me hone my interview skills, which helped me get an internship.”

~Ryan C., UC Santa Barbara EE major, NSBE co-chair

A LA CARTE SPONSORSHIP OPPORTUNITIES

Video Pitch Competition Sponsor / Co-Sponsor

*Students will create 30 to 90 second videos that deliver their personal elevator pitch. Creativity is encouraged and winners will be chosen across several categories. The videos will capture strong content about their credentials yet do so in a very personal way. Sponsors will get prominent pre-conference visibility as students work on their videos as well as in-conference when finalist videos are presented. Sponsors gain full access to student videos for talent acquisition or other purposes. Industry partners and alumni will also be invited to see the live judging and presentation of winning videos, so this is a high-visibility opportunity with an audience that includes students, alumni, and industry executives. **Investment: \$5,000 (co-sponsor) or \$10,000 (exclusive)***

VIP Industry and Alumni Reception Sponsor

*This cocktail reception will gather notable MESA alumni together with executives from companies who are committed to diversity in their STEM workforce and who understand the role that MESA plays in solving the diversity challenge. Prominent government officials will also be in attendance and available for engagement, as will MESA student winners from the video pitch challenge that immediately precedes (see above). The reception sponsor will receive banner recognition at the event, embedded recognition in the student video winner loop played during the event, and acknowledgement across all conference materials and mobile app, and up to five attendees at the reception itself. **Investment: \$2,500 (co-sponsor) or \$5,000 (exclusive)***

Charging Station Sponsor

*Attendees recharge mobile devices while mingling and networking. Your logo will be on the charging station located in the lounge area of the conference, as well included in all the traditional sponsor recognition areas (digital and print). **Investment: \$5,000 (free with platinum level sponsorship)***

“I’m always seeking opportunities to connect my students with industry. SLC is extremely effective and a must-attend event.”

~Michael Carney, Cosumnes River College MESA director

Yes, sign us up! We want to meet "The New Face of STEM!"

Company	
First Name	Last Name
Title	
Email	Phone

Please select your choice(s) below:

Conference Sponsorship Selection		
✓	Level	Amount
<input type="checkbox"/>	Platinum	\$60,000
<input type="checkbox"/>	Gold	\$40,000
<input type="checkbox"/>	Silver	\$20,000
<input type="checkbox"/>	Bronze	\$10,000
<input type="checkbox"/>	Table	\$5,000
<input type="checkbox"/>	Individual	\$1,000
<input type="checkbox"/>	Contribution	_____
Total:		

A la Carte Opportunities		
✓	Description	Amount
	Video Pitch Competition	
<input type="checkbox"/>	Exclusive Sponsor	\$10,000
<input type="checkbox"/>	Co-Sponsor	\$5,000
	VIP Industry & Alumni Reception	
<input type="checkbox"/>	Exclusive Sponsor	\$5,000
<input type="checkbox"/>	Co-Sponsor	\$2,500
<input type="checkbox"/>	Charging Station Sponsor	\$5,000
Total:		

Please complete and email sponsorship form to **James Hale, Director of Development and Strategic Partnerships**, james.hale@ucop.edu, 650.533.3478. Upon receipt, an invoice for the sponsorship and additional details about the event will be emailed to you.

Cancellation and Refund Policy: All refunds will be charged a \$300 administrative fee. Refund requests in writing will be honored up to August 30, 2016. Refunds will be processed and issued after the conference.

MESA is one of the largest programs in the state to support educationally disadvantaged students so they can graduate from college with science, technology, engineering, and math (STEM) degrees. MESA provides academic support and enrichment to more than 18,000 K-12 students and more than 7,800 community college and 4-year college students each year. For more information about MESA visit our [website](#) or follow us on Twitter @MESASTEM.