

2017 Student Leadership Conference

SPONSORSHIP OPPORTUNITIES



The 14th Annual MESA Student Leadership Conference

brings more than 200 hand-picked engineering and computer science students together 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 21st century workforce skills they need to succeed.

Interaction with industry prepares and inspires them to effectively lead, within their universities, their communities and careers. Corporate sponsors gain access to top talent - students who are diverse, determined and equipped for success.

October 27-28 | Millennium Biltmore Hotel, Los Angeles

2017 STUDENT LEADERSHIP CONFERENCE SPONSOR OPPORTUNITIES

*Join our elite group of business partners as we
Illuminate – Motivate – Launch
MESA students into career success!*

Sponsorships include myriad opportunities for branding, student impact and recruitment of **top caliber, diverse talent for your organization**. The conference is an opportunity for companies to partner with MESA to equip and engage our diverse students who are poised for professional success in STEM careers.

2016 partners and sponsors included:



Sponsor benefits:

- Access the best and brightest MESA students, tomorrow's STEM workforce leaders
- Make a strategic investment in your company's talent pipeline
- Demonstrate thought leadership in your industry
- Engage employees through a tangible opportunity for your company to give back
- 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 MESA?

MESA stands for Mathematics, Engineering, Science Achievement. MESA has a 47-year history of changing the face of science, technology and engineering by developing a new generation of STEM leaders. Now with a network of more than 250,000 alumni, MESA fuels diversity by propelling historically underrepresented students toward STEM degrees and professional careers.

Each year MESA serves over 25,000 students at the pre-college, community college and university levels across California. 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 college graduates who meet 21st century STEM workforce needs.

The White House, the Ford Foundation, and the Silicon Valley Education Foundation have all recognized MESA for its innovative and effective academic development model.

MESA Student Leadership Conference Snapshot:



52%

Female

80%

Underrepresented
Ethnicity

3.56

Average
GPA

Top Majors include Computer Science, Electrical Engineering, Computer Engineering, and Mechanical Engineering

200 Students participate, coming from MESA programs at UC's, CSU's, and community college campuses across California.

Conference Highlights:

- **Workshops:** Leadership, problem-solving, collaboration, emotional intelligence, and more
- **Mock Interviews:** Each student participates in a mock situational interview conducted by volunteer professionals who provide feedback and coach the students on strategies
- **Video Challenge:** Students present a video before industry judges, designed to foster creativity, leadership, research and presentation skills
- **Career Information & Networking Session:** Designed as a venue for companies to engage with students directly and discuss internship and career opportunities in an informal setting.
- **VIP Industry and Alumni Reception:** VIP event for MESA alumni, corporate representatives and elected officials to meet personally with MESA leadership and selected MESA students – our corporate partners consider this *a must-attend!*

2017 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	4 interviewers	3 interviewers	2 interviewers
Lead a workshop	✓	✓	✓	✓
Logo on print, web, and mobile app	✓	✓	✓	✓
Career info & networking table	✓	✓	✓	✓
Social Media engagement	✓	✓	✓	
Check presentation ceremony	✓	✓	✓	
Dinner welcome address	✓	✓		
Press release	✓	✓		
Lead branding on mobile app, print	✓			
Company video in dinner program	✓			

- 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
- Career information and networking session is capped at 10 companies who have the chance to share information and recruit potential interns and job candidates

““The opportunity to work for SoCalGas initiated when I attended the MESA conference as a student back in 2012. It's going to be 3 years this July working for SCG!”

~ Ileana Ivanka Figueroa, engineer and UC Riverside alumna

ADD-ON and A LA CARTE SPONSORSHIP OPPORTUNITIES

A la carte items include a table at the Career Information & Networking Session

VIP Alumni and Industry Reception

\$10,000 Exclusive Sponsor/\$5,000 Co-Sponsor

This cocktail reception gathers notable MESA alumni together with corporate executives who are committed to diversity in their STEM workforce. Prominent government officials also attend, along with a contingent of MESA students for you to meet and engage. The reception sponsor will receive banner recognition at the event and recognition across all conference materials and mobile app.

Video Competition

\$10,000 Exclusive Sponsor/\$5,000 Co-Sponsor

Student video competition where sponsors get prominent pre-conference visibility as students work on videos as well as in-conference when finalist videos are presented and voted upon. Sponsors gain full access to student videos for talent acquisition and marketing. This is a high-visibility opportunity with an audience that includes students, alumni, and industry executives.

Student Improv Night

\$5,000 Exclusive Sponsor

*Sponsor this fun and informal student networking event led by our conference emcee, actress and scientist **Christina Ochoa**. Dubbed Friday Night Live, this is always a big student favorite. Your branding will be prominently displayed outside and inside the room. Sponsorship includes invitations to the Alumni and Industry reception and the Alumni Award and Welcome Dinner.*

MESA Alumni Award

\$5,000 Exclusive Sponsor

The MESA Alumnus/a of the Year is awarded to former MESA students who have demonstrated significant achievements in their chosen profession, earned respect from their colleagues and exemplified leadership and service to MESA and/or the community. The sponsor will present the award, give brief remarks and be recognized across all conference materials and mobile app. Sponsor will have a table with the awardee.

Portfolio

\$5,000 Exclusive Sponsor

Be the brand that students will remember well after the conference. Your company logo will be featured on a professional portfolio that students use during the conference and into their careers. Your sponsorship will be recognized during the Friday events and your company logo included in the mobile app.

Welcome Package

\$5,000 Exclusive Sponsor/\$2,500 Co-Sponsor

Make a good first impression with MESA students as soon as they arrive at the conference. Each student receives a package at the registration desk that includes a healthy snack in a colorful pouch with your brand name. Your sponsorship will be recognized during the Friday events and your company logo included in the mobile app.

"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

Students from the following campuses are expected to attend:



California State University

Cal State LA
CSU Chico
CSU Long Beach
Sacramento State
Fresno State
San Diego State
San Francisco State
San Jose State
Sonoma State

University of California

UC Riverside
UC Santa Barbara
UC Santa Cruz
UCLA

Private Universities

University of the Pacific
University of Southern California

As well as students from more than a dozen community colleges in southern California

“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, National Society of Black Engineers co-chair

Yes, sign us up for the 2017 Student Leadership Conference!

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
<input type="checkbox"/>	Video Competition	\$10,000
Student Improv Night		
<input type="checkbox"/>	Exclusive Sponsor	\$5,000
VIP Industry & Alumni Reception		
<input type="checkbox"/>	Exclusive Sponsor	\$10,000
<input type="checkbox"/>	Co-Sponsor	\$5,000
<input type="checkbox"/>	Alumni Award Sponsor	\$5,000
Conference Welcome Package		
<input type="checkbox"/>	Exclusive Sponsor	\$5,000
<input type="checkbox"/>	Co-Sponsor	\$2,500
Conference Portfolio		
<input type="checkbox"/>	Exclusive Sponsor	\$5,000
Power Networking Session		
<input type="checkbox"/>	Included in value packs and a la cartes	n/a
Total		\$ _____

Please complete and email a copy of the sponsorship form to **Mae Torlakson**, mae.torlakson@ucop.edu, 510-987-9498. Upon receipt, an invoice for the sponsorship and additional details about the event will be emailed to you.

All sponsorships are fully tax deductible as contributions to a 501(c)(3)