



2021 Partnership Opportunities

Connect with over **13,000** Hispanic students
and professionals in STEM

partnerships@shpe.org

National Demographics

2019-2020 FISCAL YEAR BY THE NUMBERS

MEMBERSHIP BREAKDOWN



Total Members
13,382

Student
Members
10,716

Professional
Members
2,666

MEMBER SHARE BY REGION



Region 1	11%	Region 5	20%
Region 2	15%	Region 6	13%
Region 3	4%	Region 7	18%
Region 4	19%		

2019-2020 NATIONAL CHAPTERS



Total Active Chapters
286

Student
Chapters
224

Professional
Chapters
62

ACTIVE CHAPTER COUNT BY REGION



Region 1	29	Region 5	46
Region 2	39	Region 6	55
Region 3	20	Region 7	30
Region 4	67		

GENDER BREAKDOWN



Male
67%

Female
33%

TOP MAJORS



Mechanical Engineering	30%
Computer Sciences & Engineering	22%
Electrical Engineering	12%
Chemical Engineering	7%
Civil Engineering	7%
Industrial Engineering	6%
Aerospace Engineering	6%
Other STEM	10%

Does your Company Desire a Talented, Diverse STEM Workforce?

PARTNER WITH SHPE!

"SHPE has enabled P&G to build a strong pipeline of Hispanic talent with a remarkable relationship over 30 years old. Our success has made us one of the top companies for Hispanic talent."

– CLAIRE HAYHOW, P&G

At SHPE, we recognize that our students and professionals aren't just the future of the Hispanic community, but the future of this entire country. We offer our members community, mentorship, and fellowship to ensure that the brightest minds in STEM don't go overlooked.

The partnership opportunities outlined here offer a unique opportunity to engage, support, educate, and advance the careers of Hispanic students and professionals. Your participation further affirms your commitment to diversity in both your recruitment and retention efforts.

Digital Branding

Reach the 13,000+ SHPE members directly with a branded email, social media post, or banner ad

latinXfactor

Host a webinar that coaches leading Hispanics in STEM on how to sharpen their professional edge

Events

Build your corporate brand with the right audience at one of our nine annual events, including the largest gathering of Hispanics in STEM

Career Services

Gain access to the premiere resource for STEM talent with close to 10,000 active career-searching members

SHPEXchange

Let SHPE help you establish a strategic Employee Resource Group (ERG) framework that serves Hispanics employees at your company

IPC Membership

Join an exclusive group of some of the world's top companies that rely on and value a diverse STEM workforce

Named Scholarships

Help build the STEM pipeline for Hispanic students while fulfilling your corporate philanthropy mission

SHPE | SMU-Cox Rising Latino Leaders

Send your rising stars to this unique, culturally immersive, executive education program

APC Membership

Join an exclusive group of some of the top academic institutions that facilitate and grow a diverse and inclusive student body

Please review the opportunities and send in the order form to secure your spot! If you have questions or don't see what you're looking for, contact partnerships@shpe.org.

Digital Branding Opportunities

Opportunities are available all year long and are a great way to reach SHPE members outside of our annual events. Don't see exactly what you want? Email us at partnerships@shpe.org for opportunities to customize.

Dedicated Email

IPC \$6,000 / Non-IPC \$6,500

- ▶ Linked PDF emailed to @80,000+ recipients
- ▶ Average open rate is 40%

SPECS:

Frequency: 2x per month maximum (no emails in month prior to the national convention)

Deliverable: Portrait-oriented PDF, .jpeg, or .png; that is 600px to 800 px max width (no cap on length) with link emailed to marketing@shpe.org

Deadline: Two weeks prior to requested send date



Weekly Newsletter Article

IPC \$4,000 / Non-IPC \$4,500

- ▶ 500-800 word article in the SHPE National newsletter with picture and link to your website
- ▶ Newsletter emailed to @80,000 recipients with an average open rate of 40%

SPECS:

Frequency: 1x per week maximum

Deliverable: 500-800 word article with picture (16:9) and link to your website emailed to marketing@shpe.org

Deadline: Two weeks prior to newsletter send date (every Wednesday)

Note: First 50 words or so of the article will appear in the newsletter with a "Read More" link over to the SHPE blog for the remainder of the article.



Digital Branding Opportunities

Weekly Newsletter Banner Ad

IPC \$3,000 / Non-IPC \$3,500

- ▶ Banner ad included in the SHPE National weekly newsletter, SHPE Nation
- ▶ Emailed to @80,000+ recipients with an average open rate of 40%

SPECS:

Frequency: 1 per newsletter max

Deliverable: 1135 x 140 pixels; .png file

Email to marketing@shpe.org; include link for the ad in the email

Deadline: Two weeks prior to newsletter send date (every Wednesday)



Website Banner Ad

IPC \$1,500 / Non-IPC \$2,000

Banner ad placed on the homepage for 4 weeks

Homepage has @21,500 average monthly visitors

SPECS:

Frequency: 5 banners max on homepage at a time; 4-week minimum per banner

Deliverables:

Desktop: 1135 x 140 pixels; .png file

Mobile: 325 x 100 pixels; .png file

Email files and link for the ad to marketing@shpe.org

Deadline: 10 business days prior to the ad start date



Digital Branding Opportunities

Social Post

IPC \$2,000 / Non-IPC \$2,500

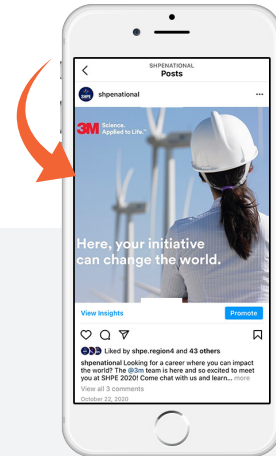
One post with image, text, and link across Facebook, Twitter, Instagram, LinkedIn (41,000+ total followers)

SPECS:

Frequency: One sponsored post per week max

Deliverable: Email image, link, and copy (280 characters max) to marketing@shpe.org; if you wish to have different copy/images/links for each platform, please indicate that in the email

Deadline: 10 business days prior to the requested post date



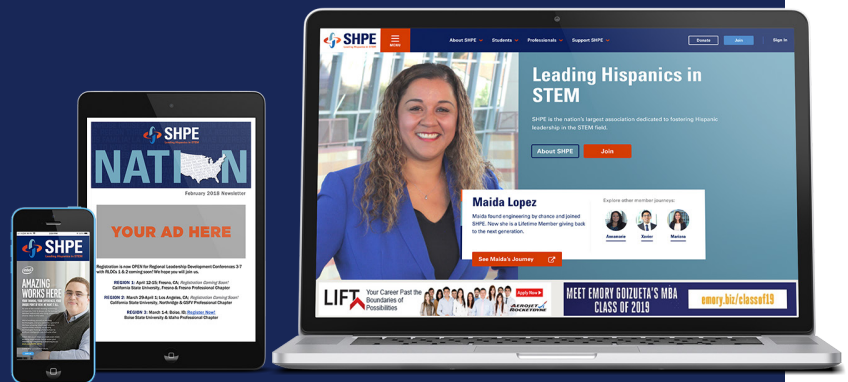
Digital Package

Includes All of the Above
A 20% SAVINGS!

IPC \$13,200 / Non-IPC \$15,200

IPC members save \$500 off of each offering! Learn more about becoming an IPC member.

shpe.org/ipc



Career Center

Investment in SHPE's Career Center will allow your company to showcase its latest career opportunities to our membership and recruit directly from our talented pool of qualified Hispanic STEM leaders. Our recruitment network boasts nearly 10,000 Hispanics leaders in STEM.



Job Postings and Job Flash™ Packages

30 Day Job Posting	\$179
60 Day Job Posting	\$299
60 Day Enhanced Posting	\$439

- ▶ Posted for 60 Days
- ▶ Remains high in search results
- ▶ Highlighted to stand out

Job Flash™ Package	\$499
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- ▶ Job emailed to 7,000 Hispanic STEM professionals
- ▶ Posted for 60 Days
- ▶ Click to view recent Job Flash™

Ultimate Recruitment Package	\$699
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- ▶ TalentBoost Upgrade distributes job to network of 1,000+ national, niche, and local Job Boards
- ▶ Job emailed to 7,000 Hispanic STEM professionals
- ▶ Posted for 60 Days
- ▶ Remains high in search results
- ▶ Highlighted to stand out



Network Postings

This product bundle gets you a single job posting on this job site along with secondary exposure for your job posting on all sites in this Job Board Network for a small additional cost!

60 Day Job Posting + Diversity Job Board Network	\$649
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60 Day Enhanced Posting + Diversity Job Board Network	\$789
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Job Flash™ Package + Diversity Job Board Network	\$849
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Other Opportunities

4 Month Unlimited Resume Subscription	\$1,499
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10 Pack of 60 Day Job Postings	\$2,199
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60 Day Homepage Banner Advertisement	\$999
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If you would like to package any of the Career Center offerings with other opportunities, we can create a custom proposal for you. Email us at partnerships@shpe.org.

If you only want to take advantage of the Career Center opportunities, then please visit careercenter.shpe.org to place your order.

IPC members receive year-round access, job postings and internship postings. [Learn more about becoming an IPC member.](#)

Bright Minds ScholarSHPE Campaign

GIVE WITH SHPE



Scholarship support enables SHPE to help bridge the gap between K-12 education and successful career placement. For the 2020-2021 academic year, SHPE provided over \$620,000 in scholarships, which enabled students to take advantage of opportunities to further their STEM academic pursuits, realize early career goals, and engage effectively among their peers, mentors, and communities as rising leaders in STEM.

With **more than 8,000 student members**, corporate sponsors' support for the ScholarSHPE program will have tremendous reach into the Hispanic community.

A contribution of \$5,500 or more earns named-sponsorship benefits:

- ▶ Feature on our ScholarSHPE page
- ▶ Receive student profile, updated resume, and recipient's most recent transcript directly from SHPE for all of their scholarship recipients
- ▶ Featured in ScholarSHPE emails during application period
- ▶ Recognition on ScholarSHPE website with logo and hotlink
- ▶ Logo placement on signage at the SHPE National Convention

Standard administration fee is 10% (included in the \$5,500) and includes two parameters. Additional parameters available for a 2.5% administration fee each. Parameters include; GPA, Major, College/University, geographic location, standardized test scores, class status. Contributors over \$10,000 may also sponsor a co-branded scholarship website for an additional 2.5%.

To sponsor a scholarship, complete the commitment form and we will contact you.

For additional questions, email scholarships@shpe.org.

latinXfactor™

Expertly-designed webinars accessible from anywhere. At no cost to our members. You in? We thought so!



This program helps members identify that special something—that X-factor—and use it to excel in the workplace. In these hour-long monthly webinars, our subject matter experts cover a wide range of topics. Though designed with our student members in mind, latinXfactor™ is open and beneficial to all professionals, those that are up-and-coming and those looking to make a change.

During each session, participants will:

- ▶ Gain a competitive edge in the workforce
- ▶ Increase skills for transitioning into the corporate world
- ▶ Become a more qualified candidate for industry partners
- ▶ Strengthen their professional presence in person and online
- ▶ Be well-prepared for interviews during the National Convention

Host a latinXfactor™ episode for \$5,000. Benefits include:

- ▶ Developing content with the support of SHPE staff
- ▶ Featuring 1-3 speakers, of your choice, to lead the presentation
- ▶ Having your company's logo on all event marketing materials and resources
- ▶ Obtaining a report, at the conclusion of the event, with analytics and data

Or contact programs@shpe.org about hosting an entire series of webinars on one of our topics: Diversity & Inclusion; Think, Act, Be an Entrepreneur; or Career Development and Planning.

Please visit shpe.org/latinxfactor for more information.

SHPEXchange

The Employee Resource Group (ERG) Program supports and reinforces the development of a strategic mindset within a company's ERG leaders.



This program establishes a strategic operating framework that serves Hispanic employees in their STEM careers, in their respective company's community impact initiatives, and within the overall Hispanic community.



This program is delivered by Dr. Robert Rodriguez, who is recognized as one of the Top 100 Most Influential Latinos in Corporate America. He is an expert in talent management, succession planning and executive development with an emphasis on ERG operations and D&I planning. He is the developer of the 4C Model, which serves as the standard for ERGs in Corporate America and serves as a trusted ERG advisor to over 200 corporations.

SHPEXchange packages include:

4C ERG Model Assessment

\$12,750

- ▶ 4C ERG Model Assessment (completion of the assessment tool)
 - » Results report, including implications and recommendations
- ▶ 5 SHPE National Convention registrations

Effective Executive Sponsorship Workshop

\$14,000

- ▶ Tailored 60-minute workshop designed for the company's ERG executive sponsors
 - » Defines the 6 key roles executive sponsors play when supporting their ERG
 - » Outlines key considerations and best practices for executive sponsors
- ▶ 1 reserved seat in the SHPE/SMU Hispanic Leadership Certificate Program for an ERG leader
- ▶ Customized bundle of online leadership courses for 5 participants: Introduction to Leadership, Leaders and Work-Life Balance, Leading and Managing Change, Leading Teams, Body Language for Leaders (+ leadership certificate awarded upon completion - 20 hours online training)
- ▶ 5 SHPE National Convention registrations

NextGeneration ERG Trends & Best Practices \$21,200

- ▶ Tailored 90-minute workshop designed to provide a comprehensive examination of what constitutes a next generation ERG and how corporations are leveraging ERGs to diversify their talent pipeline and impact on the bottom line
 - » Defines the types of environments that must exist to nurture ERG success
 - » Explores numerous external ERG trends and best practices
 - » Reviews the 4C ERG Model and its' applied strategic framework
- ▶ 1 community outreach event (Noches de Ciencias) with SHPE National staff guidance and support
- ▶ 10 SHPE professional memberships
- ▶ 10 SHPE National Convention registrations
- ▶ SHPE Professional Chapter start-up support/resources

Comprehensive ERG Operations \$25,000

- ▶ Tailored 60-minute workshop designed for the company's ERG executive sponsors
 - » Defines the 6 key roles executive sponsors play when supporting their ERG
 - » Outlines key considerations and best practices for executive sponsors
- ▶ Tailored 90-minute workshop designed to provide a comprehensive examination of what constitutes a next generation ERG and how corporations leverage ERGs to diversify their talent pipeline and impact the bottom line
 - » Defines the types of environments that must exist to nurture ERG success
 - » Explores numerous external ERG trends and best practices
 - » Reviews the 4C ERG Model and its' applied strategic framework
- ▶ 1 community outreach event (Noches de Ciencias) with SHPE National staff guidance and support
- ▶ Customized bundle of online leadership courses for 5 participants: Introduction to Leadership, Leaders and Work-Life Balance, Leading and Managing Change, Leading Teams, Body Language for Leaders (+ leadership certificate awarded upon completion - 20 hours online training)
- ▶ 5 SHPE National Convention registrations



SHPEExchange

ERG Academy

\$55,000

- ▶ Completely customized year-long (12 month) interactive ERG Academy that includes alignment with corporate values and leadership competencies and identification/creation of content. Meets quarterly for 2 hours/quarter
 - » Designed to elevate ERG leader capabilities
 - » Establishes a strategic mindset within the ERG leadership team and helps identify how the participants' ERG roles support overall diversity and business strategy across the company
- ▶ 1 reserved seat in the SHPE/SMU Hispanic Leadership Certificate Program for an ERG leader
- ▶ 4C ERG Model Assessment (completion of the assessment tool)
 - » Results report, including implications and recommendations
- ▶ 1 community outreach event (Noches de Ciencias) with SHPE National staff guidance and support
- ▶ Customized bundle of online leadership courses for 5 participants: Introduction to Leadership, Leaders and Work-Life Balance, Leading and Managing Change, Leading Teams, Body Language for Leaders (+ leadership certificate awarded upon completion - 20 hours online training)
- ▶ 5 SHPE National Convention registrations

Multiple Company Participation Package

\$15,000*

- ▶ Effective Executive Sponsorship Workshop (60-minutes)
- ▶ NextGeneration ERG Trends & Best Practices (90-minutes)
- ▶ 4C ERG Model Assessment (1 per company represented in the cohort)
- ▶ 10 SHPE professional memberships
- ▶ SHPE professional chapter start-up support/resources
- ▶ 10 SHPE National Convention registrations

*Cost is \$15,000 per company. Minimum 3 companies. Maximum 10 companies



Please visit shpe.org/shpexchange for more information.

SHPE | SMU-Cox Latino Leadership Certificate Program

SHPE collaborates with the SMU-Cox School of Business' Latino Leadership Initiative to deliver an exclusive, high-impact and high-value certificate program. SMU is one of the top business schools in the nation, and the only business school that offers a Latino-focused certificate program.



2021 Dates:

- ▶ August 30 - September 3

The SHPE | SMU-Cox's Rising Latino Leaders Professional Development Certificate Program is specially curated for SHPE professional members.

Supporting Sponsor

\$28,000

- ▶ 10 registrations
- ▶ One lunch keynote
- ▶ Logo placement on printed signage on-site
- ▶ Participant resumes
- ▶ Dedicated email to all participants sent post-event

Presenting Sponsor

\$20,000

- ▶ Recognition on event materials (with logo where possible)
- ▶ Company logo featured in communications to entire SHPE email database (80K+)
- ▶ One 30-minute lunch keynote
- ▶ 2 registrations
- ▶ Logo placement on printed signage on-site
- ▶ Participant resumes
- ▶ Dedicated electronic email to all participants, post-event

Lunch Keynote

\$5,000

- ▶ 30-minute speaking opportunity
- ▶ Logo placement on printed signage on-site
- ▶ Participant resumes

Elevate Your Pitch Sponsor

\$5,000

- ▶ 10-minute speaking opportunity
- ▶ Provide up to 15 representatives to serve as coaches and judges
- ▶ Logo placement on printed signage on-site
- ▶ Participant resumes

Sponsor an Employee

\$2,800

Please visit shpe.org/smu-cox for more information.

#SHPEreads Series

The #SHPEreads Series places participants into intimate cohorts for a series of meetings over 5-8 weeks to read and discuss a selected book.

Books are selected from various themes including authenticity, leadership, and personal growth – to name a few! Each series is led by a group facilitator. Participants are able to learn not only from the book's content but also from each other.

During each session, participants will:

- ▶ Bond with 5 new SHPE Familia members
- ▶ Gain lifelong learning skills
- ▶ Discuss and share their thoughts on the book

Host a #SHPEreads series for \$7,500.

Benefits include:

- ▶ Partner with SHPE staff to select the book of the month
- ▶ Engage with participants through employee participation as facilitators (if multiple facilitators are provided then multiple cohorts of 5 members can be supported, maximum 100 participants)
- ▶ Deliver a dedicated post-event email to all participants
- ▶ Co-brand program marketing, materials, and resources
 - » Registration page
 - » Email invitation
- ▶ Web/app branding
- ▶ Data Analytics Report



Please email programs@shpe.org for more information.

CyberTech Trek Cohort

Cybersecurity workers protect our most important and private information, from social media accounts, military, financial, all the way to your cell phone. There is a dangerous shortage of cybersecurity workers in the United States that puts our digital privacy and infrastructure at risk.



The CyberTech Trek program increases the number of professionals learning the art of cybersecurity and encourages more students to choose career paths in cybersecurity to meet the growing demands across the country.

During the CyberTech Trek program, participants will:

- ▶ Complete 40 hours of technical training in cybersecurity
- ▶ Gain a competitive edge in the workforce
- ▶ Increase technical skills for transitioning into the cybersecurity industry
- ▶ Become a more qualified candidate for industry partners
- ▶ Strengthen their professional presence in person and online
- ▶ Earn a certificate in cybersecurity

Sponsor a CyberTech Trek Cohort \$7,500. Benefits include:

- ▶ 10 registrations for student members to complete the [Certificate in Cybersecurity Course](#)
- ▶ The opportunity for the company to:
 - » Mentor participants
 - » Have a dedicated email blast sent to participants at the conclusion of the event
 - » Provide a webinar to participants that highlights the importance of cybersecurity within the company
 - » Promote career opportunities currently available
- ▶ Co-branding of registration page, social media posts, and the cohort platform
- ▶ Data analytics report

Please visit shpe.org/cybertech-trek for more information.

Event Opportunities


SHPE's signature events provide a platform for strategic partners to access our member base and engage, learn, network, and recruit across industries. We strive for variety among our partners in order to illustrate the countless opportunities available to STEM students and professionals. Your partnership helps educate our members, influences their career paths, and provides a forum for the exchange of innovative ideas among these rising STEM leaders.


With a number of benefits for our corporate partners—from speaking opportunities on panels and at networking events to strategic logo placements and marketing options—your sponsorship of our events will allow you to connect with SHPE members and champion your organization's commitment to innovation, education and diversity.



National Convention


The SHPE National Convention serves as the country's largest gathering of Hispanic STEM students and professionals in the U.S., with more than 9,000 attendees in 2020. With access to the most gifted technical talent in the country, sponsorship of the event provides you the unique opportunity to promote your commitment to diversity and recruit the best of Hispanic STEM students, professionals, and future leaders.

 **Audience:** 9,000+ student and professional members

 **Timing:** Late October/Early November

 **Locations:** Orlando, FL 2021; Charlotte, NC 2022

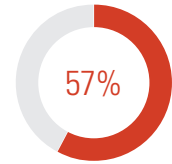
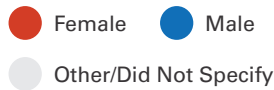
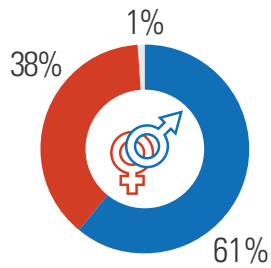
 [2021 SHPE National Convention >](#)

 [2020 Sales Brochure \(2021 coming soon!\) >](#)

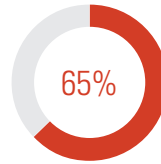
Event Opportunities

2020 National Convention Demographics

ATTENDEES



First Generation College Students



First-Time Attendee

YEAR IN SCHOOL



5%
Community College

16%
Freshman

28%
Sophomore



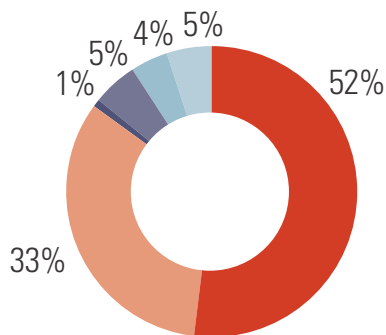
18%
Senior

33%
Junior

ATTENDEES

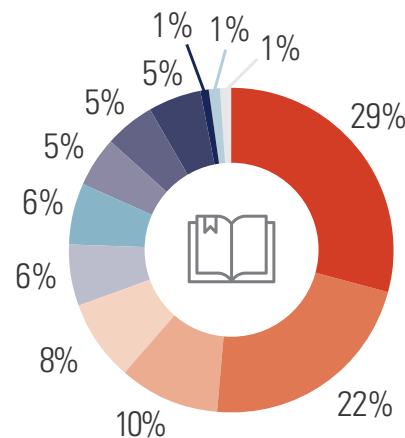
8,964

BY TYPE

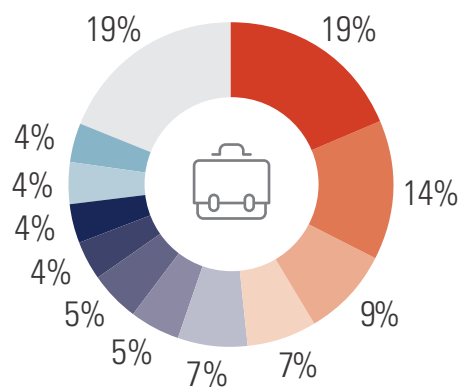


*Includes many professionals

UNDERGRADUATE MAJORS



PROFESSIONAL INDUSTRIES





Event Opportunities



National Institute for Leadership Advancement (NILA)

NILA is SHPE's solution to developing responsible community leaders across the U.S. to ensure that Hispanics are not only represented, but are influential drivers in the future of STEM. Designed to cultivate and train community leaders to serve in leadership roles within SHPE's nationwide ecosystem and operating structure, your organization's sponsorship of NILA will demonstrate your commitment to investing in a diverse pool of STEM leaders and to increasing STEM engagement among the larger Hispanic community.

 **Audience:** 600+ regional and chapter leaders

 **Timing:** Early August

 **Location:** Varies

 [2020 Sales Brochure \(2021 coming soon!\) >](#)




Event Opportunities




Regional Leadership Development Conferences (RLDCs)

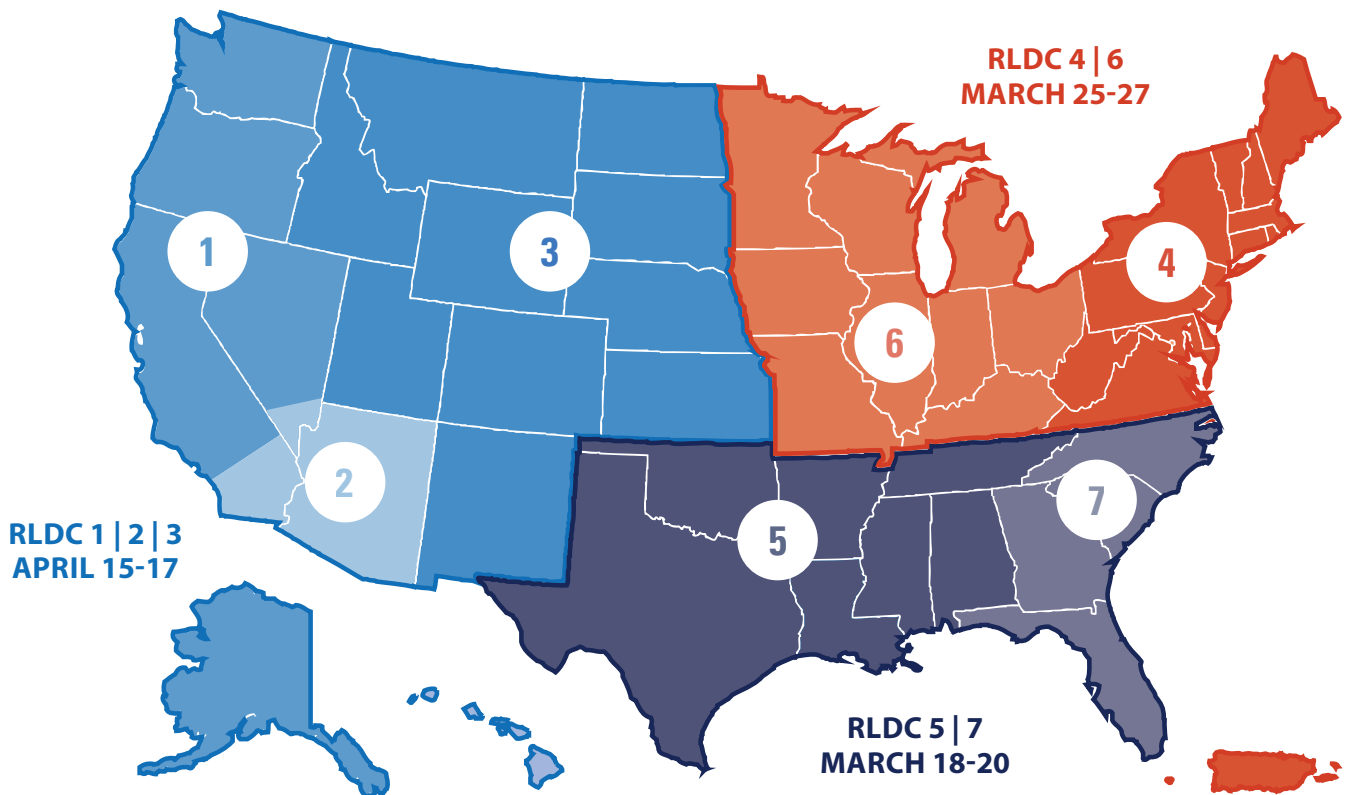
RLDCs provide opportunities for SHPE members to enhance their leadership skills and technical knowledge through workshops, case studies, and networking events. Sponsorship of these regional events allows your organization to gain valuable, local exposure to highly motivated STEM students. Showcase your company and its career opportunities with our various networking events, career fair, and branding opportunities. As a partner, you will engage with students and develop relationships to assess the best fit for your organization.

NOTE: All 2021 RLDCs will be virtual events.

 **Audience:** 700-1,000 attendees per event

 **Timing:** March-April

 [2021 Sales Brochure >](#)



Learn more about our upcoming events at shpe.org/events

Become an IPC Member

The Industry Partnership Council (IPC) is composed of national, top-level companies and government agencies that are committed to diversity and inclusion.



IPC members align with the SHPE mission by supporting year-round programs, sharing industry perspective, providing resources and development tools, and meeting recruitment and retention strategy goals. Collaboration with the IPC greatly influences SHPE's program design and execution to better prepare our members for careers at leading organizations.

As an IPC member, you'll have the opportunity to engage with SHPE's 13,000+ student and professional members. Diversity provides IPC members a competitive edge and innovative practices in their workforce.

PARTNERSHIP HIGHLIGHTS INCLUDE:

Branding

- ▶ Exclusive Branding and Marketing Opportunities*
- ▶ Company Logo On SHPE Website With Hotlink
- ▶ Exclusive Recognition In SHPE National Convention Email Blast (Distributed In October)

Access to SHPE Members

- ▶ 1 Year Access To SHPE Professional Chapter Directories
- ▶ 1 Year Access To SHPE Student Chapter Directories
- ▶ 1 Year Access To SHPE Career Center
- ▶ 1 Year Access To Corporate Members During (4) Quarterly Meetings
- ▶ 25 Professional Memberships
- ▶ 50 Unique SHPE Career Center Job Postings
- ▶ 10 Unique SHPE Career Center Internship Postings



*Benefits are subject to change in the event that an event must be delivered virtually. IPC members will receive equivalent virtual benefits. Please visit shpe.org/ipc for more information.

Become an IPC Member

EVENT BENEFITS HIGHLIGHTS INCLUDE:

National Convention

- ▶ Premier Branding With Company Logo And Hotlink On National Convention Website
- ▶ Two Guaranteed Workshops
- ▶ Priority Access To Convention Housing
- ▶ Early Access To Interview Booths
- ▶ Exclusive Hours For Exhibitor Move-in
- ▶ One 20'x20' Island Booth With Priority Selection
- ▶ One Interview Booth In Priority Location
- ▶ Advanced Convention Registration
- ▶ Ten (10) Full Convention Registrations
- ▶ Twenty (20) Career Fair-Only Registrations
- ▶ Registration, Event And Program Sponsorship Discounts
- ▶ Invitation To Executive Round Table
- ▶ Access To Affiliate Meeting Room Requests

NILA (National Institute For Leadership Advancement)

- ▶ Company Logo On NILA Website With Hotlink
- ▶ One Full Page Ad In NILA Attendee Packet
- ▶ Event And Program Sponsorship Discounts
- ▶ Exclusive Sponsor Recognition

RLDC (Regional Leadership Development Conference)

- ▶ Corporate Logo And Link Included On RLDC Website
- ▶ One Registration For Each RLDC
- ▶ Exclusive Sponsor Recognition
- ▶ Discounted Rate On Additional Engagement Opportunities



Contact partnerships@shpe.org to discuss membership.

Benefits are subject to change in the event that an event must be delivered virtually. IPC members will receive equivalent virtual benefits. Please visit shpe.org/ipc for more information.

Become an APC Member



SHPE's Academic Partnership Council (APC) provides a formal process for comprehensive universities, primarily undergraduate institutions, research institutions, and community colleges, to partner with SHPE and to inform SHPE's programs and chapter operations, as well as collaborate with peer academic institutions committed to increasing Hispanic representation in engineering and STEM. Member organizations include both Hispanic Serving Institutions (HSIs) and emerging-HSIs.

APC members will:

- ▶ Actively contribute to the success of Hispanics in Engineering and STEM
- ▶ Partner with SHPE on new and innovative programs
- ▶ Network with Deans that have a similar interest in serving Hispanic students
- ▶ Positively impact SHPE's 13,000+ members
- ▶ 10 Unique SHPE Career Center internship postings

Pricing:

Community Colleges & 2-year

Technical Schools \$200

Comprehensive Institutions \$600

Primarily Undergraduate
Institutions \$600

Research Institutions \$900



Contact apc@shpe.org to discuss membership.

Please visit shpe.org/apc for more information.

ORDER FORM

COMPANY/ORGANIZATION

CONTACT INFORMATION

☐ MR. ☐ MS. ☐ MRS. ☐ MISS ☐ DR.

PRIMARY CONTACT: _____

COMPANY: _____ INDUSTRY: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

MAKE YOUR SELECTION

Please make your selection below and we will have the appropriate person contact you to confirm and discuss additional details.

Dedicated Email

☐ IPC \$6,000 / ☐ Non-IPC \$6,500

Requested Send Date: _____

Weekly Newsletter Article

☐ IPC \$4,000 / ☐ Non-IPC \$4,500

(65,000 recipients)

Requested Month: _____

Weekly Newsletter Banner Ad

☐ IPC \$3,000 / ☐ Non-IPC \$3,500

(600x200; 65,000 recipients)

Requested Week: _____

Social Post

☐ IPC \$2,000 / ☐ Non-IPC \$2,500

(Facebook, Twitter, Instagram, LinkedIn)

Requested Post Date: _____

Website Banner Ad

☐ IPC \$1,500 / ☐ Non-IPC \$2,000

(1-month; 468px x 60px; 8,880 impressions average)

Requested Dates: _____

Package (includes all of the above)

☐ IPC \$13,200 / ☐ Non-IPC \$15,200

Please note requested timing for each in the space provided above.

☐ Named Scholarship \$5,500

☐ latinXfactor Webinar Sponsorship \$5,000

SHPEXchange ERG Program

☐ 4C ERG Model Assessment \$12,750

☐ Effective Executive Sponsorship Workshop \$14,000

☐ NextGeneration ERG Trends & Best Practices \$21,200

☐ Comprehensive ERG Operations \$25,000

☐ ERG Academy \$55,000

☐ Multiple Company Participation

Package \$15,000*

SHPE | SMU Cox Latino Leadership Certificate Program

☐ Supporting Sponsor* - \$28,000

☐ Presenting Sponsor \$20,000

☐ Lunch Keynote \$5,000 (3 available per cohort)

☐ Elevate Your Pitch Sponsor \$5,000

☐ Sponsor an Employee \$2,800

☐ #SHPEreads \$7,500

☐ CyberTech Trek Cohort \$7,500

☐ IPC Member \$42,500

APC Member

☐ Community Colleges & 2-year Technical Schools \$200

☐ Comprehensive Institutions \$600

☐ Primarily Undergraduate Institutions \$600

☐ Research Institutions \$900

PAYMENT INFORMATION

TOTAL AMOUNT: \$ _____

BILLING CONTACT NAME: _____ DATE: _____

PHONE: _____ EMAIL: _____

SIGNATURE: _____

Please submit completed form to partnerships@shpe.org. Upon receipt of this signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. If paying by check, payment should be made payable to: SHPE and mailed to: SHPE, ATTN: SHPE FINANCE, 13181 CROSSROADS PKWY NORTH, SUITE 220, CITY OF INDUSTRY, CA 91746

Payment must be received 30 days prior to your selected / sponsored RLDC event date in order to guarantee participation in conference printed materials. If your organization has any outstanding invoices with SHPE, you may not be permitted to register. All payments received after 30 days prior to your selected/sponsored RLDC event dates are subject to a 15% late fee.

CANCELLATION POLICY — All cancellations prior to 45 days to your selected / sponsored RLDC event date will be refunded minus a 10% processing fee. Cancellations made within 45 days of your selected/sponsored RLDC event date will be non-refundable. All cancellations or changes must be submitted in writing.

THANK YOU TO THE 2020-2021 SHPE IPC MEMBERS!





13181 CROSSROADS PKWY NORTH, SUITE 220
CITY OF INDUSTRY, CA 91746

SHPE.ORG

MISSION

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support, and development.

VISION

SHPE's vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians, and engineers

VALUES

Familia

We take responsibility for our collective strength and passion by developing communities, building a diverse and inclusive membership, and challenging each other to be our best.

Service

We act on a foundation of service. We commit to deliver the highest levels of quality, integrity, and ethical behavior. We act with empathy, patience, and understanding.

Education

We value formal education and professional development. We are dedicated to continuous improvement and renewal. We learn from successes, setbacks, and each other.

Resilience

We embrace our diverse cultures and communities, which enable us to adapt, thrive, and persist with optimism.