ABOUT THE SPONSORSHIP BROCHURE TEMPLATE

# **Purpose:**

# This document is a template for student and applicable professional chapters that seek to obtain funds from sponsors

# This document provides the necessary information for a Sponsorship Brochure to be distributed to corporate sponsors

# Information from your Chapter Management Tool is to be used to populate certain sections

# **Recommended Software:**

# Microsoft Word and similar can used to create and edit content

# Any vector-based imaging software will do so as well

# Make sure that your final product is in .pdf format

# **Preparation Instructions:**

# Fully read this ABOUT ME page

# Download the Word document and complete with your chapter

# Replace and/or remove all text in gray highlight

# Complete with chapter leadership and save as a .pdf

# Cover Page [1 page max]

SHPE: Leading Hispanics in STEM

Chapter Name, Region #

YEAR

Take this title page to highlight your chapter’s/school’s colors to give your brochure personality

Use your dedicated SHPE chapter logo & include pictures of your members in action where you can

# Message from Person Responsible for Corporate Brochure (e.g. President, External VP, etc.) [1 page max]

In this brief message you’ll want your respective chapter leader to highlight your chapter’s successes. You’ll want to focus on why your chapter should be sponsored, how sponsorship will contribute to the membership, and how specifically can corporate sponsors can contribute.

# Table of Contents [1 page max]

# Chapter Activity Summary [1 page max, from CMT]

Summarize the chapter's activities (i.e., events, programs, workshops, etc.) in a chronological order in the format provided below. Pictures are strongly encouraged.

Summarize major events the chapter plans to host the coming year

* Recruitment efforts - Examples: website and marketing efforts towards recruiting incoming college students, professionals
* Retention efforts - Detail the process of obtaining resources and funds to continuously provide awareness, access, support and development to the SHPE members in the chapter.
* Post-Graduation success (Student Chapters only) - Examples: highlight number of students graduating college (both undergraduate and graduate), demonstrate their success in transitioning to the workforce (includes graduate school, entrepreneurship and industry)
* Additional current activities to highlight:
  + Participation in SHPE national events (e.g., SHPE Conference, RLDC, NILA, ELI, etc.),
  + Interaction with the regional leadership (e.g., RVP, RSR, RGR, etc.),
  + Planning and implementation events and activities oriented around recruitment, retention, and graduation success (student chapters) or influence in the community and careers of the members (professional chapters) (see chapter plan for more details),
  + Evaluation process of events and improvement of chapter towards the post-graduation success of undergraduate and graduate students (student chapters) and influence in the community and careers of the members (professional chapters)
* Closely review the NCP chapter report rubric when provide both the value provided (i.e., learning objectives/outcomes information) and whether or not the value was provided for maximum points

# Chapter Demographics [1 page max]

Work with your respective office of engineering diversity to obtain data to fill this page or showcase the make up of the SHPE members within your chapter (i.e. year in school, % of degree types, etc).

# Itemized Budget [1 page max, from CMT]

Budget should be directly taken from the Chapter Management Tool, aligned to the chapter’s overall goals.

This is where you want to show the potential sponsor what exactly you need money for – the impact.

# Sponsorship Levels [1 page max]

Sponsorship levels encourage sponsors to allocate sponsorship resources according to the deliverables they expect from a chapter. Consider various needs, outcomes, & reasons a sponsor would want to have access to your chapter members (i.e. recruitment, marketing, community outreach, DEI initiatives, etc)

# Sponsored Events [1 page max]

There are specific events that your chapter might want sponsorship for; detail those in this section.

Consider things like food at general body meetings, kits and materials for Noche de Ciencias, professional development workshops, resume reviews/mock interviews, etc.

# Thank You [1 page max]

Include a thank you note personally written by the person responsible for this document. Include a picture of the board.