



**UNIVERSITY OF CALIFORNIA, BERKELEY**  
IEEE STUDENT BRANCH



# **SPONSORSHIP PACKET**

**FALL 2020 – SPRING 2021**

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**UNIVERSITY OF CALIFORNIA, BERKELEY**  
**INSTITUTE OF ELECTRICAL AND ELECTRONICS ENGINEERS**

# ORGANIZATION INFORMATION

Berkeley IEEE's  
Org Missions  
And Values

## MISSION STATEMENT

We aim to promote professional development, encourage academic growth, and organize social activities within the greater engineering community.

## OUR IMPACT

We follow our mission statement by hosting numerous events throughout the academic year. These events are designed to greater participation, awareness, and education within the different aspects of engineering.

We take the lead in hosting Berkeley's EECS Community Week, EECS Women's History Month, Engineering Class Moral and Support Events, Bi-Annual Startup Fairs, Research Mixers, Industry/Outreach Events, Year Long Engineering Mentorship Program, and Two Student-Led DeCal Classes regarding PCB Design and Robotics. With 2000+ affiliate engagements through our events and social media, we stay connected and prominent within the Berkeley Engineering Community.

## OBJECTIVES AND VALUES

We believe that through these traditions, and many more that we hope to start with you, we will further promote our mission and values throughout the Berkeley community. By forming a foundational partnership with your organization, we believe that, together, we can inspire students for anything!



Our 2020-2021 Management Team

# SPONSORSHIP OVERVIEW

As the student chapter of the Institute of Electrical & Electronics Engineers (IEEE) at UC Berkeley, we aim to promote professional awareness, encourage academic growth, and organize social activities within our electrical engineering and computer science (EECS) community. We are one of the most active EECS student groups on campus and serve as a backbone for student-industry networking and student-academia connections.

Our organization is a 501(c)(3) tax-exempt non-profit, university affiliated organization, so we rely on donations to fund our events and the classes that we run. We maintain a strong relationship with our partners through info-sessions, startup fairs, workshops, competitions, student-led classes and other recruitment and outreach events. In addition, we maintain our connections with academia through our research workshops and the classes that we run.

We offer three different sponsorship plans: Gold, Blue, and Green. Our Gold and Blue plans are tailored towards for-profit corporations that wish to expand their networking and presence towards a large portion of the Berkeley Engineering student body. Our Green plan is tailored towards 501(c)(3) non-profit organizations in order to give them resources to expand their impact to the community. More about these plans are listed in the following pages. For price points, please contact us at [ieee@berkeley.edu](mailto:ieee@berkeley.edu) and we can work out the logistics of types of events and publicity you would like us to host for you.

## **2020 - 2021 Covid Assurance:**

Because of the fluctuating news regarding Berkeley's hybrid semester, we have decided to host events that pertain to safe standards. We assure that our online events have the same engagement as our in-person events, as we have already transitioned to an online setting, and have successfully held multiple technical workshops with high engagement and participation.



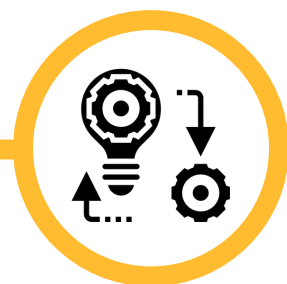
**70+**

**Annual Events**



**500+**

**General Members**



**100+**

**Years of Impact**

# GOLD SPONSORS

Recommended for  
Mid-Large Scale  
Corporations

Help Us Create Traditions Through Unique Workshops and Competitions, Catered to Your Company

\*Includes Blue Sponsor Benefits

## GOLD PLAN OVERVIEW

Gold Sponsors receive the whole Berkeley IEEE Experience: We will work together to plan 4-8 events split throughout both our Fall 2020 and Spring 2021 semesters. These events will be designed to engage our members with your company as much as possible, through means of competitions, build parties, and infossessions.

## WHY GOLD?

We stand firm that each of our members have a capable and competitive drive within themselves. We know that they would love to create personal bonds and memories through events specific to your company in order to fuel their creativity and ingenuity.

## SPECIFIC BENEFITS

- Co-Host Events for the entire Berkeley Student Body
- Chance to set up a annual/biannual competitions at Berkeley
- Networking access to our excelling members and resources
- Personally establish your company at Berkeley

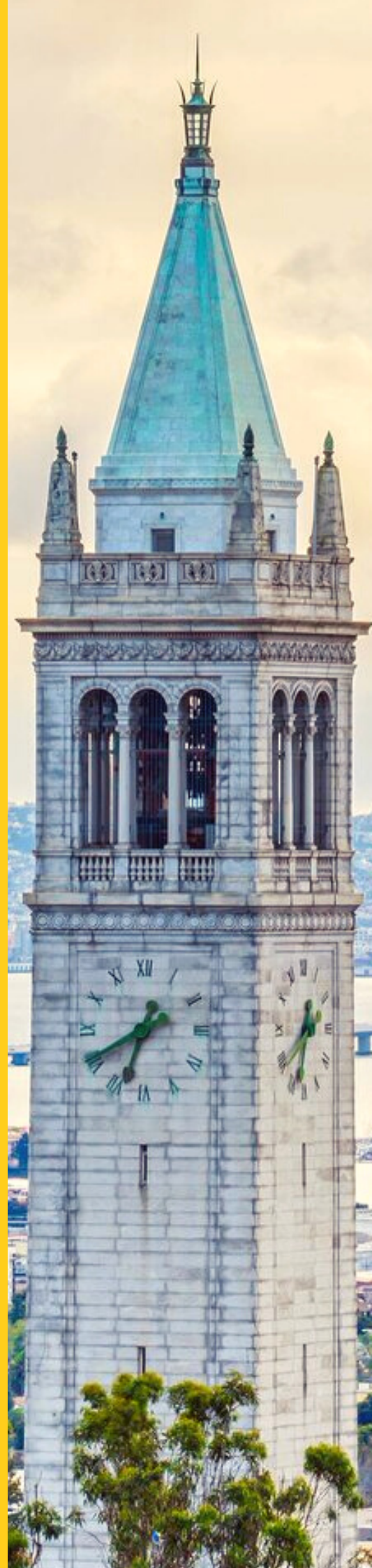
## GENERAL BENEFITS

- Your posts to our Slack and Social Media (2000+ Engagement)
- IEEE's Resume Book
- Highlights of your company and logo on our website and our Cal Engineering Community Newsletter
- Advertising Flyers around Berkeley and Event Shoutouts in Relevant Classes

## GOLD EVENT EXAMPLES

We are open to any type of event/competition you would like to host! These can be workshops tailored specifically to your company's technical operations, tech talks, networking events, and personal meet and greets with a portion of our members.

Possible interactive events include hardware/software build parties, hackathons, datathons, designathons, electronic build workshops, and other unique events we would partner to come up with.



# BLUE SPONSORS

Recommended for  
Startups and Small  
Scaled Corporations

**Host Networking Events With Us,  
Your Representatives + Our  
Network**

## BLUE PLAN OVERVIEW

Blue Sponsors can leverage Berkeley IEEE's abundant and growing platform of members, alumni, and representatives in order to market your company and whatever news you would like to advertise. We will work together to host 2-4 networking and recruitment events, tailored to your company. These include both general (30 - 80+ members) and personal (5-15 members) events.

## WHY BLUE?

Our members are equipped with great education and experiences, ready to delve into industry and corporate work. We know that by highlighting our Blue Sponsors as a resource and connection to the industry, our members will be willing to participate and explore your company and it's events.

## SPECIFIC BENEFITS

- Host networking events to promote your company to our platform
- Build personal bonds with our members and your representatives
- Directly hire our members during events
- Personal dinners with our members to form interpersonal bonds

## GENERAL BENEFITS

- Your posts to our Slack and Social Media (2000+ Engagement)
- IEEE's Resume Book
- Highlights of your company and logo on our website and our Cal Engineering Community Newsletter
- Advertising Flyers around Berkeley and Event Shoutouts in Relevant Classes

## BLUE EVENT EXAMPLES

We are open to any networking events you would like to host! These can be general company talks, recruitment events, career fair workshops, and informal dinners between your company and our members.

Our goal is for you to come to Berkeley and interact with students at your networking events, without worrying about logistics. We will handle the setup, cleanup, and everything in between.



# GREEN SPONSORS

Recommended for  
Non-Profit  
Organizations and  
Volunteer Groups

A reliable and impactful plan for  
501(c)(3) Organizations

## GREEN PLAN OVERVIEW

Our green plan allows for non-profit organizations to promote their activities and events throughout our platform, allowing them to use whatever resources they could bring in for the process. We will work together to host 1-5 events and/or find creative ways to market your brand, such as through hosting DeCals (student-run for credit courses) or company tours.

## WHY GREEN?

We love working towards making social impacts, through our work and the works of others. Our green plan highlights the achievements of your non-profits, and gives you free access to our resources, in order to strengthen both of our goals and impact.

## SPECIFIC BENEFITS

- Host networking events to promote your organizations to our platform
- Build personal bonds with our members and your representatives
- Specific shoutouts about your organization's impact to our community

## GENERAL BENEFITS

- Your posts to our Slack and Social Media (2000+ Engagement)
- IEEE's Resume Book
- Highlights of your company and logo on our website and our Cal Engineering Community Newsletter
- Advertising Flyers around Berkeley and Event Shoutouts in Relevant Classes

## GREEN EVENT EXAMPLES

We are open to any outreach or networking events you would like to host! These can be general organization talks, workshops, informal dinners between your company and our members, or starting student-led classes based on your work.

Our goal is for us to combine our resources together in order to create a bigger platform of impact. Together, lets help others achieve their goals.





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