


SASE Year-round Partnership Opportunities for 2024



Thank you for your interest in supporting the Society of Asian Scientists and Engineers (SASE). SASE is dedicated to the advancement of Asian heritage scientists and engineers in education and employment so that they can achieve their full career potential.

Please see the 2024 (year-round and National Convention) partnership opportunities below. Please note, that the “official” version of 2024 SASE Partnership opportunities will be available at the start of the New Year, which will include additional information, statistics, and demographics.

 denotes National Convention opportunities

 denotes year-round opportunities

Please contact Richard “Rich” Grainger III (SASE Director of Organizational Relationships) at richard.grainger@saseconnect.org or Maria Labriola (ROC contact for the Society of Asian Scientists & Engineers) at maria.labriola@saseconnect.org.

On behalf of SASE’s students and professionals, thank you!



OAC Memberships

Collegiate Career Fair

National Convention Sponsorships

Marketing Opportunities

Professional Programming



2024 National Convention Registration Types

Professional Registration | \$1,050

- Includes all professional events (training, meals, and award celebrations) and access to collegiate events including, General Sessions, Interview Booths, and STEM Career Fair.

Collegiate Sponsor Registration | \$125

- Includes access to collegiate events including General Sessions, Interview Booths, and STEM Career Fair.

OAC Memberships



Convention Co-Lead Sponsor | \$49,000

- Organizational Advisory Council (OAC) membership (please see benefits below)
- Logo recognition on SASE Convention page
- One Collegiate Workshop
- Upgrade to two full pages of ad in SASE Magazine, either an advertising spread or two single-ad pages
- Inclusion of sponsor item in attendee tote bags (sponsor to provide item)
- Company-produced video to be shared on SASE YouTube channel (ex. career readiness, leadership, resume building)
- Additional 1 Professional registration
- Additional 2 Collegiate Sponsor Registrations
- One pre-convention email blast acknowledging Co-Lead Sponsorship
- Email Blast to Registrants sent within 14 days in National Convention highlighting company's sponsorship
- Company logo and Career Fair booth number listed on mobile app
- Two additional SASE social media posts
- Two additional interview booths (Fri & Sat)

Organizational Advisory Council (OAC) Member | \$33,000

- Logo on SASE homepage
- Full-year access to resume database
- Full-year unlimited job postings
- Key school chapter development
- Two face-to-face OAC meetings per year
- Standing 1 on 1 monthly meeting to discuss OAC partnership
- SASE 2025 Regional Conference sponsorship discounts
- 20' x 20' Career Fair Booth
- One panelist for shared SASE Collegiate Panels
- Two interview booths (Fri & Sat)
- 3 Professional Registrations
- 6 Collegiate Sponsor Registrations
- Bi-annual recognition as an OAC member in SASEXpress on-line newsletter (distributed monthly to over 16,000 individuals)
- Full-page ad in SASE Magazine
- Logo in OAC page in SASE Magazine
- Email Blast to Registrants
- Email Blast to Registrants sent within 14 days in National Convention highlighting company's sponsorship
- One SASE Social Media post per social channel (Instagram)
- 10% discount on bi-weekly SASEXpress newsletter ads

- Two Women's Leadership Conference Registrations
- Sponsor recognition during Women's Leadership Conference
- 1 on 1 ERG consultation with the SASE Director of Professional Programs
- 5 Additional Achievement and SASEsalutes Award nominations (10 total for each)
- Social Media posts on LinkedIn celebrating organization's Achievement & SASE Salutes winners
- Collegiate workshop opt-in for OAC members \$2,500 (limit 1). For additional workshops, please see the details listed under "National Convention Sponsorships."

Organizational Advisory Council (OAC) Member (Pro Focus) | \$33,000

- Logo on SASE homepage
- Full-year access to resume database
- Full-year unlimited job postings
- Two face-to-face OAC meetings per year
- Standing 1 on 1 monthly meeting to discuss OAC partnership
- SASE 2025 Regional Conference sponsorship discounts
- 10' x 10' Career Fair Booth
- Up to 3 Executive Panelist slots for Pro Conference
- One interview booth (Fri & Sat)
- 2 Pro-Packs of Professional Registrations (22 total)
- Bi-annual recognition as an OAC member in SASEXpress on-line newsletter (distributed monthly to over 16,000 individuals)
- Full-page ad in SASE Magazine
- Logo in OAC page in SASE Magazine
- Email Blast to Registrants
- Email Blast to Registrants sent within 14 days in National Convention highlighting company's sponsorship
- One SASE Social Media post per social channel (LinkedIn & Instagram)
- 10% discount on bi-weekly SASEXpress newsletter ads
- 1 Pro-Pack of Women's Leadership Conference Registrations (11 total)
- Sponsor recognition during Women's Leadership Conference
- 5 Additional Achievement and SASEsalutes Award nominations (10 total for each)
- Social Media posts on LinkedIn celebrating organization's Achievement & SASE Salutes winners
- Collegiate workshop opt-in for OAC members \$2,500 (limit 1). For additional workshops, please see the details listed under "National Convention Sponsorships."



Collegiate Career Fair



10' x 10' Career Fair Booth Package | \$9,250

\$8,500 if committed by June 30 - Government/Non-profit Pricing: \$7,500 - Academic Pricing: \$2,250

- Logo Recognition on SASE Convention Website
- Half-page ad in SASE Magazine
- Two Collegiate Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: one 6' table, 2 chairs, 1 wastebasket

10' x 20' Career Fair Booth Package | \$17,000

\$15,500 if committed by June 30 - Government/Non-profit Pricing: \$13,500 - Academic Pricing: \$4,250

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 4 Collegiate Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6' tables, 4 chairs, 2 wastebaskets

10' x 30' Career Fair Booth Package | \$22,750

\$20,500 if committed by June 30

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 6 Collegiate Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6' tables, 4 chairs, 2 wastebaskets

20' x 20' Career Fair Booth Package | \$26,000

\$25,500 if committed by June 30

- Logo Recognition on SASE Convention Website
- Full-page ad in SASE Magazine
- 8 Collegiate Sponsor Registrations
- 90 Day Access to Resume Database
- Booth Package Includes: two 6' tables, 4 chairs, 2 wastebaskets

Need more space?

- Additional 10' x 10' Booth Space | \$5,500
- Interview Booth (Friday & Saturday) | \$1,000
(Booth Package Includes: one 6' table, 2 chairs, 1 wastebasket)

National Convention Sponsorships



University Lead Sponsor | \$11,500

- 4 Collegiate Sponsor Registrations
- 10 x 20 Career Fair Booth
- Two Interview booths (Fri & Sat)
- Logo Recognition on SASE Convention Website
- Full-year access to resume database
- Full-year unlimited job postings
- Invitation for one representative to attend Organizational Advisory Council (OAC) meetings at National Convention
- School-specific marketing sheet in tote bag (supplied by school)
- Full-page ad in SASE Magazine - half-page welcome from dean (with photo), half-page ad for school
- Email blast to registrants
- SASE-drafted email to registrants highlighting institutional sponsorship
- Sent within 14 days of National Convention
- One SASE social media post

Resume Review Sponsor | \$10,000 (OAC Price: \$8,000)

Resume reviews are an excellent 1-on-1 interaction to provide constructive feedback and to meet the students behind the resumes

- SASE provides the reservation process and sign up report before the event day to allow your reviewers to proactively prepare feedback for resume holders
- 15-minute slots for resume critiques by your company representatives
- Up to 4 Collegiate Sponsor Registrations included for your reviewers

Sponsored Collegiate Workshop | \$7,500

- Company provides workshop representative(s)
- Present on a specific collegiate educational topic to support student success (SASE will provide guidelines/list of topics of needed)
- Two Collegiate Sponsor Registrations for two presenters
- Includes signage at session



National Convention opportunities



Year-round opportunities

Hospitality Suite | \$6,500 (OAC Price: \$6,250)

- Includes a \$1,500 credit towards sponsor food/beverage
- Based on availability for Thursday and/or Friday
- Sponsor responsible for furnishing/electrical
- Push notifications sent to all collegiate students through mobile app
- Branded signage outside Hospitality Suite

Thursday Night Collegiate Welcome Reception | \$17,500

- Exclusive sponsorship of the Thursday Night Collegiate Welcome Reception (collegiate conference), which includes a subset of national award recognition.
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Thursday Night Collegiate Welcome Reception sponsor
- 6 additional Collegiate Sponsor Registrations

Friday Morning General Session | \$20,000

- Exclusive sponsorship of the Friday morning general session (collegiate conference), which includes a subset of national award recognition.
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Friday Morning General Session sponsor
- 6 additional Collegiate Sponsor Registrations

Friday Evening Celebration | \$22,500

- Exclusive sponsorship of the Friday Evening Celebration, which includes the Spirit of SASE and SASE Heart Awards
- Sponsor Logo shown on screen at the beginning of the event
- Opportunity for an executive from sponsor to do a 2-3 minute, live or pre-recorded video, integrated at beginning of event
- Recognition in SASE magazine as Friday Evening Celebration sponsor
- 6 additional Collegiate Sponsor Registrations

Saturday Collegiate Leadership Seminar Sponsor | \$15,000

- Provide a Keynote Speaker for the Seminar for a 15 - 20 minute discussion around a specific collegiate educational topic to support student success
- SASE will promote keynote via social media (details needed at least a month in advance)
- SASE can provide guidelines/list of topics (if requested by sponsor)
- Sponsor Logo shown on screen at the beginning of the event
- 3 Collegiate Sponsor Registrations



National Convention opportunities



Year-round opportunities

SASEhack Sponsor | \$12,500 Co-Lead (3 available) 🏢

SASEhack is a fun, open-to-all event that invites students to collaborate on designing solutions to real-world challenges! Participants learn new skills, connect with experts, apply new technologies, and face challenges within a unique on-line environment.

- Sponsor SASE's Fall Hackathon 2024
- Opportunity to co-craft challenge prompt and format of event (e.g. • In-person or hybrid 24-hour implementation hack competition, • Business pitch presentation competition or, • Multi-challenge quest)
- Opportunity to supply challenge materials
- Data sets
- Build kits (e.g. raspberry pi, licenses for frameworks, etc)
- Opportunity to present to attendees (e.g. technology or ideation panel)
- Interact with attendees as judges and/or mentors
- Recognition in SASE Magazine and on SASE website and Social Media

SASEhack Spring Virtual Event Sponsor | \$10,000 🏢

SASEhack is a fun, open-to-all event that invites students to collaborate on designing solutions to real-world challenges! Participants learn new skills, connect with experts, apply new technologies, and face challenges within a unique on-line environment.

- Exclusive sponsor of SASE's Spring Hackathon
- Opportunity to present to attendees (e.g. technology or ideation workshop)
- Provide judges and/or mentors to teams
- Recognition in SASE Magazine and on SASE website and Social Media

Friday Student Asian Snack Break Sponsor | \$6,000 each* or all three for \$15,000 🏢

- Visible logo recognition throughout the Snack Break areas (*three total stations)
- One (1) 6' table and two (2) chairs at Snack Break area
- Sponsor recognition on mobile app push notifications
- Sponsor recognition in mentions of Friday Student Asian Snack Break

Convention Tote Bag Exclusive Sponsor | \$27,500 🏢

- Company logo on tote bag distributed to all convention attendees One Product Insert in tote bag or backpack (production and shipping not included)
- Sponsor logo prominently placed
- Upgrade from tote bags to backpacks for an additional
- Email Blast to Registrants (• SASE-drafted email to registrants highlighting company's sponsorship, Sent within 14 days of national convention)

SASE Convention Plush SASE Mascot | \$22,500 🏢

- Will be offered along with other SASE branded items during event
- Email Blast to Registrants (SASE-drafted email to registrants highlighting company's sponsorship, sent within 14 days of national convention)
- Organization logo co-branded with SASE
- Included in all collegiate convention bags

On-site Registration Sponsor | \$10,500

- Branded Registration Counters (Co-branded with SASE)
- One Product Insert in Tote Bag (production and shipping not included)
- Email Blast to Registrants (SASE-drafted email to registrants highlighting company's sponsorship, sent within 14 days of national convention)

Lanyard Sponsor | \$12,000

- Company logo on each student attendee lanyard (single color)
- Email Blast to Registrants (SASE-drafted email to registrants highlighting company's sponsorship, sent within 14 days of national convention)

Student Resource Center Sponsor | \$12,500

- Sponsor recognized for their support providing space for students to print/copy resumes, documents, etc. and have a space (50 seats) to wait for upcoming interviews
- Branded Counter Space
- Branded Charging Stations (2)
- Email Blast to Registrants (SASE-drafted email to registrants highlighting company's sponsorship, sent within 14 days of national convention)
- Opportunity to customize space (additional cost)

SASE Photo Booth Sponsor | \$12,000 (3 days) or \$5,000 each day

- Company logo recognition at SASE photo booth & logo on photo print
- Email Blast to Registrants (SASE-drafted email to registrants highlighting company's sponsorship, sent within 14 days of national convention)
- Customized email ad included for instant photo download

Headshots | \$2,500 per session - \$10,000 for all 5

- 90 min sessions - 5 sessions available (1 Thursday / 2 Friday / 2 Saturday)
- Branded on-line album
- On-line password with sponsor name to access photos
- Branded signage at headshot location
- Sponsor listed on NC Schedule

Wi-Fi Sponsor | \$15,000

- SASE marketing and on-site signage will provide information about the Wi-Fi network to Convention attendees. The SASE Wi-Fi network name can be found with a fast search for surrounding networks. It can be accessed with the sponsor's unique password (character restrictions may apply).
- After logging into the network, attendees will be taken to a "splash page" where your company logo will appear with a URL redirect to the website of your choice.



National Convention opportunities



Year-round opportunities

Mobile App Exclusive Sponsor | \$8,500 🏢

- Includes logo on convention app with convention schedule

Convention Chopstick Sponsor | \$8,000 🏢

- Company logo on packaged chopsticks
- Can be distributed by sponsor or included in all tote bags
- Must commit by 8/23/24

Product Inserts in Tote Bag | \$2,500 🏢

- One item included in convention tote bags
- Production and shipping not included



Making Connections (Marketing and More)



SASE Job Board

The SASE Job Board offers a 24/7 platform to present your open positions to our collegiate and professional audiences. SASE connects you with talented individuals with the mindset for success and excellence. Recruit your next generation of leaders and innovators with the SASE Job Board.

- Basic - \$250: Displayed for 30 days/Expires 30 days from purchase date
- Standard - \$795: 5 Job Posts/Displayed for 60 days/Expires 365 days from purchase date
- Double - \$1,175: 10 Job Posts/Displayed for 60 days/Expires 365 days from purchase date
- Unlimited 90 - \$1,250: Unlimited Posts/Displayed for 60 days/Expires 90 days from purchase date
- Unlimited 180 - \$2,100: Unlimited Job Posts/Displayed for 60 days/Expires 180 days from purchase date
- Unlimited 365 - \$3,150: Unlimited Job Posts/Displayed for 60 days/Expires 365 days from purchase date

SASE Student Resume Database

- Search 90 - \$1,395: Unlimited Searches/Expires 90 days from purchase date
- Search 180 - \$2395: Unlimited Searches/Expires 180 days from purchase date
- Search 365 - \$3895: Unlimited Searches/Expires 365 days from purchase date

SASE Partner Scholarship | \$5,500

Through our generous sponsors, SASE offers Spring and Fall scholarship awards.

The purpose of the SASE Scholarship Program is to recognize and reward deserving SASE Collegiate and Professional members who have demonstrated exceptional academic achievements and leadership credentials through activities and impacts they make on campus and local communities.

By awarding these scholarships as financial supports, SASE helps cultivate and develop the leaders of tomorrow. SASE also recognizes diversity and celebrates it by shining a spotlight on their great work and contributions. A strong part of the evaluation criteria depends on how the applicants have contributed to their community. These scholarships advance the SASE mission.

- Each student scholarship award is \$5,000 (along with a 10% SASE administrative fee of \$500)
- Scholarship criteria can be designated by the sponsor, which can include internship or mentorship opportunities for scholarship recipients.
- For more information, please contact richard.grainger@saseconnect.org

2024 National Convention Digital Signage

- Digital Signage Network | *

*Contact us for more information

2024 National Convention Signage

- Hall B2 & C Banner Entrance to Halls (1 available) | \$3,250
- Hall B2 & C Column Wrap (6 available outside meeting rooms) | \$2,200 each
- Hall B2 & C Column Wrap (4 available in lobby area) | \$3,500 each
- Hall B2 & C Over Door Entrance Graphics (2 available - above Hall B2 and C doors) | \$2,000 each
- Hall B2 & C Escalator Clings (1 available - lobby area) | \$2,250
- Hall B2 & C Registration Banner (1 available) | \$2,750
- Hall B2 & C Over Escalator Banner (1 available - registration area) | \$1,750
- Floor Clings (3' x 3') | \$300
- Floor Clings (5' x 5') | \$500

* Please contact us for specific locations of above opportunities

SASE Magazine Ad

- Full-page ad | \$4,000
- Half-page ad (horizontal) | \$2,500
- Full-page upgrade from complimentary half page | \$2,300

Digital Ad on Convention Website | \$3,000 (5 available)

- Square format ad image
- Rotating display on home page 60 days prior to the event
- Customize link when people click on the ad

E-Newsletter Article | \$2,500

- Article featured in SASExpress, bi-weekly e-newsletter reaching over 16,000 subscribers

SASE Social Media (Convention Season)

- Sponsored NC Promo Ads on Instagram (Boosted Post) | \$5,000
- Instagram Story Post and Highlight (up for approximately 3 months) | \$1,500
- Discord Community Ad | \$500

SASE Social Media (Non-Convention Season)

- Sponsored Company Supporting SASE Ads on Instagram | \$3,000
- Discord Community Ad | \$500

Company Day Wednesday Only | \$2,500

- Includes a \$1,500 credit towards sponsor food/beverage
- Requires separate sub-block agreement of at least 10 rooms for one night.
- Direct billing with the hotel may be required

Offering Ceremony Room | \$1,000

Professional Programming



Platinum Pro Conference Sponsor | \$35,000 (2 available)

- Includes TWO Pro Packs of Professional conference registrations (22 total)
- Wednesday Evening Pro-focused Networking Room including branded signage
- Acknowledgment of sponsorship throughout conference
- Event sponsor listing on pro conference website, marketing materials, and mobile app
- Sponsor logo on Pro photo booth prints
- Keynote address (comments approved by SASE)
- Customized SASE Convention recap video w/ your attendee testimonials

Premium Pro Conference Sponsor | \$20,000 (3 available)

- Includes Pro Pack (11 total) of Professional conference registrations
- Wednesday Evening Pro-focused Networking Room including branded signage
- Acknowledgment of sponsorship throughout conference
- Event sponsor listing on pro conference website, marketing materials, and mobile app
- Sponsor logo on Pro photo booth prints
- Customized SASE Convention recap video w/ your attendee testimonials

Pro Conference Sponsor | \$15,000

- Includes Pro Pack (11 total) of Professional conference registrations
- Acknowledgment of sponsorship throughout conference
- Event sponsor listing on pro conference website, marketing materials, & mobile app

Pro Pack of Registrations (Buy 10, Get 1 = 11 Total)

- Early Bird: \$10,500 (before June 30, 2024)
- \$12,000 (regular)

Women's Leadership Conference-Platinum Pro Sponsor (2 available) | \$10,500

- Includes THREE Pro Packs of Professional conference registrations (33 total)
- Includes TWO Executive Panel slots
- Acknowledgment of sponsorship throughout conference
- Event sponsor listing on conference website, marketing materials, and mobile app
- Keynote address (comments approved by SASE)



National Convention opportunities



Year-round opportunities

Women's Leadership Conference - Premium Sponsor (3 available) | \$6,000

- Includes TWO Pro Packs of Professional conference registrations (22 total)
- Includes ONE Executive Panel slot
- Acknowledgment of sponsorship throughout conference
- Event sponsor listing on conference website, marketing materials, and mobile app

Women's Leadership Conference -Pro Pack of Registrations (Buy 10, Get 1 = 11 Total)

- Early Bird: \$1,500 (before March 6, 2024)
- Regular: \$2,000

Pro Webinar Series Sponsorship | \$9,000 (2 available)

- Each webinar averages 300 registrations, 175 attendees, 4000 LinkedIn impressions
- Acknowledgment of sponsorship during webinars
- Event sponsor logo on website and all marketing materials
- 2-minute sponsor intro video for all webinars (SASE-approved)

Bridge Mentorship Program Sponsorship | \$6,000 (3 available)

- Partnership program to support SASE Collegiate upperclassmen, pairing with early career professionals
- Acknowledgment of sponsorship throughout program
- Event sponsor logo on website and all marketing materials
- Sponsor point-of-contact (SPoC) participates in program design & execution logistics
- Sponsor company provides 15 early/mid career professionals to serve as mentors

