



# SASE

SOCIETY OF ASIAN SCIENTISTS & ENGINEERS

# 2018 Midwest Regional Conference

SPONSOR GUIDE

FEBRUARY 2ND-3RD 2018

UNIVERSITY OF MICHIGAN

# Letter to the Sponsor

Dear Potential Sponsor,

On behalf of SASE Midwest Regional members, Ann Arbor, and East Lansing community of students, faculty, and affiliates, we welcome you to participate in “Empower You to Evolve” – SASE Midwest Regional Conference 2018, being held on February 2nd and 3rd at University of Michigan, Ann Arbor. We would like to reach out to you regarding a sponsorship opportunity to build, expand and promote your company's business network.

SASE-UMich and SASE-MSU are both engineering-affiliated student organizations whose common goals are to prepare Michigan scientists and engineers of Asian heritage for success in the global business community, celebrate diversity both in the classroom and in the workplace, and to provide opportunities for members to make contributions to their local communities.

Currently, planning is underway for the two-day conference where an expected of 300+ students from around the Midwest region congregate to attend workshops, panels and one-on-one sessions led by campus and corporate leaders. This conference aims to enable attendees to celebrate their heritage, exploit their strengths, and reconcile differences to gain a competitive business edge all while empowering those around them.

SASE-UMich and SASE-MSU are two of the most rapidly growing student organizations from two largest Big Ten schools. Just the planning committee alone, we have close to 50 dedicated students working on the conference. We believe your company's support of this conference will positively impact the impression of your company's customers and career applicants. More details of SASE, Midwest Regional Conference 2018, your sponsorship impact and benefits are on the following pages. Thank you for your time and consideration.

Sincerely,

**Han Zhang**  
Conference Co-Chair  
University of Michigan,  
Ann Arbor

**Monica Tran and Emily Wong**  
Conference Co-Chair  
Michigan State University,  
East Lansing

# About The 2018 SASE MWRC

The theme for the 2018 SASE Midwest Regional Conference is Empower You to Evolve. During this conference, attendees will spend the day engaging in workshops, participating in volunteer activities, and immersing themselves in a cross-cultural experience. Additionally, attendees will also have the opportunities to network with companies and other Midwest SASE chapters.



The vision of this year's conference is to empower attendees with confidence in their skills of advancement in technology. We believe it is essential for young professionals to build strength and courage within themselves by embracing their identity, cultural upbringings, and their talent.

By striving for greatness and empowering ourselves to evolve, we can be the change we wish to see in the world. Primary goals for the conferences are:

- ◇ To provide attendees with extensive opportunities to develop their technical skills and knowledge in cutting-edge innovation
- ◇ To strengthen professional development through the advancement of career readiness, intercultural competency, and self-reflection
- ◇ To create a forum for Asian students to celebrate cultural diversity, embrace their identities, and strive for positive social change

These goals will be achieved through the invitation of non-SASE affiliated representatives, corporate involvement, technology demonstrations, and a wide range of informative workshops.

## **SASE Midwest Region University Attendees**

- |                                      |  |
|--------------------------------------|--|
| -Michigan State University           | -University of Dayton                      |
| -Northwestern University             | -University of Illinois (Urbana-Champaign) |
| -Purdue University                   | -University of Illinois (Chicago)          |
| -Rose-Hulman Institute of Technology | -University of Missouri                    |
| -Ohio State University               | -University of Minnesota (Twin Cities)     |
| -University of Cincinnati            | -University of Notre Dame                  |
| -University of Wisconsin (Madison)   | -University of Michigan                    |

# About

The Society of Asian Scientists and Engineers (SASE) was founded in November 2007 to help professionals and students of an Asian heritage with an engineering or science background. Organizations existed for other affinity groups – the National Society of Black Engineers, the Society of Hispanic Professional Engineers, and the Society of Women Engineers. There was a lack of representation and support of Asian professionals. SASE was the first Asian affinity group in the STEM field to provide opportunities for members to connect and support one another.

SASE is dedicated to the advancement of scientists and engineers of an Asian heritage through education and employment opportunities so that they can achieve their full career potential. In addition to professional development, SASE also encourages members to contribute to the enhancement of the communities in which they live. SASE's mission is to:

- ◇ Prepare Asian heritage scientists and engineers for success in the global business world.
- ◇ Celebrate diversity on campuses and in the workplace.
- ◇ Provide opportunities for members to make contributions to their local communities.

SASE membership is open to men and women of all ethnic backgrounds



## Our History

In 2007-08, P&G provided the initial membership contribution to establish SASE. Procter & Gamble Company saw the opportunity to improve the recruiting, retention and development of Asian heritage scientists and engineers via a nationally recognized technical organization with student chapters on college campuses. For more information, visit [www.saseconnect.org](http://www.saseconnect.org).

# Why 2018 SASE MWRC?

## Company Exposure

As sponsors of the 2018 SASE Midwest Regional Conference, companies will have a significant exposure to a diverse group of students from the Midwest region. Your company will be further recognized at the conference based on the level of sponsorship. Potential recognition includes, but not limited to, placement of your company logo on our t-shirts, banners, presentations, verbal recognition of your company's contribution to the success of the conference, and opportunities to give a keynote speech in front of the entire conference body or host a workshop during the breakout periods. During the day, there will also be a corporate networking event where representatives will be able to reach out to more than 300 science and engineering students.

## Corporate Opportunities

SASE UMich and SASE MSU predict an attendance of more than 300 students and professionals at the 2018 SASE MWRC. The majority of students will be from a variety of SASE chapters at highly ranked colleges and universities across the nation. With most of the attendees either majoring or having an interest in science and engineering fields, company exposure at the conference is an excellent opportunity to connect with high-achieving students and aspiring leaders at a closer level. Companies will have the opportunity to reach out to students at our networking event where they can promote themselves and their career opportunities in person, review and collect resumes on site, and answer any questions attendees may have.



# Levels of Sponsorship

Sponsorship Tiers	Benefits
<b>Diamond</b> <b>\$5000+</b>	<ul style="list-style-type: none"> <li>◇ 5 tickets to the event</li> <li>◇ Logo and pamphlet at the table</li> <li>◇ Promotional video (prior to the workshop)</li> <li>◇ Two booths at networking session</li> <li>◇ Full program ad</li> <li>◇ Logo placement on welcome banner</li> <li>◇ Logo placement on T-Shirt (or swag)</li> </ul>
<b>Platinum</b> <b>\$3000+</b>	<ul style="list-style-type: none"> <li>◇ 3 tickets to the event</li> <li>◇ Two booths</li> <li>◇ 1/2 program ad</li> <li>◇ Logo placement on welcome banner</li> <li>◇ Logo placement on T-Shirt (or swag)</li> </ul>
<b>Gold</b> <b>\$1500+</b>	<ul style="list-style-type: none"> <li>◇ 2 tickets to the event</li> <li>◇ One booth</li> <li>◇ 1/3 program ad</li> <li>◇ Logo placement on T-Shirt (or swag)</li> </ul>
<b>Silver</b> <b>\$1000+</b>	<ul style="list-style-type: none"> <li>◇ 1 ticket to the event</li> <li>◇ One booth</li> <li>◇ 1/4 program ad</li> </ul>
<b>Bronze</b> <b>\$500+</b>	<ul style="list-style-type: none"> <li>◇ Recognition on the program</li> </ul>

1. The sponsor with the highest cumulative donation will be able to claim the Title Sponsor for the 2018 SASE MWRC. (i.e., "Your company" Presents the 2018 SASE Midwest Regional Conference). The company will also be invited to give the opening speech at our welcome event.

2. There are only four keynote opportunities available. The four sponsors with the two highest cumulative donations will be offered a keynote opportunity on a first-come, first-serve basis.

3. Every sponsor will be invited to host a workshop during breakout sessions. Companies with higher sponsorship status have priority.

4. Package subject to change and open to negotiation.

## Company Information

Company Name

Contact Name

Contact Title

Company Mailing Address

Contact Phone Number

Contact Email Address

## Sponsorship Information

*Please choose one of the sponsorship levels: Diamond, Platinum, Gold, Silver, and Bronze*

Sponsorship Level

Donation Amount

If you would like to support the conference in a different manner, please specify below

## Payment Information

Please make your check payable to **University of Michigan, Society of Asian Scientists and Engineers**

Contact Person: **Han Zhang**

Phone number: **734-846-0701**

Email: **hzhan@umich.edu**

Nature of the deposit: **Company Donation**

**Please include "Project Grant: U030781" on the back of the check**

Mail to: **Teller Services, Student Activities Building, 515 Jefferson Street, Ann Arbor, MI 48109**



# SASE

# THEME

# EMPOWER YOU TO EVOLVE

# LOCATION

University of Michigan's  
Michigan Union

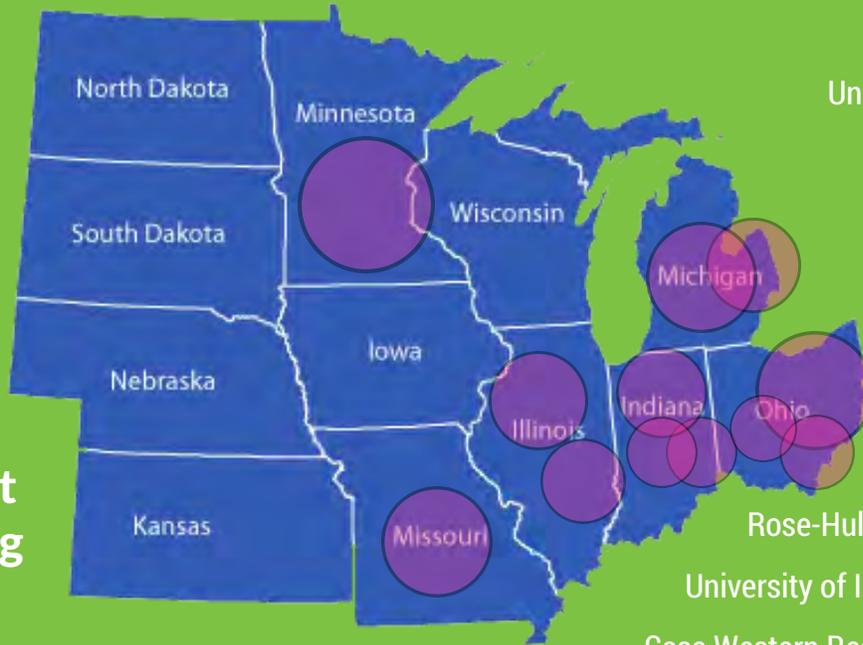
530 STATE ST  
ANN ARBOR, MI 48109



# UNIVERSITIES ATTENDING

# 11+

Universities  
Across Mid-West  
Will Be Attending



- The Ohio State University
- University of Illinois at Chicago
- Michigan State University
- University of Minnesota
- University of Notre Dame
- University of Michigan
- Purdue University
- University of Dayton
- Rose-Hulman Institute of Technology
- University of Illinois at Urbana-Champaign
- Case Western Reserve University and more...!

# DEMOGRAPHICS & PROJECTIONS



ESTIMATED  
OF

# 200+

STUDENT  
ATTENDEES AT  
REGIONAL 2018



# 70%

students attending are  
majoring in Engineer. The  
rest are Science-related!

UNIVERSITY OF MICHIGAN  
AND  
MICHIGAN STATE UNIVERSITY

**2018 SASE  
MIDWEST  
REGIONAL  
CONFERENCE**

**FEBRUARY 2 - 3, 2018**

Michigan Union, Ann Arbor

# PROGRAM

**FEBRUARY 2ND**

**6:00 PM**

Registration

**7:00 PM**

Dinner

**8:30 PM**

Mixer



# PROGRAM

## FEBRUARY 3RD

**9:00 AM**

Opening Ceremony

**9:30 - 10:20 AM**

Workshop 1

**10:30 - 11:20 AM**

Workshop 2

**11:20 AM**

Intermission

**11:30 AM**

Lunch

**1:30 - 2:20 PM**

Workshop 3

**2:30 - 3:20 PM**

Workshop 4

**4:00 PM**

Career Fair

**6:00 PM**

Closing Ceremony and Dinner

**8:30 PM**

Performances