



**Purdue Society of Women Engineers  
2023-2024 Corporate Support Guide**



Corporate Representative,

Purdue SWE (PSWE) could not continue its tradition of excellence without the support of our corporate partners, and we thank you for your continued support. PSWE aims to empower and support women through innovative programs that provide technical and leadership experience in open and encouraging environments. Since 1954, PSWE has been dedicated to motivating young women to attain the highest levels of education and career advancement.

Our SWE section is the longest chartered collegiate SWE section, and we are among the largest collegiate SWE sections in the country. We are also one of the most active student organizations at Purdue. PSWE has over 600 members, an executive board of 36 members, and hosts nearly 200 events each year. Our events fall into the following four facets: Professional, Technical, Outreach, and Social.

This past year was the first with our newly adopted board structure, which added an officer and a director position and made numerous changes to our chair positions. This upcoming year, we continue to grow and expand our board as we work to meet the needs of our membership. Due to its popularity following its first year, our Design Team will be adding a co-chair to its leadership team. Similarly, we are introducing a position dedicated solely to our mentorship programs as they have grown in both demand and potential. A big change to highlight is the creation of an Alumni Relations Chair, whose aim is to connect with PSWE's vast network of alumni. During the 2022-2023 school year we were able to greatly expand our incentive program to encourage membership attendance, increase the number of scholarships awarded to both board and general members, and host a wide variety of successful events. Some of the highlights include our SWE gala, a bowling night, and a DEI talk hosted in collaboration with Purdue's American Society of Mechanical Engineers chapter to kick off Engineering Week at Purdue.

Our Professional Pillar continued to provide networking and professional development opportunities between students and companies. In the Fall, Day with Industry collaborated with four other minority engineering organizations and hosted over 200 students. Networking Night hosted over 150 students, meeting one-on-one for virtual mock interviews and professional development advice. Our Spring events saw impressive attendance, with nearly 50 students and seven companies in attendance for Evening with Engineers. Our professional committee hosted several opportunities for students to interact with professors including a research panel and a DEI potluck, highlighting diversity in Purdue's teaching faculty. We continued our mentorship program, connecting undergraduate students to each other, upperclassmen, board members, and alumni.

Our Technical Pillar had another exciting year with many of its subteams. The Grand Prix Team, consisting of karts 43 and 44, will race in the upcoming Grand Prix Race 67. This annual race consists of 32 kart teams competing for 160 laps until a winner crosses the finish line. Team Tech collaborated with John Deere to create a project that is to be presented during the Fall's National SWE Conference, WE23. The Design Team worked to compete in the John Hopkins Design Competition, presenting an intuitive tourniquet that would be easily accessible to the public. Multiple Tech Talks from various companies were hosted this past year.



Our Outreach Pillar had two exciting semesters with impressive attendance. SWEekend, an event that hosts high school seniors who have applied or committed to Purdue, hosted nearly 40 girls in the Fall and Spring semesters. Girl Scout Day reaches local Girl Scouts troops with STEM activities and connections to local Professional SWE members and Purdue professors; over 20 Girl Scouts attended both the Spring and Fall sessions with nearly the same number of Purdue SWE volunteers. Our Outreach Committee also hosted SWE Winter Wonderland and volunteered with our SWENext program to connect with girls interested in STEM in our local schools.

Our Social Pillar hosted several General Meetings throughout the year, many of which were sponsored by a diverse array of companies. The Fall semester hosted 30 members per meeting and an average of 40 attendees during the Spring semester. Our athletic events included intramural teams for soccer and volleyball while also offering opportunities for de-stress yoga and rock climbing. We continued our Social Media presence with Instagram and LinkedIn, as well as with our PSWE Website ([www.purdueswe.org](http://www.purdueswe.org)).

This upcoming 2023-2024 academic year, we will be continuing many of our successful events, attending the National Conference in Los Angeles, CA, and preparing our members for their careers with you. We are continuing our major initiative of Diversity and Inclusion from the inside out, where each board member and PSWE member is encouraged and expected to include, promote, and engage with our diverse group as we strive to grow and strengthen one another.

We appreciate any and all sponsorships of Purdue Society of Women Engineers. The overwhelming support we receive from you and your company encourages us to grow as engineers, leaders, and people.

Thank you for continuous support of our organization,

Jennifer Short, President  
Kathryn Bingenheimer, VP External  
Hana Wong, VP Internal

Spruha Vashi, VP Membership  
Samantha Hirsch, VP Finance



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## Support Options

There are several opportunities for companies to support PSWE monetarily.

1. Become a PSWE platinum, gold, or silver level sponsor
2. Sponsor a specific event/program
3. Donate scholarships to fund academic support for PSWE members
4. Make a general donation to be used for PSWE activities at PSWE's discretion

## Sponsorship Levels

Companies can become a sponsor by sponsoring a specific event, sponsoring a scholarship, or by making a general donation. Sponsorship level funds will be used for pillar initiatives along with conference grants. Please contact Kathryn Bingenheimer ([kbingenh@purdue.edu](mailto:kbingenh@purdue.edu)) with any questions.

### Platinum Level

Companies sponsoring at this level will receive:

- Highlighted advertisement of company recruitment events in a weekly email that reaches 600+ members
- Access to yearly SWE resume book
- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

*Donation:* \$3,000 or more

### Gold Level

Companies sponsoring at this level will receive:

- Access to yearly SWE resume book
- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

*Donation:* \$1,000-\$2,999

### Silver Level

Companies sponsoring at this level will receive:

- Logo displayed and corporate website linked on the PSWE homepage
- Logo included in the weekly email sent to all members
- Highlighted internship and job opportunities within PSWE

*Donation:* \$500-\$999



## Event Sponsorship

### *Professional*

#### **Day with Industry**

*Date:* Sunday, September 10th, 2023

*Description:* Day with Industry is a career fair that happens before Purdue's engineering career fair, Industrial Roundtable. PSWE will be working with other minority engineering organizations (National Society of Black Engineers, Society of Hispanic Professional Engineers, the Society of Mexican American Engineers and Scientists, and the Society of Asian Scientists and Engineers) to plan this career fair that gathers a diverse group of engineering students at Purdue.

*Cost:* \$700

*Contact:* Harsha Manivannan ([hmanivan@purdue.edu](mailto:hmanivan@purdue.edu))

#### **Networking Night**

*Date:* September 15th, 2023

*Description:* Networking Night is a networking and professional seminar where students have a chance to learn professional skills from company members and talk one-on-one with company representatives. Company representatives have the chance to interact with both PSWE members and other engineering students. The event focuses on preparing students for industry and can be a great method of networking for both students and companies. Students have the option to sign up for a half-hour virtual mock interview with a company representative where they practice questions that might be asked during a real interview.

*Cost:* \$300

*Contact:* Julia Long ([long389@purdue.edu](mailto:long389@purdue.edu))

#### **Evening with Engineers**

*Date:* Sunday evening before Purdue EXPO (will be confirmed once EXPO is scheduled)

*Description:* Evening with Engineers is an informal networking event where students get the opportunity to meet with recruiters in a relaxed environment prior to the EXPO Career Fair. Students can have their resume critiqued and practice their interview skills through mock interviews. Companies can benefit from this event by having the opportunity to talk in-depth with prospective candidates in this intimate environment. This is an evening event with a reception or dinner. Please reach out if your company is interested in speaking at the event.

*Cost:* \$300

*Contact:* Veronica Miller ([mill3119@purdue.edu](mailto:mill3119@purdue.edu))

#### **Mentorship**



*Date:* Ongoing

*Description:* The corporate mentorship program focuses on helping PSWE members build confidence, set academic and professional goals, and expand their professional network. We will help foster effective one-on-one mentoring relationships between PSWE members and women in the engineering workforce. We are striving to create an environment that benefits everyone involved and prepares our members for the workforce and to eventually become mentors themselves. Please reach out if you would like to become involved as mentors or monetary sponsors.

*Cost:* \$100

*Contact:* Sarah Deniz ([sdeniz@purdue.edu](mailto:sdeniz@purdue.edu))  
Lucy Baker ([baker664@purdue.edu](mailto:baker664@purdue.edu))

### **Professional Development Series**

*Date:* Ongoing

*Description:* These events give our members the chance to prepare for industry and connect with companies. Possible events could include professional development talks, resume reviews, or any other ideas your company might have. These events are a fantastic way to achieve strong company interaction and to introduce PSWE members to available opportunities at your company.

*Cost:* \$50, \$100, \$150, or \$300

*Contact:* Helen Rumsey ([hrumsey@purdue.edu](mailto:hrumsey@purdue.edu))

## *Technical*

### **Team Tech**

*Date:* August 2023-October 2024

*Description:* At the yearly SWE Annual conference, Boeing hosts a competition where multidisciplinary engineering teams of 4 to 12 compete to create the best project. We are looking for a company to sponsor our team for the 2023-2024 academic year, and we will complete a project pertaining to your company's needs. In return, your company would provide a list of possible projects, a project advisor, and funding. Sponsorship may also include funding select members of the team to attend the national conference.

*Cost:* Dependent on project

*Contact:* Lahari Lingam ([lingaml@purdue.edu](mailto:lingaml@purdue.edu))  
Sasha Prabhu ([sprabhup@purdue.edu](mailto:sprabhup@purdue.edu))

### **Design Team**

*Date:* August 2023-October 2024

*Description:* Following a successful first year, PSWE is continuing its Design Team which tackles a large design project aimed at bringing together a diverse array of engineering majors including Agricultural, Biomedical, Chemical, Environmental, and many other engineering disciplines. If your company would like to sponsor in part our project or partner with our team, please reach out!

*Cost:* \$150

*Contact:* Akansha Chauhan ([chauha29@purdue.edu](mailto:chauha29@purdue.edu))



Mallory Zobel ([mezobel@purdue.edu](mailto:mezobel@purdue.edu))

### **Grand Prix Team**

*Date:* Ongoing

*Description:* SWE's Grand Prix team is a passionate and competitive kart racing team gearing up for the spring racing season. This upcoming year, the team will be competing for a spot in the Grand Prix Race 67. The team has many opportunities for sponsors to contribute, including a wide range of flexible packages to address the various aspects of the kart racing. Join us as a sponsor and be a part of our journey towards success on the track! If interested, please reach out to learn more about our various sponsor packages.

*Cost:* Dependent on sponsor

*Contact:* Emily Grube ([grube0@purdue.edu](mailto:grube0@purdue.edu))

Veronica Turner ([turne389@purdue.edu](mailto:turne389@purdue.edu))

### **Technical Development Series**

*Date:* Ongoing

*Description:* These events give our members the chance to strengthen their technical skills and to connect with companies. Possible events could include tech talks, demos, or a skills session. Through these technical events, our members can learn more about engineering topics that might interest them and can learn more about your company.

*Cost:* Dependent on event

*Contact:* Abigail Mizzi ([amizzi@purdue.edu](mailto:amizzi@purdue.edu))

## *Outreach*

### **SWEekend**

*Date:* One Friday and Saturday each Fall and Spring semester

*Description:* SWEekend is an opportunity for high school seniors who have applied or been accepted to Purdue to learn more about the university and interact with our PSWE members. The high school participants learn about engineering student organizations, participate in engineering activities, and socialize with other seniors and PSWE members. Last year, we had over 40 high school seniors throughout the country in attendance. Companies wishing to sponsor SWEekend will receive recognition on literature distributed, can participate in the engineering activity, and can select a representative to deliver the keynote address.

*Cost:* \$750/event

*Contact:* Hailey Benfield ([hbenfie@purdue.edu](mailto:hbenfie@purdue.edu))

Sandra Bern ([sbern@purdue.edu](mailto:sbern@purdue.edu))

Samantha Szanti ([sszanti@purdue.edu](mailto:sszanti@purdue.edu))

### **Girl Scout Day**

*Date:* A Saturday in each the Fall and Spring semesters





*Description:* Each semester, we invite local Girl Scout Troops and their parents to campus to have a fun and educational day at Purdue. The troops rotate through different activities, which represent different engineering disciplines. Past activities have included Play-Doh tensile tests and CD balloon hoverboards. The Girl Scouts leave with a renewed interest in engineering. Companies wishing to sponsor Girl Scout Day events will receive recognition on any literature distributed and can participate in the engineering activities if they wish.

*Cost:* \$600/event

*Contact:* Kaitlyn Borchering ([borchek@purdue.edu](mailto:borchek@purdue.edu))  
Jayden Pierce ([pierc123@purdue.edu](mailto:pierc123@purdue.edu))

## *Social*

### **General Meetings**

*Date:* Ongoing (Twice a month)

*Description:* Twice a month, PSWE hosts a General Meeting (GM) to give members a chance to connect and learn about upcoming events. We would like to have companies present at a few of these throughout the semester. Sponsoring companies will be given 20-25 minutes during the meeting to present an informative topic. Company literature can be distributed during the meetings, and student attendee contact information will be provided to the company. Program costs include dinner and meeting supplies.

*Cost:* \$500/meeting

*Contact:* Anna Isaacson ([aisaacso@purdue.edu](mailto:aisaacso@purdue.edu))  
Rakhi Kataria ([katariar@purdue.edu](mailto:katariar@purdue.edu))

### **Bagel Breaks**

*Date:* Ongoing (Weekly on Fridays)

*Description:* PSWE hosts Bagel Breaks every Friday morning. Sponsored bagel breaks are held in the Armstrong Atrium and are open to both SWE members and Purdue engineering students. Sponsoring companies are welcome to attend and to speak with students about opportunities within the company.

*Cost:* \$200/event

*Contact:* Spruha Vashi ([svashi@purdue.edu](mailto:svashi@purdue.edu))

### **PSWE Cookout**

*Date:* One day each Fall and Spring semester

*Description:* A cookout is held each semester on the Purdue Engineering Mall and is open to all students. This lunchtime event is a great opportunity to mingle with students and to talk about SWE and the events we hold each year. The sponsoring company is encouraged to participate and can bring literature or other company items to hand out to students.

*Cost:* \$400/event

*Contact:* Urja Raipanchohia ([uraipanc@purdue.edu](mailto:uraipanc@purdue.edu))



## **Social Events**

*Date:* Ongoing

*Description:* PSWE strives to create an inclusive environment where our students can connect and support each other. Through these events, PSWE members can strengthen bonds and can also learn about different cultures. Past events have included ice skating, blanket-making, and rock climbing. Company literature can be handed out during events. Sponsoring companies are welcome to help plan and attend these events as a way to engage with our members.

*Cost:* \$300/event

*Contact:* Urja Raipancholia ([uraipanc@purdue.edu](mailto:uraipanc@purdue.edu))

## *National SWE Support*

### **Annual Conference**

*Date:* October 26-28, 2023

*Description:* This year, we will be sending PSWE members to the National Conference in Los Angeles, California. We hope to send over 40 members to this conference for them to attend professional and personal development seminars, connect with national SWE members, grow as leaders, and learn about new ideas and events to bring back to PSWE. Additionally, Team Tech will be competing in Boeing's annual competition. Sponsoring companies will be recognized for their contributions in all publications regarding the conference and have the opportunity to meet the recipient(s).

*Cost:* \$20,000 (Partial sponsorship available at \$500 per person)

*Contact:* Spruha Vashi ([svashi@purdue.edu](mailto:svashi@purdue.edu))

### **WE Local Conference**

*Date:* Spring

*Description:* Each year, we send members to one of the regional conferences. At the conference, they can meet students from other SWE sections, grow closer to PSWE members, attend professional development sessions, and network with companies. We hope to send at least 30 students to this year's WE Local Conference. Sponsoring companies will be recognized for their contributions in all publications regarding the conference and have the opportunity to meet with the recipient(s).

*Cost:* \$10,000 (Partial sponsorship available at \$500 per person)

*Contact:* Spruha Vashi ([svashi@purdue.edu](mailto:svashi@purdue.edu))

### **Membership Scholarship**

*Date:* Ongoing

*Description:* PSWE asks all of our members to be National SWE members because students will have the opportunity to attend conferences, network with other chapters throughout the nation, and be in the know of all national SWE events. As some of our members aren't able to obtain an official membership due to other financial obligations, PSWE is offering a scholarship opportunity for students to apply to get their



membership fee covered. Scholarship recipients can either be chosen by the company sponsoring the membership or by an unbiased party.

*Cost:* \$1,000 (Partial sponsorship available at \$50 per person)

*Contact:* Jennifer Short ([shortjd@purdue.edu](mailto:shortjd@purdue.edu))

*SWE Mission Statement:*

*“Empower women to achieve full potential in careers as engineers and leaders, expand the image of the engineering and technology professions as a positive force in improving the quality of life, and demonstrate the value of diversity and inclusion.”*