Help us SMASH math stereotypes among middle school girls!

Your gift can help make math a fun, engaging, confidence-building experience for middle school girls. The 2014 SMASH Experience for Girls (SMASH Experience) at RIT’s College of Science brings together RIT’s experts in math and science curriculum development and middle school teachers who are on the front lines of the battle to change girls’ ideas about math and science careers. Together, they’ve created a five-day summer camp that will SMASH girls’ preconceived ideas that lead them to believe that math is not for them.

SMASH Experience encourages girls to develop their own math identity while seeing the opportunities for exciting, engaging careers that are grounded in mathematical studies. Participating middle school girls will benefit from tailored instruction that emphasizes real-world math applications, and mathematical modeling that impacts disciplines like biology, chemistry, and physics. In addition to the camper benefits, SMASH Experience provides an opportunity to RIT undergraduate students in STEM disciplines to participate as camp counselors, leading campers through the five day experience and mentoring them as they develop their interest in STEM fields.

You can sponsor the 2014 SMASH Experience for Girls and ignite a girl’s passion for math. SMASH Experience also helps you demonstrate your commitment to innovative education in STEM fields. Sponsorships help to offset the costs of creating the camp program, marketing and recruitment, hiring undergraduate students as camp counselors and mentors, and fees to individual campers.

Sponsorship opportunities include:

- **Smash Experience sponsor**—lead sponsor for one summer’s experience
  - $50,000

- **Counselor sponsor**—supporting the cost of RIT undergraduate students who mentor participants during the five-day experience
  - $10,000

- **Marketing sponsor**—supporting costs to market the program to prospective students and their parents
  - $5,000

- **Student sponsor**—covers the cost of one camp participant for the full five-day experience.
  - $500

To support the 2014 SMASH Experience for Girls, please contact:

**Dr. Kara Maki**

RIT’s College of Science

kmaki@rit.edu
Summer Math Applications in Science with Hands-On Experience for Girls

Benefits of Sponsorship

**CAMP SPONSOR**
- Opportunity to speak at opening activities
- Opportunity to participate in select activities
- Post-camp report on achievements and future plans
- Name/logo included in all marketing/recruiting materials for the SMASH Experience
- Name/logo included in attendees materials during the five-day SMASH Experience
- Name/logo on attendees t-shirts

**COUNSELOR SPONSOR**
- Post-experience report on achievements and future plans
- Name/logo included in all marketing/recruiting materials for the SMASH Experience
- Name/logo included in attendees materials during the five-day SMASH Experience
- Name/logo on attendees t-shirts

**MARKETING SPONSOR**
- Name/logo included in all marketing/recruiting materials for the SMASH Experience
- Name/logo included in attendees materials during the five-day SMASH Experience
- Name/logo on attendees t-shirts

**CAMPER SPONSOR**
- Name/logo included in attendees materials during the five-day SMASH Experience
- Name/logo on attendees t-shirts