Women in Technology
Corporate Sponsor Handbook
This handbook is designed to assist companies in determining their level of involvement within the Rochester Institute of Technology’s Women in Technology (WIT) program. We hope that this guide will help companies strategically market themselves to WIT members while striving to achieve their recruiting and company goals and ideals.

For more information on any of the activities found in this pamphlet, contact Elaine Lewis, Program Coordinator, at wit@rit.edu.

Our website is also a good source for contact information. http://www.rit.edu/cast/wit

The expected date and projected costs are indicated when possible for each activity. The official “Corporate Sponsorship Form” is located towards the end of this booklet. Company representatives should fill out this form and return it to the address below.

Women in Technology relies very heavily on corporate contributions.

We thank you for your time and continued support of our organization!

Women in Technology
CAST Dean’s Office
Ross Building
Rochester, NY 14623
E-mail: wit@rit.edu
Website: http://www.rit.edu/cast/wit/

Additional hard copies of this handbook are available upon request. PDF and MS Word versions can be found on our website.
# Table of Contents

- About the Organization ........................................................................................................... 4
- Levels of Sponsorship .............................................................................................................. 5
- Sponsorship Opportunities ...................................................................................................... 5
  - WIT Monthly Meetings ......................................................................................................... 5
  - Professional Skills Workshops ............................................................................................ 5
  - Student Welcome and Recognition Events .......................................................................... 6
  - Equipment/Supplies .............................................................................................................. 6
  - Pre-College Outreach .......................................................................................................... 7
  - Plant Tours ............................................................................................................................ 8
  - Women’s Career Achievement Dinner ................................................................................. 9
  - Communications ................................................................................................................ 9
  - National Conferences ........................................................................................................ 10
  - Unspecified, General Donation .......................................................................................... 10
  - Tax Deductions ................................................................................................................ 11
- Corporate Sponsorship Form .................................................................................................. 12
- WIT Monthly Meeting Sponsorship Form ............................................................................. 13
- Equipment/Supplies Donation Form ..................................................................................... 15
ABOUT THE ORGANIZATION

RIT’s Women in Technology (WIT) is a very diverse and active student organization. Academic programs affiliated with our program include:

- Civil Engineering Technology
- Electrical Engineering Technology
- Environmental Management & Technology
- Mechanical Engineering Technology
- Electrical / Mechanical Engineering Technology
- Computer Engineering Technology
- Manufacturing Engineering Technology
- Safety Technology
- Packaging Science
- Telecommunications Engineering Technology

WIT was established at RIT in 2005 to retain female engineering technology students with the ultimate goal of increasing the number of female graduates of our programs.

The goals of the WIT program are:

- Promote communication and networking among students, faculty, staff and alumni.
- Develop and execute programs to recruit girls and retain women in science and technology.
- Provide mentoring for freshmen, shadowing with alumni for upperclassmen and licensure and exam preparation for graduates.
- Form partnerships with organizations (educational, professional, community and youth), businesses and corporations to assist in exposing women to the various opportunities in science and technology.

Activities include outreach programs for pre-college students, meetings with engineering professionals, tutoring for core classes, plant tours, social events to promote community building, professional development workshops, a senior send-off event, and participation in RIT’s annual Women’s Career Achievement Dinner, where students who have participated in our outreach events and professional development workshops are recognized for their accomplishments.

All of these activities, as well as general operating expenses, are funded by Corporate Sponsors such as you!
LEVELS OF SPONSORSHIP

Gold Sponsor ($5000+)
- Special recognition on all WIT correspondence and newsletters
- Job Postings and Announcements on our website
- All the benefits of sponsorship below this level

Silver Sponsor ($1000- $4999)
- Company recognition and logo displayed at every WIT event
- All the benefits of sponsorships below this level

Bronze Sponsor ($500 - $999)
- Company logo featured on WIT T-shirts
- Certificate of Sponsorship
- Subscription to our annual newsletter

Friend (< $499)
- Recognition on the WIT website

SPONSORSHIP OPPORTUNITIES

WIT MONTHLY MEETINGS
Date: 3-4 times per quarter
Cost: $150

Each month, WIT holds a general meeting. These meetings range from socials to encourage community building, community service projects, and meetings with speakers from a variety of companies and RIT’s various support services departments. Company representatives give a brief introduction about the company and are encouraged to give a short presentation focused on improving our members’ personal and professional lives. A question and answer session follows the presentation and allows the speaker(s) more personal interaction with our students.

PROFESSIONAL SKILLS WORKSHOPS
Date: One each quarter
Cost: $500 for workshop to cover speaker and supplies

Each year, a series of professional skills workshops are held jointly with the Women in Computing (WIC) and Women in Engineering @ RIT (WE@RIT). Past workshops have included: Dress for Success, Business Etiquette and Networking 101. At the Networking
workshop, students are given supplies for developing a professional portfolio (resume paper, a professional binder, a pen, etc).

The WIT “Networking 101” Workshop

**STUDENT WELCOME AND RECOGNITION EVENTS**

Date: Fall and Spring  
Cost: $750 per event  

Each fall WIT hosts a welcome social for all incoming freshman and transfer students. Faculty, staff and upperclass students participate in the event. Freshmen are presented with a welcome gift such as a technical tool that will be useful in their discipline or a book that either relates to their discipline or to events on campus.

In the spring, WIT recognizes the graduating seniors with a “Senior Send Off”. This event is not only a way of thanking our graduates for their assistance with WIT during their time at RIT but it is also a means of developing a relationship with our future alumni. The seniors are presented with a gift with the RIT and WIT logo to remind them of their time at RIT and our desire for them to continue to be active members of the WIT community.

**EQUIPMENT/SUPPLIES**

Date: On-going  

In addition to monetary support, companies are encouraged to donate equipment and supplies. Smaller items can be used as raffle prizes at events, while larger equipment can be utilized by the WIT staff to support tech camps, marketing and administrative work. Companies can apply the market retail value of any equipment donated (technical tools, engineering books, plane tickets, computers, PDAs, etc.) to their total sponsorship. An additional form for this type of sponsorship can also be found on page 17.
**PRE-COLLEGE OUTREACH**
Date: On-going  
Cost: $300 per workshop/ science fair supplies

One of the goals of WIT is to encourage women in engineering disciplines to be role models for middle and high school girls. Our WIT students have developed and hosted outreach activities suitable for the K-12 student community. These events benefit the WIT students, giving valuable opportunities to develop their communication skills and allowing them to work as a team. They interact with fellow RIT students and faculty in other disciplines, while in turn teaching about their area of expertise. This develops a better understanding of both their major and others.

*Girl Scout Engineering Technology Workshop participants and WIT Volunteers*

**Girl Scout Tech Camp** Every year, over 100 4-6th grade girls are invited to campus to participate in a 5-hour hands-on Engineering Technology and Packaging Science workshop. Previous activities have included making a motor, using a 3-D cutting table to cut a cardboard box that is then assembled, building spaghetti tension bridges, and learning about polymers by making slime and shrinking plastics.

**Engineering Exploration and Experimentation (E³) Fair** The E³ Fair is a science fair organized by engineering societies of the Rochester area and local industries. Its purpose is to increase interest in engineering and technology in middle school students (Grades 6 – 8). The students learn team and process concepts as a result of their projects. They also learn about careers in engineering from professional engineers at the Fair. WIT participates in the E³ Fair, presenting activities the group developed for the K-12 community. ([www.e3fair.org](http://www.e3fair.org)).

**IMAGINERIT** WIT hosts over 500 people each year at the annual IMAGINE RIT Innovation and Creativity Festival. This event gives WIT students the opportunity to socialize and share their love of science with others! WIT students present activities designed for the K-12 students. ([www.rit.edu/imagine](http://www.rit.edu/imagine))
**WIT Volunteer Assists E³ Participants**

*Technology in the Classroom* - WIT outreach activities are being designed for delivery at local elementary and middle school classrooms. WIT members will give mini-lessons to the K-8 students using hands-on kits so all students can participate.

*High School to College Technology Connection* – WIT is developing a ‘What is Engineering Technology’ presentation. The WIT students will deliver the information by way of forum to high school guidance counselors and students.

**Plant Tours**

- **Date:** Once each quarter
- **Cost:** $400

Each quarter, WIT visits a local company to observe how classroom concepts are put into action. It is also an opportunity to network with engineering professionals. Past tours have included Kodak’s Waste Water treatment Plant, Constellation Energy’s Ginna Nuclear Power Plant, Constellation Brands bottling facility, and ThermoFisher Scientific’s manufacturing facility for Nalgene water bottles. An outside tour bus operator is procured for transportation. Having the students, faculty and staff travel together provides an opportunity for community building in our programs.

*WIT Students on Tour of Constellation Brands*
**WOMEN’S CAREER ACHIEVEMENT DINNER**

Date: Spring  
Cost: $400 will sponsor 10 students to attend the event

Each spring, the Center for Women & Gender at RIT hosts as Women’s Career Achievement dinner. RIT alumni and students are invited to celebrate their achievements. The event includes a keynote speaker who shares their career successes and challenges. WIT students that have participated in the WIT Professional Development Workshop series and outreach workshops are invited to attend. Faculty, staff and alumni join the students for the dinner as a means of developing relationships.

![WIT Students and Alumni at RIT’s Women’s Career Achievement Dinner](image)

**COMMUNICATIONS**

Date: On-going  
Cost: $500 per publication of newsletter; $500 annual website maintenance/development

WIT published an annual newsletter that highlights our activities for the year. The newsletter can be found on the WIT website. WIT maintains a website with program information, an activity calendar, and information about outreach activities, contact information, and a page to recognize our sponsors. Support of our communications will help defray the cost to maintain our website and publication of our newsletter.
**NATIONAL CONFERENCES**
Date: Varies  
Cost: Varies depending on location of the conference ($500-1500)

WIT supports student attendance at national conferences such as Society of Women Engineers National Conference, the AAUW National Conference for College Women Student Leaders, and technical, degree related conferences such as the Society of Automotive Engineers Annual Conference (SAE) and the Society of Plastics Engineers Annual Technical Conference (ANTEC). Attendance at national conferences is an important and influential event in the personal and professional development of well-rounded engineers. WIT would like to provide members the opportunity to build leadership skills and characteristics that will be needed in the work environment including networking, communication skills, and professional growth – many things that are not directly addressed in university classes. Additionally, an out-of-state experience will aid participants in gaining a wider perspective of nation-wide and global collaborations in industry and allow them to surpass comfort zones. Your support will allow our students to grow in their enthusiasm for their engineering endeavors.

*WIT Students at the National Conference for College Women Student Leaders*

**UNSPECIFIED, GENERAL DONATION**
WIT will allocate general donations to balance the cost of the above programs and to cover expenses such as operating costs, new programs, computer software and maintenance.
TAX DEDUCTIONS
Contributions to the RIT’s Women in Technology program may be tax deductible under section 501c (3) of the Internal Revenue Code. Receiving goods or services in recognition of a charitable gift reduces the amount of your tax deduction. Your company will receive a receipt for your donation that can be used for tax purposes.

Thank You

We would like to thank you for the time you have invested in reading our Corporate Sponsorship Handbook. We hope it has helped you assess the level of involvement you and your company wish to have with WIT.

Please fill out the appropriate form(s) at the end of this booklet and return it/them to WIT at your earliest convenience.

Our hope is that this handbook has helped you fully understand the great opportunities available to your company through our organization.

Respectfully,
WIT  wit@rit.edu
CORPORATE SPONSORSHIP FORM

Company Name: ____________________________________________________________

Contact Name: ____________________________________________________________

Address: ________________________________________________________________

Phone: ________________________________________________________________

E-mail: ________________________________________________________________

Check all that apply and indicate amount:

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<thead>
<tr>
<th>Opportunity</th>
<th>Amount</th>
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<tbody>
<tr>
<td>General WIT Meetings</td>
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<td>Professional Skills Workshops</td>
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<td>Annual Student Welcome and Recognition Events</td>
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Additional Comments/Notes:

Please mail this form to:
Women in Technology (WIT)
Attn: Elaine Lewis
CAST Dean’s Office
Ross Building
Rochester, NY 14623

**Please make checks payable to: RIT
WIT MONTHLY MEETING SPONSORSHIP FORM

If your company is interested in hosting or sponsoring a monthly meeting, please fill out the form below and return it with your Sponsorship Form.

Speaker(s):
1. Name: ____________________________________________
   E-mail/Contact Information: ___________________________
   Occupation/relevant background information to include in meeting literature:

2. Name: ____________________________________________
   E-mail/Contact Information: ___________________________
   Occupation/relevant background information to include in meeting literature:

3. Name: ____________________________________________
   E-mail/Contact Information: ___________________________
   Occupation/relevant background information to include in meeting literature:

Possible Presentation Topics (Please, provide a brief description):
1. 
2. 
3.
Preferred Quarter:
   Fall
   Winter
   Spring
   Any

Please mail this form to:
Women in Technology (WIT)
Attn: Elaine Lewis
CAST Dean’s Office
Ross Building
Rochester, NY 14623
EQUIPMENT/SUPPLIES DONATION FORM

____________________ (Company Name) would like to donate the following, which has a market retail value of $____________ (MRV) to be given in our name to the Rochester Institute of Technology Women in Technology program for organizational use.

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<tr>
<th>Equipment /Supply</th>
<th>Description</th>
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