



IEEE

Institute of Electrical and Electronics Engineers

IEEE Student Branch at:
University of Texas at Austin
Cockrell School of Engineering
ESS Building 2407 Speedway C2108
Austin TX, 78712

July 28, 2015

Dear Potential Corporate Partner,

On behalf of the Institute of Electrical and Electronics Engineers leadership team at The University of Texas at Austin (IEEE-UT), I would like to invite your organization to be involved with our large and diverse student branch during the fall 2015—spring 2016 academic year.

The IEEE-UT student branch has grown substantially since its establishment in 1947 to become one of the largest IEEE branches in the nation and the largest student-run technical organization on campus. IEEE-UT boasts over 500 national undergraduate and graduate members, and our general meetings have seen large increases in attendance over past years.

IEEE-UT's mission is threefold: **(1)** to recognize and advance technological innovation and academic excellence for the benefit of humanity, **(2)** to continue the professional development of all UT Electrical and Computer Engineering students, and **(3)** to facilitate connections between ECE students and corporate partners. IEEE-UT's goals for the next academic year are bold and we need significant corporate support to reach them. By supporting IEEE-UT you will not only be helping our organization achieve its mission, but you will have access to some of the top students at our world-class university.

Our leadership team is confident that our planned events and initiatives will continue to work towards our mission and grow our student branch membership. For the first part of our mission, we have created the *IEEE UT Student Branch Endowment Fund* to fund scholarships for our members and we have planned **2 Technical Talks** to allow students to learn more about current technologies and inspire them to create new innovations. For the second part of our mission, IEEE-UT wants to support **2 Branch Leadership Retreats** to teach highly-motivated students leadership skills each semester and *Welcome Week* to introduce the 400+ new ECE students to department and industry opportunities during the first week of classes. Finally, we have planned **14 General Meetings** (7 per semester) and IEEE-UT would like to receive corporate support for at least **2** of our smaller and more intimate *Cookie Chats* to allow students to gain connections with our valued corporate partners. These are but a few of the exciting programs we have planned for the 2015-2016 academic year.

Attached you will find several documents. The first outlines all of IEEE-UT's *2015-2016 Planned Events and Initiatives* in detail and the second identifies the various corporate packages and individual events available. Should your corporation be interested in partnering with IEEE-UT for any of these events or initiatives please scan and email the *Corporate Support Response Form* to corporate@ieeeut.org.

If you have any questions, please do not hesitate to contact me either via email or by cell-phone at **(210) 394 - 1775**.

I look forward to hearing back from you and creating a lasting partnership with your organization.

Sincerely,

Haley Alexander

IEEE Corporate Director: 2015-2016

OUR 2015-2016 BRANCH LEADERS

Branch Leaders	Name	Email
Chair	Walter Oji	chair@ieeeut.org
Vice-Chair	Chris Fernald	vice@ieeeut.org
Executive Director	Ross McNulty	executive.director@ieeeut.org
Corporate Director	Haley Alexander	corporate@ieeeut.org
Communications Director	Karthik Konath	comms@ieeeut.org
Activities & Events Officer	Ali de Jong	ae@ieeeut.org
Membership Resources Officer	Rob Misasi	mr@ieeeut.org
Student Eng. Council Officer	Hanna Marie Peeler	sec@ieeeut.org
Treasurer Officer	Leela Karunakaran	treasurer@ieeeut.org
Corporate Liaison	Taylor Zhao	liaison@ieeeut.org

THANK YOU FOR YOUR SUPPORT!



Event and Date(s)	Target Audience	Event Description	Corporate Support Visibility
<p>General Meetings (14) <i>(Fall 2015)</i></p> <p>September 3, 2015 September 17, 2015 October 1, 2015 October 15, 2015 October 29, 2015 November 12, 2015 December 9, 2015</p> <p><i>(Spring 2016)</i></p> <p>January 28, 2016 February 11, 2016 February 25, 2016 March 10, 2016 March 24, 2016 April 7, 2016 April 21, 2016</p>	<p>Open to all Engineering Students from freshmen through Ph.D.'s.</p> <p><u>Underlined</u> meetings typically have the highest turnout and are in the most demand.</p> <p>Turnout Range: 70-200</p>	<p>The Branch General Meetings allow members to learn more about upcoming events and professional opportunities. Various IEEE Societies provide updates about the events and competitions they host and the latter part of the meeting is reserved for corporate presentations. During these presentations students have the opportunity to learn about different projects and products from an engineering standpoint and what the interview and internship process is for that particular company.</p> <p>Attendees to general meetings include both undergraduate and graduate IEEE members, and sometimes even faculty members. While turnout varies depending on the time of year, we generally average around 100 participants at meetings.</p>	<ul style="list-style-type: none"> • Allotted a 20-minute presentation made by your corporate representative(s) to the IEEE branch membership during the scheduled meeting • Allotted a 10-minute Question and Answer • Choice of member mixer activity or warm up. (Email for list of activities or with any questions) • Opportunity for your representative(s) to meet with students individually before and after the meeting • Opportunity to distribute company materials, giveaways, prizes, etc... to students during meeting • Recognition on all meeting related advertising (fliers, Facebook, mass-email, etc...)
<p>Welcome Week (1) August 25, 2015 – August 28, 2015</p>	<p>400+ new students (freshmen, transfer and graduate) in the ECE Department</p>	<p>Welcome Week is an IEEE-UT initiative to introduce incoming ECE first-year students to department and industry related opportunities. Each day during Welcome Week, IEEE will be hosting events ranging from professional development to socials to corporate speakers.</p>	<ul style="list-style-type: none"> • Opportunity to meet incoming ECE students during weeklong events • Recognition on all related advertising (fliers, Facebook, mass-email, etc...)

<p>Leadership Meetings (6)</p> <p><i>(Fall 2015)</i> September 24, 2015 October 21, 2015 November 19, 2015</p> <p><i>(Spring 2016)</i> February 17, 2016 March 16, 2016 April 14, 2016</p>	<p>17 IEEE Officers and Branch Leaders</p>	<p>Leadership Meetings are a time for officers and Branch Leaders to discuss the future of the organization and plan for upcoming events.</p>	<ul style="list-style-type: none"> • Opportunity to have company materials distributed to leaders during meeting • Recognition on all meeting related advertising (mass email)
<p>Fajita Fest (2)</p> <p>October 5, 2015</p> <p>March 28, 2016</p>	<p>500+ engineering students</p>	<p>As a welcome back event, IEEE officers and members come together to grill fajitas and distribute them to students in the engineering campus. After eating, volleyball and corn-in-the-hole tournaments take place among students and corporate representatives. This year we will be distributing 200+ free Fajita-Fest t-shirts on a first-come-first-serve basis. Multiple companies can sign up for this event. This allows for greater turn out numbers and multiple games to be taking place.</p>	<ul style="list-style-type: none"> • Company name on 200+ event t-shirts distributed during the event • Representative(s) will have a booth to help facilitate individual student interaction • Opportunity to distribute company materials to students during event • Recognition on all event related advertising (fliers, Facebook, mass-email, etc...)
<p>Corporate Tailgates</p> <p>September 12, 2015 September 26, 2015 October 3, 2015 October 24, 2015 October 31, 2015 November 14, 2015</p>	<p>40+ members</p>	<p>Each game, IEEE sets up a pop-up on the engineering lawn and brings box lunches or grill hot dogs. Members enjoy watching the game on a TV and playing games such as corn-in-the-hole and Ultimate Frisbee.</p>	<ul style="list-style-type: none"> • Company representatives interact with the students in a less formal environment • Opportunity to distribute company materials to students during event • Recognition on all event related advertising (fliers, Facebook, mass-email, etc...)

<p>Cookie Chats</p> <p>September 9, 2015 September 22, 2015 February 1, 2016 Additional Dates available</p> <p>*Dates flexible based upon company preference and available year-round</p>	<p>40-80 IEEE student members</p>	<p>Targeting all ECE students these cookie chats provide students a chance to network with company representatives and each other. Provides a less formal and more intimate way to talk with students.</p>	<ul style="list-style-type: none"> • Talk to students one-on-one in a less formal setting • Opportunity to distribute company materials to students during event • Recognition on all event related advertising (fliers, Facebook, mass-email, etc...)
<p>Socials (4+) <i>IEEE only</i> <i>IEEE-WECE</i> <i>IEEE-HKN</i> <i>IEEE-ASME, Etc...</i></p> <p>Dates TBD</p>	<p>Entire IEEE membership + partnering organization membership</p>	<p>Each semester, IEEE hosts socials varying from broomball to dinner parties. Some socials are exclusively organized for IEEE members and other socials are held jointly with other engineering organizations. Socials allow for students to network with one another in a relaxing and non-academic setting.</p>	<ul style="list-style-type: none"> • One-on-one interaction with students in a casual setting • Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...)
<p>Outreach (4+) <i>Explore UT</i> <i>Rivals Week</i> <i>Girl Day, etc...</i> (Dates TBD)</p>	<p>40+ IEEE volunteers</p> <p>Entire UT student body</p> <p>3000+ young children</p>	<p>IEEE participates in various outreach activities in conjunction with the school of engineering and UT. In most of these activities IEEE members volunteer to showcase the exciting world of ECE to children, middle-school and high-school students, as well as their parents and other guests.</p>	<ul style="list-style-type: none"> • Opportunity for corporate representatives to volunteer with IEEE members during outreach events • Recognition on all booth publicity materials
<p>T-Shirts</p>	<p>All ECE members and UT student body</p>	<p>Each year, IEEE designs and distributes general membership t-shirts during the SEC E-Week Competition. Wearing these shirts symbolizes the pride ECE students have towards their rewarding (albeit difficult) major.</p>	<ul style="list-style-type: none"> • Company name prominently displayed on back of t-shirts

<p>Branch Leadership Retreat (2)</p> <p>September 25, 2015— September 26, 2015</p> <p>March 25, 2016— March 26, 2016</p>	<p>25 IEEE Officers, Branch Leaders, and prospective future leaders</p>	<p>Each semester IEEE Officers and Branch Leaders spend a weekend building their leadership skills and mentoring up-and-coming ECE student leaders. This is a great event to help support and enrich outstanding and emerging student leaders. Many of our new leadership team consists of students who participated in this event.</p>	<ul style="list-style-type: none"> • <i>Platinum</i> and <i>Gold</i> corporate supports are encouraged to present a 30min—1hour leadership module • Company handouts, giveaways, and/or door prizes
<p>Study-a-Thon (2)</p> <p>December 7, 2015 May 4, 2016</p>	<p>All ECE students</p>	<p>Each semester IEEE supplies our members with final exam “motivators” all night the day before exams begin. These motivators include: snacks, energy drinks, and giveaways from corporate supporters for students to utilize.</p>	<ul style="list-style-type: none"> • Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...) • Company giveaways included in “motivators”
<p>IEEE Endowment Fund</p>	<p>Future IEEE membership</p>	<p>A new initiative to allow IEEE to give members annual scholarships. The scholarship amount will be determined on a yearly basis. There will be a dinner where scholarships are awarded and company engineers host a panel about professional and scholarly development. We are flexible and willing to work on the specifics if your company is interested in a multi-year commitment. Contact Haley Alexander if you have any questions at: corporate@ieeeut.org</p>	<ul style="list-style-type: none"> • Priority for highly desired meetings/events will be given to scholarship supporters • Your corporate support will provide a donation to the Endowment Fund • An IEEE Endowment Fund Donor plaque will be displayed in the office with the donor’s name included • Your company will receive recognition for your donation when scholarships are given • Company supporters invited to award dinner and panel on professional and scholarly development

<p>Frag-a-Thon November 13, 2015 April 8, 2016</p>	<p>30-50 IEEE and IEEE Computer Society Members</p>	<p>IEEE and IEEE Computer Society will host a LAN tournament featuring a popular video game. Students interact in a competitive environment and vie for a prize to be given to the winner. Games played vary based on corporate support and range from freeware to licensed games.</p>	<ul style="list-style-type: none"> ● Opportunity for representative(s) to interact with students in a casual setting. ● Company prize giveaways ● Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...)
<p>Professional Workshops Scheduling based on company preference</p>	<p>20-70 ECE Students</p>	<p>Help prepare motivated ECE students for a rewarding career with this 1-3 hour event. Past topics have included resume building, mock interviews, corporate communication, and tips for successful internships. Last year's workshops were highly attended, with over 100 students participating. Scout for potential new recruits while helping ECE students succeed at EXPO!</p>	<ul style="list-style-type: none"> ● Opportunity for your representative(s) to interact with motivated students right before EXPO ● Scout for potential new recruits ● Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...)
<p>Technical Talk (3) <i>(Fall 2015)</i> October 22, 2015 November 5, 2015 <i>(Spring 2016)</i> February 18, 2016 March 17, 2016</p>	<p>20-60 ECE Students</p>	<p>These events focus on the technical aspects of ECE and give students the opportunity to have an in depth discussion on the kind of technology they might be using or creating. Students may also have the opportunity to see a demonstration of the products and/or work with samples of the technology the company has developed.</p>	<ul style="list-style-type: none"> ● Opportunity for your representative(s) to interact with students in a casual, yet technical, environment ● Opportunity to provide your organization's product(s) for use, advertising, and prizes ● Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...)

Region V Conference	10 UT ECE students + other Texas University ECE students	A new initiative to fund a group of students to participate in the IEEE Region V conference. These students will have the opportunity to participate in the papers, circuit design, and ethics competitions as well as network with other student branches and prominent members of IEEE national. Your support will help cover airline, hotel, and conference registration fee. 2016 is taking place in Kansas City	<ul style="list-style-type: none"> ● Priority for highly desired meetings/events will be given to Region V supporters ● Region V T-shirts which would have the company name prominently displayed ● Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...)
Resume Book	All IEEE members	Back by popular demand, IEEE will have a resume book. Look for candidates who are involved with IEEE technical projects and leadership skills training.	<ul style="list-style-type: none"> ● Opportunity for your representative(s) to gather information about members before expos and interviews ● Scout for potential new recruits
Student Competitions and Demoes *Dates flexible based upon company preference and available year-round	40+ ECE students	Students can prepare for the Region V Conference Competitions, apply what they learned in class, or learn a new skill. A few ideas include: digital circuit design, standard writing, technical writing, learning a new programming language, or a small Hack-a-thon. We are opened to other ideas too.	<ul style="list-style-type: none"> ● Recognition on all event publicity materials (fliers, Facebook, mass-email, etc...) ● Competition T-Shirts or other goodies would have the company name prominently displayed ● Opportunity to provide your organization's product(s) for use, advertising, and prizes



IEEE

Institute of Electrical and Electronics Engineers

Student Branch at:

The University of Texas at Austin
1 University Station- C0803 Austin, TX 78712
Office: (512) 471-4500 or (512) 522-9703

IEEE Corporate Support Request Form

Company Name: _____ **Phone:** _____

Company Contact Information:

Name: _____ **Email:** _____

Mailing Address: _____

Support Level and Event Selection:

We would like to become an official supporter of IEEE-UT with the following event packages:

_____ **Platinum Package (\$3500+)** and support the following events/initiatives:

_____ General Meeting
_____ (Preferred Meeting Date)

(Pick up to 4 from below):

- | | |
|----------------------------------|--------------------------------|
| _____ Cookie Chat | _____ Technical Talk |
| _____ Welcome Week | _____ T-Shirts |
| _____ Outreach Activities | _____ Study-a-Thon/Frag-a-Thon |
| _____ Leadership Meeting/Retreat | _____ Social |
| _____ Fajita Fest | _____ Region V Conference |
| _____ Professional Workshops | _____ Competition |

_____ Providing additional funding to the IEEE Endowment Fund to the amount of \$_____

_____ **Gold Packages (\$2200-\$3499)** and support the following events/initiatives:

_____ General Meeting
_____ (Preferred Meeting Date)

(Pick up to 3 from below):

- | | |
|----------------------------------|-------------------------------------|
| _____ Cookie Chat | _____ Technical Talk or Competition |
| _____ Welcome Week | _____ T-Shirts and Resume Book |
| _____ Outreach Activities | _____ Study-a-Thon/ Frag-a-Thon |
| _____ Leadership Meeting/Retreat | _____ Social |
| _____ Fajita Fest | _____ Region V Conference |
| _____ Professional Workshops | _____ Competition |

_____ Providing additional funding to the IEEE Endowment Fund to the amount of \$_____

_____ **Silver Package (\$1500-\$2199)** and support the following events/initiatives:

_____ General Meeting
_____ (Preferred Meeting Date)

(Pick up to 2 from below):

- | | |
|----------------------------------|---------------------------------|
| _____ Cookie Chat | _____ Technical Talk |
| _____ Welcome Week | _____ T-Shirts |
| _____ Outreach Activities | _____ Study-a-Thon/ Frag-a-Thon |
| _____ Leadership Meeting/Retreat | _____ Social |
| _____ Fajita Fest | _____ Region V Conference |
| _____ Professional Workshops | _____ Competition |

_____ **Bronze Package (\$1200)** and support the following events/initiatives:

_____ General Meeting
_____ (Preferred Meeting Date)

(Pick up to 1 from below):

- | | |
|---------------------------------|-------------------------------------|
| _____ Cookie Chat | _____ Technical Talk or Competition |
| _____ T-Shirts and Resume Book | _____ Outreach or Welcome Week |
| _____ Study-a-Thon/ Frag-a-Thon | _____ Leadership Meeting/Retreat |
| _____ Social | _____ Professional Workshops |

_____ **Friend Package (\$600)** and support the following events/initiatives:

(Pick up to 1 from below):

- | | |
|----------------------------------|---------------------------|
| _____ Cookie Chat | _____ Outreach Activities |
| _____ Leadership Meeting/Retreat | |

_____ **A la Carte Options:** buy an event, donate to IEEE, or add to one of the above packages

- | | |
|---|---|
| _____ Cookie Chat(\$700) | _____ Technical Talk/Competition(\$700) |
| _____ Welcome Week(\$700) | _____ T-Shirts and Resume Book(\$500) |
| _____ Outreach Activities(\$600) | _____ Study-a-Thon/Frag-a-Thon(\$500) |
| _____ Leadership Meeting/Retreat(\$600) | _____ Social(\$600) |
| _____ Fajita Fest(\$700) | _____ Region V Conference(\$500+) |
| _____ General Meeting(\$1100) | _____ Tail Gates(\$600) |
| _____ Endowment Fund(\$500 +) | _____ Professional Workshops(\$700) |

Additional Questions:

_____ We would like to participate in IEEE-UT's Mock Interview event (*Bronze or higher*).

_____ We would like to support IEEE-UT by partnering on an event not listed above.

Please Specify: _____

_____ We have products we would like to donate for reverse-engineering, prize-raffling, or IEEE branch office upgrading purposes. Please Specify Item(s): _____

_____ We are not able to support IEEE-UT at this time, but keep us on your mailing list

TOTAL Company Contribution Amount:

\$ _____

Signature: _____

Date: _____