

SWE UCR  
presents:



BOURNS  
SCIENCE  
ENGINEERING  
DAY

SPONSORSHIP PACKET

When: April 17, 2021 | 8 AM - 2 PM

Where: 900 University Ave. Riverside, CA 92521

# About Us

Hello, and welcome to Bourns Science Engineering Day 2020! Our names are Connie and Kinjal, and we're the leads for this year's Bourns Science Engineering Day. We are computer science majors who are heavily involved on campus, mainly with Society of Women Engineers, the organization that runs and puts together this massive event. But what exactly is Bourns Science Engineering Day, and who are Society of Women Engineers?

Bourns Science Engineering Day, also known as BSED to those most familiar with it, is University of California Riverside's Bourns College of Engineering's largest outreach event, with over 2,000 K-8th grade attendees that come on campus to participate in over twenty activities designed to introduce them to engineering. This event is hosted by Society of Women Engineers (SWE), a student organization on campus dedicated to promoting women and other underrepresented minority participation in STEAM fields.

Both BSED and SWE hold a special place in our hearts. SWE, for the sense of community and family that we have gained from it in pursuing both the goals of our organization and our own personal goals, and BSED for constantly inspiring the younger generation and reminding us of why we chose to be engineers in the first place: to chase our own innate curiosity and help grow and create a better future for the youth of tomorrow. We hope that you're willing to join us on this endeavor, and look forward to whatever support you're willing to offer.

Thanks,  
Connie and Kinjal  
BSED Leads 2020

# Mission

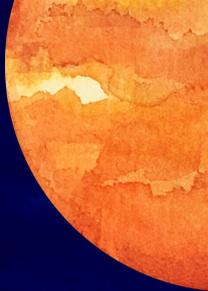


As a part of Society of Women Engineers, it's our goal to increase the presence of women and other underrepresented minorities in STEAM fields, as well as develop a community that fosters inclusion and growth.

For seventeen years, Bourns Science Engineering Day has focused this mission, centering on inspiring kids at an early age and demonstrating that they can do. The areas around Riverside are especially underserved, and often the education system cannot provide students with the opportunity to learn more about what's available to them. Through our event, we can give them that opportunity and make sure that they're aware of what's out there, including programs beyond our event that they can get involved in.

Ultimately, the more students we can get engaged at an early age, the more students we can inspire to build better, greater things, and keep bettering our community far beyond what we offer ourselves.

# Why Sponsor Us?



## Branding Opportunities:

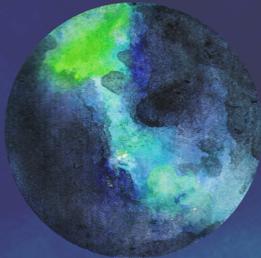
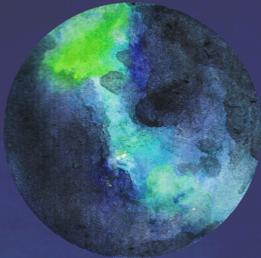
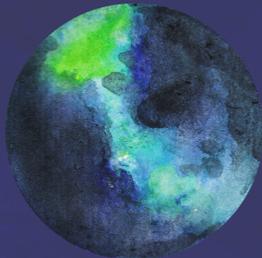
We offer our sponsors several opportunities to engage both with our volunteers and our attendees, as well as several advertising opportunities. Our sponsors will be posted and thanked prior to both of our speakers, and their logos and names will be printed on all of our volunteer T-shirts. Sponsors are welcomed to table at our event if they're interested in interacting with our attendees or with our volunteers.

## Engaging the Community:

Aside from the perks, sponsoring us also helps us meet our goals of extending opportunities to underserved areas and engaging today's youth in activities that will inspire them to join STEAM fields and work towards a better future.



# Sponsorship Tiers

	General Under \$1000	Premium \$1000 - \$3000	Elite Over \$3000
Logo and Shout-Out on BSED Facebook page			
Logo on T-Shirt			
Opportunity to Host a Booth			
Mention Before Guest Speaker			
Name on SWE at UCR Website			

# How Sponsorship Helps

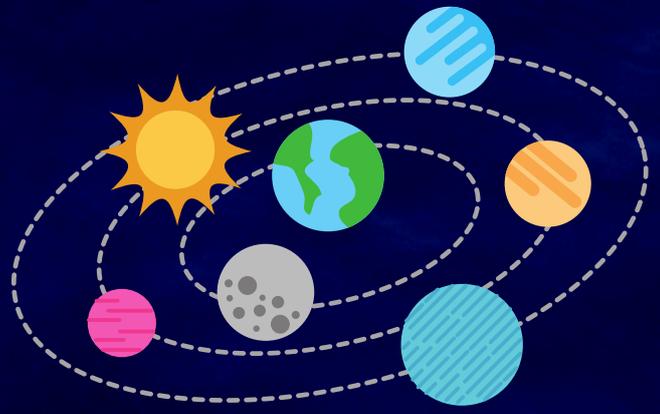
Bourns Science Engineering Day is massive event with over 2,000 attendees and 30+ activities, and to make it happen we need a lot of supplies and manpower. Sponsorship helps us by providing the funds we need to buy activity materials and ensure every child gets the opportunity to engage with the many curiosities we have set up for them.

With each annual cost being more than the last, and this year even hosting more activities and attendees than we've ever had, the growing costs are totaling to be around \$14,000. Any contribution would be welcomed to help us ensure that the monetary requirements of this event are met.

Sponsorship also helps us advertise for more volunteers; the bigger our event becomes, the more reach we have for volunteers and the more people we can recruit to ensure our event runs smoothly.



# Contact Us



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