



RLDC ²⁰₂₀

REGIONAL LEADERSHIP DEVELOPMENT CONFERENCE

SPONSORSHIP OPPORTUNITIES

SHPE

Leading Hispanics in STEM | shpe.org

Exceptional Leadership

BEING A HISPANIC IN STEM IS NOT EASY. SHPE IS A NETWORK THAT MAKES IT EASIER. WE PROVIDE OUR MEMBERS WITH OPPORTUNITIES AND A FAMILIA SO THEY DON'T HAVE TO DO IT ALONE.

The Society of Hispanic Professional Engineers (SHPE) invites organizations who are committed to creating a diverse and inclusive workplace, to join us at one, some, or all RLDCs. RLDCs are a wonderful opportunity for your organization to gain valuable regional exposure and access to highly motivated science, technology, engineering, and mathematics (STEM) talent. RLDCs include various networking events, a career fair, and branding exposure to showcase your company and its career opportunities in an environment that enhances the leaders of tomorrow. As a partner, you will develop relationships with attendees and identify who is the best fit for your organization. Your partnership with SHPE will be key to meeting your diversity and inclusion goals while supporting Hispanics in STEM.

1



CHOOSE SPONSORSHIP LEVEL

See pages 6 + 7 for details

2



COMPLETE & SIGN COMMITMENT FORM

Send to sales@shpe.org for invoice

3



ENGAGE & HIRE

Meet Hispanic STEM talent

EMPOWER THROUGH RLDC

SHPE Regional Leadership Development Conferences (RLDCs) empower both undergraduate and graduate students as well as professional members to realize their fullest potential. The program equips them to be leaders — in their chapters and the workplace. Guided by experienced professionals, RLDC participants are inspired to impact their community through STEM.

PARTNER WITH SHPE

Invest in tomorrow by helping our members advance into leadership roles within their chapters, workplaces and local communities. RLDCs provide opportunities to enhance their leadership skills and build their professional network through various workshops, networking events, competitions and corporate engagement. We look forward to your participation and sponsorship.

About SHPE

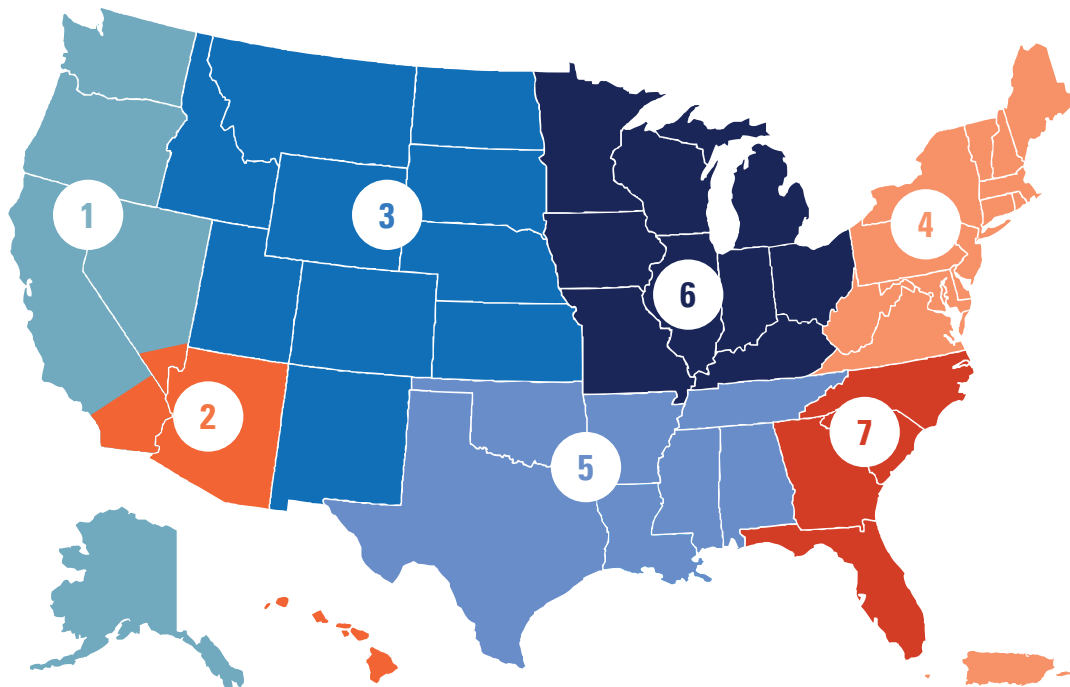
MISSION

SHPE changes lives by empowering the Hispanic community to realize its fullest potential and impacts the world through science, technology, engineering and mathematics (STEM) awareness, access, support and development.

VISION

SHPE's vision is a world where Hispanics are highly valued and influential as the leading innovators, scientists, mathematicians and engineers.

SEVEN REGIONS, ONE FAMILIA.



- 1 Northern CA, Northern NV, AK, OR, WA
- 2 AZ, HI, Southern CA, Southern NV
- 3 CO, ID, KS, MT, ND, NE, NM, SD, UT, WY
- 4 CT, PA, DC, PR, DE, RI, MA, VA, MD, VT, ME, WV, NH, NJ, NY

- 5 AL, AR, LA, MS, OK, TN, TX
- 6 IA, IL, IN, KY, MI, MN, MO, OH, WI
- 7 FL, GA, NC, SC

National Demographics

2018-2019 FISCAL YEAR /// BY THE NUMBERS

MEMBERSHIP BREAKDOWN



Total Members
11,129

Student
Members

9,082

Professional
Members

2,047

MEMBER SHARE BY REGION



Region 1	10%	Region 5	20%
Region 2	13%	Region 6	13%
Region 3	4%	Region 7	20%
Region 4	21%		

2018 NATIONAL CHAPTERS



Total Active Chapters
245

Student
Chapters

189

Professional
Chapters

56

ACTIVE CHAPTER COUNT BY REGION



Region 1	29	Region 5	41
Region 2	35	Region 6	41
Region 3	16	Region 7	28
Region 4	55		

GENDER BREAKDOWN



STUDENTS

Female

33%

Male

67%

PROFESSIONALS

Female

35%

Male

65%

TOP MAJORS

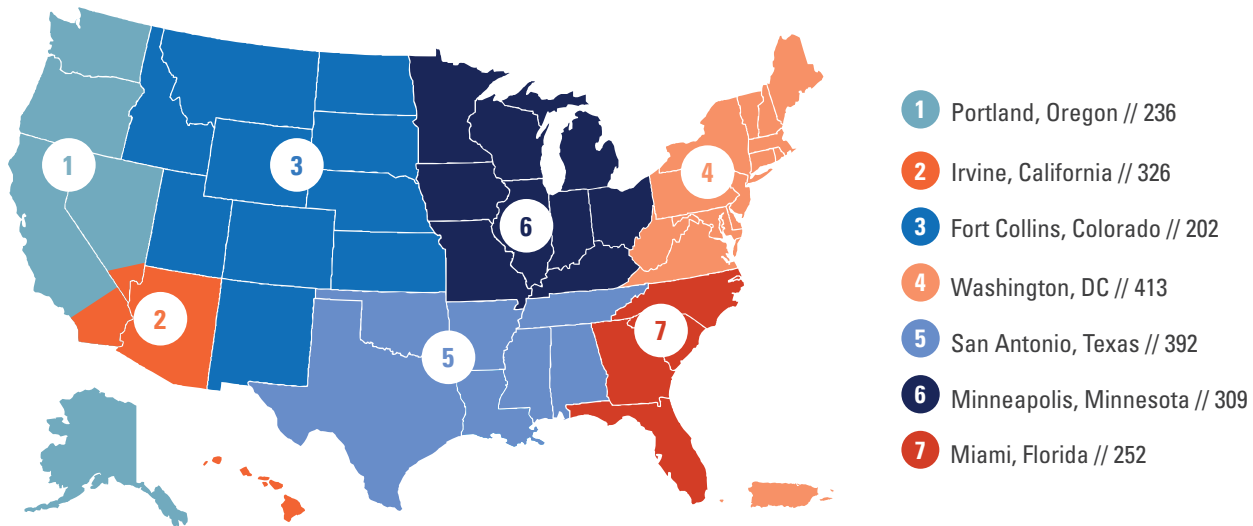


Mechanical Engineering	28%
Computer Sciences & Engineering	18%
Electrical Engineering	11%
Chemical Engineering	8%
Civil Engineering	8%
Industrial Engineering	7%
Aerospace Engineering	6%

RLDC Demographics

2019 BY REGION

2019 RLDC PARTICIPANTS BY REGION



2019 RLDC MAJORS BY REGION

	REGION 1	REGION 2	REGION 3	REGION 4	REGION 5	REGION 6	REGION 7
Aerospace Engineering	3%	9%	5%	2%	1%	4%	11%
Biomedical Engineering	2%	7%	0%	6%	1%	10%	7%
Chemical Engineering	2%	6%	10%	7%	4%	6%	4%
Civil Engineering	9%	7%	11%	10%	7%	9%	9%
Computer Sciences & Engineering	23%	17%	10%	21%	16%	18%	18%
Electrical Engineering	13%	12%	8%	8%	12%	16%	4%
Environmental Engineering	7%	5%	3%	1%	1%	2%	0%
Industrial/Manufacturing/ Systems Engineering	3%	1%	5%	6%	14%	3%	6%
Materials Science/Engineering	2%	1%	3%	1%	1%	1%	1%
Mechanical Engineering	24%	29%	37%	27%	32%	25%	37%
Petroleum Engineering	1%	0%	3%	0%	3%	0%	0%
Other Engineering	8%	6%	5%	11%	8%	6%	4%

Opportunities & Benefits

RLDC SPONSORSHIP

Be at the forefront of all attendees as a premier title sponsor. Gain maximum exposure and receive exclusive benefits while supporting the development of Hispanic STEM students and professionals.

PREMIUM LEVELS	PREMIER SPONSOR \$8,000 / \$7,500 IPC*	PLATINUM SPONSOR \$6,000 / \$5,500 IPC*
ACCESS		
Opportunity to host a corporate tour (company must provide transportation)**	X	X
Résumé files of RLDC attendees	X	X
Career Fair display tables (6-foot table or equivalent)	2	1
One (1) guaranteed workshop tailored for undergraduate students, graduate students or professionals (must meet curriculum requirements)	X	X
Full Conference registrations (lodging not included)	10	5
Career-Fair Only registrations	5	
Tickets to RLDC Closing Celebration with reserved seating**	15	5
BRANDING		
Five (5) minute speaking opportunity for your organization at a key RLDC event (first-come, first-serve by level)	X	X
Logo placement on the official conference T-shirt**	X	
Advertisement in selected RLDC printed program	Full Page	½ Page
Recognition at the RLDC Closing Celebration**	X	X
Opportunity to provide marketing materials to conference attendees	X	X
Level-specific recognition on selected RLDC website with logo and hyperlink	X	X
Level-specific recognition in selected RLDC printed program with logo	X	X

* IPC stands for Industry Partnership Council. Must be a 2019-2020 IPC Member to qualify for discounts.

** May not be available in all regions.

Opportunities & Benefits

RLDC SPONSORSHIP

Engage and connect with students and professionals. Get a head start on recruiting and support the development of top Hispanic STEM talent. Participate in the RLDC Career Fair to reach regional members and beyond!

TIER 1	GOLD \$4,600 / \$4,100 IPC*	SILVER \$3,600	BRONZE \$2,600
ACCESS			
Résumé files of RLDC attendees	X	X	
Career Fair display table (6 foot table or equivalent)	X	X	X
Opportunity to submit one (1) workshop proposal for consideration. Must be tailored for undergraduate students, graduate students or professionals and meet curriculum requirements.	X		
Full Conference registrations (lodging not included)	3	2	1
BRANDING			
Advertisement in conference program	½ Page	¼ Page	
Level-specific recognition on selected RLDC website with logo and hyperlink	X		
Level-specific recognition on selected RLDC website with logo		X	X
Level-specific recognition in selected RLDC printed program with logo	X	X	X

TIER 2	GOVERNMENT** \$1,700	NONPROFIT*** \$1,110	UNIVERSITY**** \$900
ACCESS			
Career Fair display table (6-foot table or equivalent)	1	1	1
Full Conference registrations (lodging not included)	2	1	1
BRANDING			
Level-specific recognition on selected RLDC website with logo	X	X	X
Level-specific recognition in selected RLDC printed program with logo	X	X	X

* IPC stands for Industry Partnership Council. Must be a 2019-2020 IPC Member to qualify for discounts.

** 501 (c)3 documentation required for nonprofit sponsorship.

*** ".gov" email required for government sponsorship.

**** ".edu" email required for university sponsorship.

Additional Opportunities

RLDC SPONSORSHIP

SHPETINA SPEAKER SERIES

\$30,000

The SHPEtina Speaker Series provides a unique opportunity to engage with Latina RLDC attendees at each of the 7 RLDCs. Each SHPEtina event will feature the voices of women leaders in STEM, who happen to be Hispanic. The panelists will share their stories including challenges they faced, resilience they demonstrated, and successes they achieved.

- Opportunity for company representatives to serve as moderators and/or panelists
- Career Fair table at each of the 7 RLDCs
- Access to attendee resumes
- Dedicated email to RLDC participants
- 4 full conference registrations for each RLDC
- 1/2 page advertisement in each RLDC program
- Signage with logo placement
- Recognition on RLDC website with logo and hotlink

OVERALL RLDC LANYARD SPONSOR

\$7,000

Opportunity to be front and center! Sponsorship includes exclusive branding rights to participant badge holder lanyards at all 7 of our Regional Leadership Development Conferences.

- Company logo prominently displayed on registration badge holders
- Maximum visibility branding at each RLDC



KEYNOTE SPEAKING OPPORTUNITY*

\$5,000

RLDC signature events bring RLDC participants together to connect, cultivate mentoring relationships, and learn from fellow STEM professionals. Each event will have a featured speaker on industry trends, challenges, and advice relating to their career journey.

- Choose between the Welcome Ceremony, a Luncheon, or Closing Banquet at a selected RLDC
- 15-minute speaking opportunity
- Photo opportunity with RLDC committee
- Reserved seats
- Access to attendee résumés
- Signage with logo placement
- Recognition on RLDC website with logo and hotlink

* Pricing is for one selected RLDC only. To participate in more than one RLDC, please make a note on the commitment form.

Additional Opportunities

RLDC SPONSORSHIP

RÉSUMÉ ROOM*

\$4,000

Support students transitioning into the workforce with helpful résumé tips, interview advice, and job search guidance. Students will be able to print and edit résumés prior to the Career Fair.

- Opportunity to provide résumé critiques by sponsoring company professionals
- High visibility with attendees
- Signage with company logo placement

INTERVIEW ROOMS*

PRICE VARIES PER RLDC

Based on room availability at each RLDC location. For pricing information please contact us at sales@shpe.org

- Private room or space to conduct onsite interviews
- Days and hours vary but can be confirmed prior to commitment
- Available on a first come-first serve basis
- Limited availability

SPEED MENTORSHPE*

\$3,000

The Speed MentorSHPE event provides a unique opportunity to facilitate a structured mentoring experience for RLDC attendees. Each MentorSHPE event will provide an opportunity for attendees to learn about best practices in developing mentoring relationships. The events will also include a structured speed mentoring experience for either near-peer mentoring or professional to student mentoring.

- Opportunity to serve as the subject-matter expert on mentoring, including describing how mentoring happens in your organization
- Opportunity to have your employees have first priority to serve as mentors for the speed mentoring activity
- Access to attendee resumes
- Signage with logo placement
- Recognition on RLDC website with logo and hotlink

RLDC BAGS*

\$2,500

Attendee bags with your company logo prominently displayed will extend your visibility at your selected RLDC and well beyond closing day.

- Company logo prominently displayed on bag
- Option to provide bag insert

* Pricing is for one selected RLDC only. To participate in more than one RLDC, please make a note on the commitment form.

Additional Opportunities

RLDC SPONSORSHIP

HOSPITALITY SUITE*

\$2,000

Meet attendees in a more personal, one-on-one setting. Offer an inside peek into your company culture through branding and themed decor (provided by sponsor). Food & beverages, audio visual capabilities and furniture rentals all require separate arrangements with the venue and may not be available at all locations.

- Meet and greet hundreds of attendees
- Opportunity to provide marketing materials and/or giveaways throughout suite
- Opportunity to assemble company displays throughout suite area
- Signage with company logo placement

Hospitality Suites may not be available in all regions, email sales@shpe.org for latest availability.

E-BLAST*

\$2,000

Send a direct message to one RLDC's participants either before or after the event, at a time you prefer.

- Put your company name and logo front and center
- Create your own messaging or use our SHPE RLDC 2020 theme
- Receive open rate and click through metrics on your message

CORPORATE TOUR*

\$1,500

Offer a select number of participants an inside look at your work environment, facilities, and company culture by hosting a company tour.

- Date and time of tour to be approved by RLDC Committee
- Transportation (if necessary) is to be provided by sponsor and is not included in sponsorship
- Dedicated email with company logo sent to attendees for RSVP

Corporate tours may not be available in all regions, email sales@shpe.org for latest availability.



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COMMITMENT FORM

2020 RLDC SPONSORSHIP

COMPANY NAME (AS IT WILL APPEAR ON ALL PRINTED MATERIALS): _____

CONTACT INFORMATION

☐ MR. ☐ MS. ☐ MRS. ☐ MISS ☐ DR.

PRIMARY CONTACT: _____

COMPANY: _____ INDUSTRY: _____ TITLE: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

EMAIL: _____ WEBSITE: _____

SPONSORSHIP SELECTION

PLEASE SELECT THE SPONSORED SHPE REGION: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7

PREMIER: ☐ \$8,000 ☐ IPC: \$7,500

PLATINUM: ☐ \$6,000 ☐ IPC: \$5,500

GOLD: ☐ \$4,600 ☐ IPC: \$4,100

SILVER: ☐ \$3,600

BRONZE: ☐ \$2,600

GOVERNMENT: ☐ \$1,700

NONPROFIT: ☐ \$1,110

UNIVERSITY: ☐ \$900

SHPETINA SPEAKER SERIES: ☐ \$30,000

LANYARDS: ☐ \$7,000

KEYNOTE EVENT OPPORTUNITY: ☐ \$5,000

RÉSUMÉ ROOM: ☐ \$4,000

INTERVIEW ROOMS:

☐ \$ _____ # _____

SPEED MENTORSHPE: ☐ \$3,000

RLDC BAGS: ☐ \$3,000

HOSPITALITY SUITE: ☐ \$2,000

E-BLAST: ☐ \$2,000

CORPORATE TOUR: ☐ \$1,500

RLDC RÉSUMÉS: ☐ \$750

FULL CONFERENCE REGISTRATIONS: ☐ \$200 # _____

CAREER FAIR ONLY REGISTRATIONS: ☐ \$50 # _____

PAYMENT INFORMATION

TOTAL SPONSORSHIP AMOUNT: \$ _____

BILLING CONTACT NAME: _____ DATE: _____

PHONE: _____ EMAIL: _____

SIGNATURE: _____

Payment Terms and Cancellation Policy: Upon receipt of the signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. A signed commitment form is a guarantee to pay and all invoices sent to billing contact will require payment. Payment must be received 30 days prior to your selected/sponsored RLDC event date in order to guarantee participation in conference printed materials. If your organization has any outstanding invoices with SHPE, you may not be permitted to register. All payments received after 30 days prior to your selected/sponsored RLDC event dates are subject to a 15% late fee.

All cancellations must be requested in writing. All cancellations prior to 45 days to your selected / sponsored RLDC event date will be refunded minus a 10% cancellation fee. Cancellations made within 45 days of your selected/sponsored RLDC event date will be non-refundable. If cancellation is requested prior to 45 days before the first day of selected RLDC and invoice remains unpaid, a 10% cancellation fee will still be collected. All cancellations made less than 45 days before the first day of selected RLDC will be non-refundable, all sales will be considered final and complete payment will be required. If cancellation request is received within 45 days of the first day of selected RLDC and invoice remains unpaid, SHPE has the right to collect on full payment of invoice.

Please submit the completed form to **SALES@SHPE.ORG**. Upon receipt of this signed commitment form, an invoice will be sent to the billing contact with online payment options through a secured portal. If paying by check, payment should be made payable to: SHPE and mailed to: **SHPE, ATTN: RLDC 2020, 13181 CROSSROADS PKWY NORTH, SUITE 450, CITY OF INDUSTRY, CA 91746**

RLDC 2020

REGIONAL LEADERSHIP DEVELOPMENT CONFERENCE

Coming Spring 2020! Dates announced in late 2019.

¡ADELANTE! ADVENTURE AWAITS

RLDC1 ▼ BAY AREA, CALIFORNIA ▼ #SHPERLDC1

RISING TO THE CHALLENGE

RLDC2 ▼ LOS ANGELES, CALIFORNIA ▼ #SHPERLDC2

SCALE TO SUCCESS

RLDC3 ▼ ALBUQUERQUE, NEW MEXICO ▼ #SHPERLDC3

ASCEND TO NEW HEIGHTS

RLDC4 ▼ NEWARK, NEW JERSEY ▼ #SHPERLDC4

REACHING NEW HEIGHTS

RLDC5 ▼ NEW ORLEANS, LOUISIANA ▼ #SHPERLDC5

LIFT AS YOU CLIMB!

RLDC6 ▼ BATAVIA, ILLINOIS ▼ #SHPERLDC6

TOGETHER WE RISE!

RLDC7 ▼ ATLANTA, GEORGIA ▼ #SHPERLDC7

 @SHPE

 @SHPENATIONAL

 @SHPENATIONAL

 SOCIETY OF HISPANIC PROFESSIONAL ENGINEERS

Society of Hispanic Professional Engineers
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