

# Corporate Sponsorship

The University of Michigan AIChE Chapter



# Meg Erkkinen

## University of Michigan Student Chapter

- BSE Chemical Engineering May '17
- Chapter Involvement
  - 2016 - 2017: Vice President
  - 2015 - 2016: Secretary
  - 2014 - 2015: Member



# Hannah Fetner

## University of Michigan Student Chapter

- BSE Chemical Engineering May '17
- Chapter Involvement
  - 2016 - 2017: President
  - 2015 - 2016: Treasurer
  - 2014 - 2015: Sophomore Representative



# Jeremy Kach

## University of Michigan Student Chapter

- BSE Chemical Engineering May '18
- Chapter Involvement
  - 2016 - 2017: Mentorship Co-Chair
  - 2015 - 2016: Member



# Agenda

- Introduction
- Corporate Sponsorship
- Best practices for obtaining corporate sponsorship
- How UM has built and maintained relationships with sponsors
- Weekly luncheon/info sessions
- Mentorship program
- Event ideas

# University of Michigan Chapter

- Started in 1922
- ~150 Active Members
- Chapter Events:
  - Weekly Corporate Luncheons
  - Corporate Information Session
  - Mentorship Program
  - Industry Mentorship Program
  - Many Social & Service Events



# University of Michigan Chapter

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**It all costs money!!**



# What is Corporate Sponsorship?

- A company sponsors the student chapter by:
  - Monetary donations
  - Hosting specific event
  - Donating food, equipment or other event materials
- Build and sustain strong relationships



# Our Corporate Sponsors



# Benefits of Corporate Sponsorship

## AICHE Chapter

- Build company relationships
- Industry expertise and mentorship
- Source of income
- Allows our chapter to host wide variety of events

## Companies

- “Exposure to great candidates more often and earlier”
- “Heightens interest in our organization”
- “Interact with candidates outside of the hectic career fair”

# Obtaining Corporate Sponsorship



## Create Well-Defined Program or Event

- Corporate luncheons and information sessions
- Mentorship Program
- Social event (BASF Tailgate) that allows students and recruiters to interact in casual environment

*“In order to sponsor an event we need to justify why the money is being used.”*

- Keith Minibiole, 3M

# Obtaining Corporate Sponsorship



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## Reach out to companies

- Contact chapter alumni
- Describe AIChE and program or event
- Request their presence at event or assistance with program
- Be flexible – offer multiple event options and event dates

# Obtaining Corporate Sponsorship



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## Request Sponsorship

- Varies depending on nature of event
  - Event - “Would you be willing to sponsor the cost of the luncheon food”
  - Program - “Follow these steps to become an official sponsor”
- Make sure it’s clear you want a relationship not just funds
- Follow up with companies closer to event

## Obtaining Corporate Sponsorship



SEND FORMAL THANK YOU TO  
COMPANIES AFTER EVENT!

# Industry Recommendations to Start Relations

*“Our team is looking for student organizations that give us access to a lot of students in the areas we typically hire.”*

*“I look to sponsor student organizations I was a part of.”*

*“I would recommend asking companies if they have outside representation that are closer to campus.”*

*“It’s a lot more impressive when a student organization asks for something specific and knows the direct they want the presentation to go in.”*

*“We want a group that’s interested in more than just a cash donation.”*

*“Know that sometimes coming to campus isn’t in the budget.”*

# Our Sponsored Programs: Weekly Luncheons

## AIChE

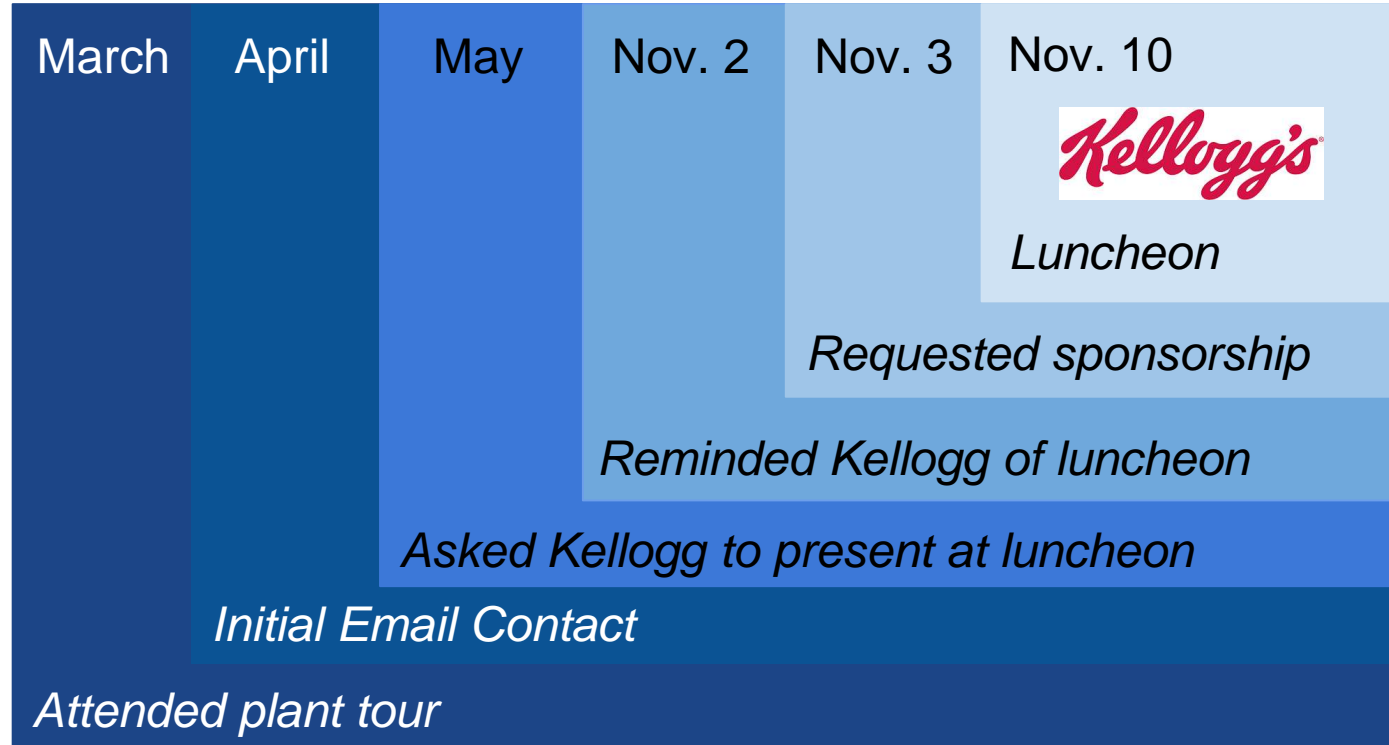
- Provides audience of 40 to 60 people
- Coordinates ALL logistics – food, room reservation

## Companies

- Present
- Sponsor cost of food
  - \$400 to \$600



# Corporate Sponsor Example: Kellogg Luncheon



# Our Sponsored Programs: Mentorship

- Different levels of sponsorship
- Utilize corporate sponsorships to fund
  - Coffee “dates”
  - Mock Interviews
  - Scavenger Hunts
  - Welcome Back BBQ
  - Industry Mentorship



# Corporate Sponsor Example: BASF Mentorship

- Invited BASF to participate in Night With Industry Event
- Invitation included Mentorship Program description which outlines sponsorship opportunities:
  1. Gold: \$1,000
  2. Silver: \$500
  3. Bronze: \$250
- Program description includes what sponsorship will be used for
- Followed up with Invoice and W-9

# Our Sponsored Events: Recurring

## Plant Tours

- AIChE provides interested students, transportation
- Companies provide plant tour, lunch



## Night With Industry

- Recruiters from many industries meet with ChE sophomores before career fair to advise
- Creates mutually beneficial relationship



# Our Sponsored Events: One-time

## Anheuser Busch - Brewing with Beakers

- AB gives 30 min information session
- Students and practice brewing beer in lab



## BASF - Tailgate

- BASF sponsors tailgate for all ChE students
- We coordinate
  - Rental
  - Food
  - Attendees



# National Conference

- Certain companies want to foster chapter development
- See National Conference as growth opportunity
- Opportunity to encourage other chapters to seek corporate relationships



Q&A

# Contact Information

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