

SPONSORSHIPS & PARTNERSHIPS 2020



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# OUR FOCUS

*STEM for Her* connects girls and young women to a community of STEM (Science, Technology, Engineering and Math) women and girls through the direct exposure to hands on experiences, mentors, and models that enable them to envision the path to an education and career in STEM.



## Letter from the Board

As members of the *STEM for Her* board of directors, we want to thank our existing sponsors again for your generous support in 2019. In particular our December annual fundraising event was thrilling to watch unfold, from financial support to participation and recognition of the young women who benefit from programs we fund.

Because of your generosity, we had our best ever fundraising year, bringing in nearly \$400,000, allowing us to deliver on many successful programs in 2019, which are described in more detail below.

As a result, we are planning 2020 support for programs at record levels. We need both your financial support and involvement to make it all happen. Please take a minute to review our 2020 sponsor opportunities package and let us know if we can count on you! We think we have put together benefit levels that match everyone's needs, but if there is a level and benefit you are interested in that is not listed, just let us know. As you will see, we offer additional value through brand visibility in various mediums including our programs, social media, our fundraising event\* and scholarships.

Thank you again for your consistently generous support. You are what makes our mission's work possible!

We look forward to a continued mutually rewarding partnership and wish you a great 2020.

The *STEM for Her* Board of Directors

**Thank you  
for your  
continued  
support**

**In 2020, we have high expectations to serve even more girls through impactful programming and exposure to a community of STEM professionals. We are also responding to the COVID crisis by delivering virtual programs. The *STEM for Her* Board of Directors thanks all of our donors and sponsors for their continued support and wants to assure you that we are committed to delivering the maximum value for your generous donations.**

# HONORING OUR WOMEN IN STEM: PROGRAM SPONSORSHIP LEVELS



## **Ada Lovelace Level**

Augusta Ada King, Countess of Lovelace was an English mathematician and writer, chiefly known for her work on Charles Babbage's proposed mechanical general-purpose computer, the Analytical Engine.



## **Katherine Johnson Level**

Katherine Johnson, also known as Katherine Goble, was an American mathematician whose calculations of orbital mechanics as a NASA employee were critical to the success of the first and subsequent U.S. crewed spaceflights.



## **Florence Nightingale Level**

Florence Nightingale, OM, RRC, DStJ was an English social reformer and statistician, and the founder of modern nursing. Nightingale came to prominence while serving as a manager and trainer of nurses during the Crimean War, in which she organized care for wounded soldiers.



## **Grace Hopper Level**

Grace Brewster Murray Hopper was an American computer scientist and United States Navy Rear Admiral. One of the first programmers of the Harvard Mark I computer, she was a pioneer of computer programming who invented one of the first linkers.



## **Gladys Mae West Level**

Gladys Mae West, a mathematician known for her contributions to the mathematical modeling of the shape of the earth, and her work on the development of the satellite geodesy models that were eventually incorporated into the Global Positioning System, that would impact the world. West was inducted into the US Air Force Hall of Fame in 2018. *Photo by Adrian Cadiz*



## **Adriana Ocampo Level**

Adriana C. Ocampo is a Colombian planetary geologist and a Science Program Manager at NASA Headquarters. She and her colleagues were the first to identify a ring of cenotes via satellite images, the only surface impression of the buried Chicxulub crater. *Photo Copyright: (NASA/Aubrey Gemignani)*



## **Barbara McClintock Level**

Barbara McClintock was an American scientist and cytogeneticist who was awarded the 1983 Nobel Prize in Physiology and Medicine. McClintock received her PhD in botany from Cornell University in 1927.

# 2020 SPONSORSHIP OPTIONS

PARTNERSHIP BENEFITS: Program Participation	\$100000+ Ada Lovelace	\$75000+ Katherine Johnson	\$ 50000+ Florence Nightingale	\$25000+ Grace Hopper	\$ 10000+ Gladys Mae West	\$ 5000+ Adriana Ocampo	\$2500+ Barbara McClintock	\$ 1000+ Louise Peabody Memorial Scholarship
Program Sponsor Framed Plaque Annual	✓	✓	✓	✓	✓			
Opportunity to judge scholarship	✓	✓	✓	✓	✓			
Opportunity to present at program events	✓	✓	✓					
Sustaining sponsorship to all programs	✓							
Co-sponsorship of all programs		✓						
Co-sponsorship of 3-5 programs			✓					



## PARTNERSHIP BENEFITS: Visibility and Brand Exposure

Logo Display on Website @sponsor level	✓	✓	✓	✓	✓	✓	✓	✓
Logo and Recognition in annual report @sponsor level	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on event signage @ sponsor level	✓	✓	✓	✓	✓	✓	✓	✓
Recognition on all marketing mediums, including social media, website, registration, and event media screens @ sponsor level	✓	✓	✓	✓	✓	✓	✓	✓
Branding on all program event materials @ sponsor level	✓	✓	✓					
Public recognition by emcee @ sponsored event	✓	✓	✓					

<b>PARTNERSHIP BENEFITS: Program Participation</b>	<b>\$100000+ Ada Lovelace</b>	<b>\$75000+ Katherine Johnson</b>	<b>\$ 50000+ Florence Nightingale</b>	<b>\$25000+ Grace Hopper</b>	<b>\$ 10000+ Gladys Mae West</b>	<b>\$ 5000+ Adriana Ocampo</b>	<b>\$2500+ Barbara McClintock</b>	<b>\$ 1000+ Louise Peabody Memorial Scholarship</b>
Provision of one logo item to participant girls	✓							
Exclusive "Presented by" recognition on save the date marketing, event materials, and communications	✓							



### **PARTNERSHIP BENEFITS: Employee Engagement + Professional Development + Network Building**

Board Member availability to speak to your organization's women's network	✓	✓	✓	✓	✓			
Advisory Council Attendance	✓	✓	✓	✓				
Intimate Roundtable Dinner with Program Participants	✓							
Customer Engagement (Hackathon, lunch and learn)	✓							



### **PARTNERSHIP BENEFITS: Annual Gala/SFH Celebration of Success (2020 to be held virtually)**

Annual Gala/SFH Celebration Gala logo placement on website, press release, and on event material	✓	✓	✓	✓	✓	✓	✓	
Annual Gala/SFH Celebration Gala recognition at the podium	✓	✓	✓					
Annual Gala/SFH Celebration Gala podium participation	✓							

## STEM for Her Partner and Supported Programs

**DRIVE: Like a Girl** program is in its third year with teams of girls from high schools in the Washington D.C. metro region competing in an engineering innovation contest. The program is sponsored by Audi in partnership with *STEM for Her*. Teams of girls participate in a multi week engineering project focused on the automobile / transportation industry. The session culminates with the girls presenting their projects to a panel of Audi executives and *STEM for Her* board members. Competing high schools are awarded funds to support their STEM programs.

The goal of **PLEN's Women in STEM Policy** program is to increase the number of women pursuing careers in STEM-related policy fields. In 2019, through support from *STEM for Her*, a diverse group of 30 students from 14 universities and colleges attended the PLEN seminar, including 46% who were women of color.

**SheSoft Conference** is a 2-day conference conceived and executed by high school girls with a mission to promote building software applications by young girls to bridge the gender gap in technology. The two-day conference draws 150 girls and includes competition, keynote speeches all in a professional conference setting.

The **Gem Hunt** program includes a panel of science professionals from industry, academia and research who speak with participants about career paths, life at work and specific advice and encouragement around resiliency and curiosity.

This program was conceived by two seniors from Winston Churchill High School with attendees coming from Walt Whitman, Walter Johnson, Wooten and Winston Churchill High Schools.

**Girls Inspired and Ready to Lead** Summer 2020 will be the seventh year of the two-week FOCUS summer STEM camp in partnership with George Mason University College of Science. The objectives of the camp are the following:

- To provide middle and high school girls of color with a unique educational and social enrichment opportunity
- To provide positive role models and experiences with STEM that will increase their confidence level in their knowledge, skills, and competencies in STEM
- To increase their interest in STEM - to help them to better understand their career goals

**YWCA National Capital Area – Empower STEAM Summer Academy** This immersive summer program is offered free of charge to approximately 100 underserved/low income girls ages 11-17 from DC and Maryland. The camp provides a broad range of hands-on experiences across the STEAM disciplines. *STEM for Her* works with many local companies and organizations who have partnered with the YWCA to help fund this exceptional program. Girls from the summer camp participate in our What's Your Ology? Program at the George Washington University and attend our Gala in December (to be held virtually).



\* The majority of these photos were taken at our programs.





### Techbridge Girls – Career Exploration

Techbridge and *STEM for Her* share a deep commitment to building a more diverse STEM workforce and opening doors to STEM careers for underserved populations. In partnership with Techbridge Girls DC, *STEM for Her* has funded a Career Exploration Tour. The Tour provides middle school girls from DC Title 1 schools exposure to incredible STEM-connected places in their own city – places they might not otherwise visit.

### Girl Scouts of the Nation’s Capital

During the second quarter of 2020, *STEM for Her* volunteers will train high school girls on a specified STEM badge and teach them how to deliver the STEM programming to middle school girls alongside the *STEM for Her* volunteers. The high school girls can then use their new leadership and training skills to deliver the STEM badge activities to middle school girls throughout the Council. This ‘train-the-trainer’ approach will enable more girls to receive STEM programming.

## Girls In Technology (GIT)

Since the early 2000’s, Girls in Technology (GIT) volunteers, have created amazing programs showcasing how girls and young women can prepare themselves for careers in STEM fields. *STEM for Her* funds the GIT Higher Education and STEM Camp scholarships for GIT girls. GIT is powered by our founding organization, Women in Technology and supports the following:

- **Mentor Protégé** This legacy program in Maryland and Virginia expanded into D.C. in 2016. Future plans include adding programs in Prince George’s County, Maryland and Alexandria/Arlington, Virginia. Through a series of five sessions, the mentorship programs introduce high school girls to STEM focused leadership development, networking and public speaking activities. In 2019, the program included a Career Development Day and field trips.
- **Sharing Our Success (SOS)** This GIT program for girls in grades 6–12 generates awareness and nurtures girls’ interest in STEM. The girls hear from professional women in successful STEM careers, participate in panel discussions and hands on STEM activities.
- **CyberPatriots** STEM Trek in partnership with University of Maryland, and GIT supports girl’s participation in CyberPatriots in schools in Maryland and Northern Virginia. The program offers high school students the opportunity to participate in web-based, tournament style cyber-defense competitions sponsored by the U.S. Air Force. Since 2016, *STEM for Her* has funded a STEM Trek event to bring CyberPatriot girls together with girls from other GIT Programs to demonstrate cyber skills and hear speakers.

Of girls who  
encounter STEM and  
computer science in the  
classroom alone, only

**34%**

feel powerful while  
engaging in STEM

# PARTNERSHIP BENEFITS

As a supporting partner of *STEM for Her*, you will help promote girls and young women achieve their dreams of being a contributing member in the world of STEM. Their successes in STEM fields will change the face of the future, which is why we named our partnership levels after famous women in STEM. These STEM leaders brought their talent and critical thinking to fields in Science, Technology, Engineering, and Math, thereby making our world better. With your contributions, you will be helping build on the foundation of those leaders while simultaneously expanding the awareness of the importance of STEM education for women and girls.



## Program Participation

Our sponsors may have the opportunity to actively participate in our programs provided throughout the year as well as opportunities to provide mentorship or serve as one of our judges in programs such as Audi Drive Like a Girl or GEM Hunt.



## Visibility and Brand Exposure

Sponsorship opportunities incorporate high-visibility, high-value programs that include exposure in some of the following *STEM for Her* marketing channels:

- **Website:** Sponsor page, blog and news posts (as possible)
- **Social Media:** around sponsored events and annual gala
- **PR:** Press release opportunities around events
- **Gala:** signage, emails, etc. (2020 event will be held virtually)



## Employee Engagement + Professional Development + Network Building

Many companies want to get their employees and leaders involved in giving back and demonstrate their support for gender-related issues. We can connect you with programs that engage employees in activities ranging from hands-on workshops to mentoring. Your leaders can also participate in events with our Advisory Council, a network of top STEM leaders in the DMV area.



## Annual Gala/SFH Celebration of Success 2020 Event will be held virtually

This signature event celebrates the success of the girls that have been impacted by *STEM for Her* and supports their successful pursuit of STEM-related education and careers. Put your business in elite company. Sponsors of this high-profile event receive digital and print visibility, as well as exposure to more than 350+ attendees – executives from some of the world’s leading science, technology, engineering, and math companies as well as industry luminaries. Included are table sponsorship, podium time, and prominent display of company logo depending on sponsorship level selected.



## Scholarship Support

Our scholarship program is designed to support high school seniors pursuing STEM related disciplines. Just one scholarship can mean generations of financial stability and success for a student.

# SPONSORSHIP DESIGNATION FORM

Name of Company or Individual (for public recognition):

Contact Name at Company (for questions):

Address:

City:

State:

Zip Code:

Phone:

Email:

## Please check your sponsorship level:

Ada Lovelace (\$100,000)

Grace Hopper (\$25,000)

Barbara McClintock (\$2,500)

Katherine Johnson (\$75,000)

Gladys Mae West (\$10,000)

Louise Peobody Memorial  
Scholarship Fund (\$1,000)

Florence Nightingale (\$50,000)

Adriana Ocampo (\$5,000)

Cannot sponsor but would like to make a donation of support: Amount \$

My Check for \$

is enclosed

Make checks payable to "**STEM for Her**"; write "**2020 Sponsorship**" in the memo section. Payments can also be made online at <https://www.stemforher.org/take-action/donate/donate-online> or via ACH to the following:

John Marshall Bank  
Account Name: *STEM for Her*  
Routing Number: 056009356  
Account Number: 153172

Please complete and return this form, which can also be found online at [stemforher.org](http://stemforher.org), directly to Susan Mitchell at [development@stemforher.org](mailto:development@stemforher.org).

Your contribution is tax deductible to the fullest extent allowed by law. *STEM for Her* is a 501(c)(3) organization EIN 90-0136831

Fill in this pdf form electronically, save it, and email the form to [development@stemforher.org](mailto:development@stemforher.org); OR print and mail completed form along with check to the following address:

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