



Corporate Sponsorship Information

2019-2020

Points of Contact

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Who We Are

Our Story

Princeton Women in Computer Science (PWiCS) was formed in May of 2010 by two female computer science undergraduates who wanted to find a way to allow the small number of women in the computer science department at Princeton to meet each other and encourage other women to see how much fun it is to be a computer scientist. The group started out holding course advising study breaks for younger students, and now has grown into hosting many other kinds of events.

Today, PWiCS plans regular events with opportunities for students to bond and for underclassmen to seek advice from upperclassmen. In addition, PWiCS partners up with companies such as Google, Facebook, and Microsoft for information sessions, workshops, talks, and other corporate sponsorship events. PWiCS also plays an active role in community outreach, attending the Society of Women Engineers' annual High School Colloquium and planning computer science workshops for middle school and high school students.

Mission

PWiCS strives to fulfill two core components: community and opportunity. We strive to create a community where women majoring, minoring, or just simply interested in computer science can seek and find the support they need. To do so, we host faculty dinners to acquaint students with women leaders in the computer science department, study breaks, mentorship coffee chats, and more. We hope to encourage women to pursue their interests in computer science and empower them to get involved.

The other goal of PWiCS is to help connect our members with employment and internship opportunities. Every fall, our corporate partners host recruiting events and workshops with us on campus. Some of the events we've had include company panels and Q&As, cracking the coding interview workshops, resume reviews, and women in technology panels. Learn more about what we have been up to by visiting our website (www.princetonwics.com).

What We Do

Trips

Every semester we organize trips to corporate offices to give our members a taste of corporate tech culture. These trips are highly popular and great opportunities for members to learn more about different companies and their work cultures, the spectrum of careers available to them in tech and other sectors.

This past spring we organized two trips, one to Facebook's office in New York and another to Bloomberg's office in Princeton.



Bloomberg office visit followed by a networking dinner with female engineers at a local restaurant.



PWiCS members visiting FB-NY for a company tour and 'Cracking the Coding Interview' Workshop.

Mentorship

We work to foster mentorship relationships between older and younger students and between students and faculty. This past semester, we kicked off our mentorship program by pairing underclassmen with upperclassmen and sponsoring an ice cream meet up, where the matched pairs got the chance to chat over ice cream!

Study Breaks

We host monthly study breaks with refreshments that give our members some time away from their screens. In the past, we've held study breaks including a "Meet Your Partner COS126 Study Break" and other boba/crepes study breaks. These are great opportunities for members to meet other women interested in computer science in order to form deeper connections within the department!



COS 126 students (our intro computer science class) enjoying boba while meeting others in the class before their first partner assignment.



Faculty Dinners

We're very fortunate to have women professors and leaders of their respective fields teaching at Princeton. PWiCS takes advantage of that fact to host dinners connecting our students with these amazing women.



PWiCS members and several female COS faculty enjoying dinner at one of our faculty/student mixers.

Grace Hopper Conference

PWiCS in partnership with the Princeton computer science department strive to bring as many students as we can, all-expenses paid, to the Grace Hopper conference. We believe the conference to be an amazing educational and networking experience to connect with female students at other universities.



Why Sponsor Us?

As the only female-focused Computer Science student organization at Princeton, we are in a unique position to help foster the women-in-CS community here. As a sponsor, you are supporting this community that we are building while also gaining access to the talented group of young women that we are bringing together at PWiCS events.

How Sponsorship Works

As a PWiCS sponsor and partner, you will have the opportunity to hold joint events with PWiCS here at Princeton. Sponsorship tiers for the 2019-2020 school year are indicated below. Based on which tier you choose, you will be able to hold different types of events with PWiCS. These sponsorship packages include all costs for hosting events over the course of that school year. PWiCS will cover all costs for the event and take care of all logistical arrangements, including booking the room and ordering food (and travel arrangements, if applicable), for each event that you choose to hold.

To keep you updated on our events and status as an organization, we will send all sponsors biannual progress reports (at the end of both the fall and spring semesters). Included in this progress report will be a list of all sponsors, metrics (including the number of study breaks, number of events, student attendance, and number of active members), and more detailed summaries of each event held. We value your support as a sponsor immensely, and as such, we will ensure that you are kept up-to-date on all of our activities as an organization to help promote and facilitate a mutually beneficial relationship between PWiCS and your company. We believe that trust and transparency are core elements of such a relationship, and as such, will do our best to foster these vital values with our corporate sponsors.

Sponsorship Tiers

<i>Platinum:</i>	\$2500
<i>Gold:</i>	\$1800
<i>Silver:</i>	\$1000

Benefits for each sponsorship tier are described below.

	Platinum	Gold	Silver
Social Media Presence	X	X	X
Messages on listserv	X	X	X
Sponsor talks on campus	X	X	X
Sponsor custom event on campus (workshops, office tours, dinners, etc)	X	X	
Logo on website	X	X	X
Logo on WICS t-shirt	X		
Access to resumes	X	X	
Corporate Office Trip Included	X		

Sponsorship Benefits, Explained

- Sponsor messages on mailing list
 - No advertisements for a product (eg. XXX product/service now 50% off)
- Sponsor a talk on campus
 - Company introduction on what you do, available opportunities, etc.
- Sponsor custom event on campus (Gold tier and up)
 - Workshops, study breaks, etc
- Resume access
 - Access to resumes collected at each event that you host with us
- The whole process will be taken care of by PWICS including:
 - Room booking
 - Recruiting students and marketing
 - Social media postings about event
 - Food catering (meal reservations if event is a meal)

One-Time Sponsorship

If your company would prefer to sponsor only single events with PWiCS, rather than becoming an official partner and sponsor, we also offer one-time sponsorships. These differ from the long-term relationships since you will be responsible for funding the event individually, in addition to paying an access fee of \$250 for each event held with PWiCS. The estimated cost in addition to this access fee is indicated below.

Types of one-time sponsorship events include:

- Corporate Office Trips
 - Cost: transportation + food
- Company Talks/Panels (Q&A, Meet and Greet, etc.) - focused on women in tech
 - Cost: food (~\$400)
- Workshops (Cracking the Coding Interview, Data Analysis, etc)
 - Cost: food (~\$400)
- Study Breaks
 - Cost: food (~\$350)