



NACME

NATIONAL ACTION COUNCIL FOR
MINORITIES IN ENGINEERING



SPONSORSHIP

GUIDE



2021-2022

NATIONAL ACTION COUNCIL FOR MINORITIES IN ENGINEERING, INC.

WWW.NACME.ORG

WHO WE ARE

NACME is the largest private provider of college scholarships for historically under-represented groups pursuing degrees at schools of engineering.

Our Mission

To strengthen and sustain America's science and engineering enterprise by promoting inclusive excellence and increasing the participation of historically under-represented groups in engineering.

Our Vision

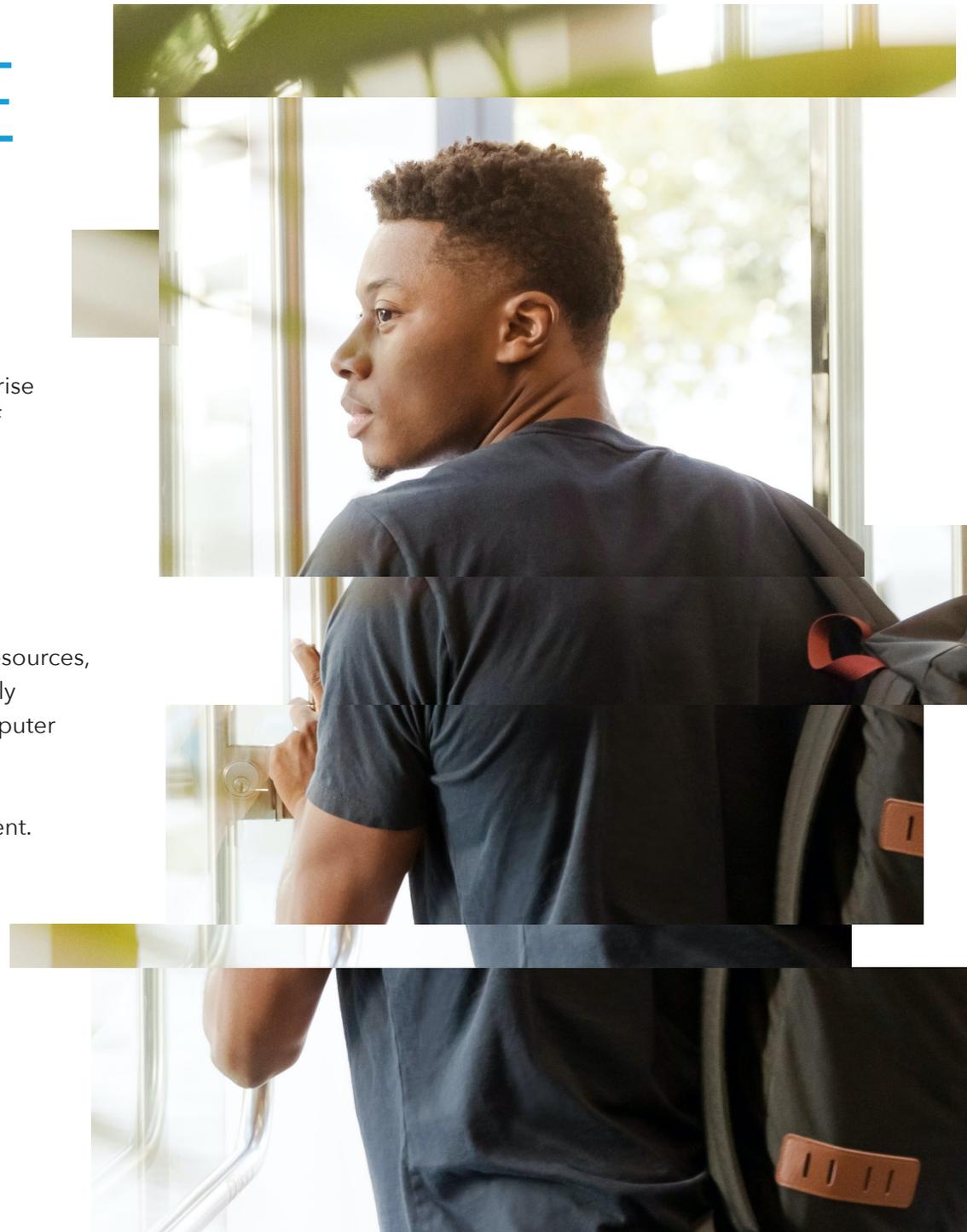
An engineering workforce that looks like America.

Our Work

NACME partners with like-minded entities to provide scholarships, resources, and opportunities for high-achieving college students from historically under-represented groups pursuing careers in engineering and computer science. By supporting their academic endeavors and professional development, NACME produces an excellent and diverse talent pool that meets today's urgent hiring demands for more diverse STEM talent.

Our Programs

Beyond ensuring access to our nation's most rigorous engineering and computer science undergraduate programs through scholarships, NACME provides programming to ensure both academic and career success, providing our sponsoring employers with access to top performing, career-ready, diverse talent.





NACME BOARD OF DIRECTORS



JOIN NACME'S BOARD OF DIRECTORS

NACME was formed in 1974, when a group of corporate and educational leaders came together to collaborate on large-scale issues relating to attracting diverse talent to the field of engineering.

J. Stanford Smith, then senior vice president of General Electric Company, inspired attendees at the Engineering Education Conference with an urgent call to develop the technological talent in minority communities. "The only acceptable solution," he said, "is to take bold, innovative, all-out action to increase the supply of minority engineering graduates, not by a few percentage points, but ten or fifteen-fold."

Today, the NACME Board of Directors remains an esteemed group of senior level executives dedicated to identifying solutions to the diversity challenges our nation faces in the fields of engineering and computer science.



Companies that are selected to serve on NACME's Board of Directors commit to implement the mission by:

- Nominating a Board Director who is within two reporting levels of the company's CEO
- Committing to significant support of NACME programs and events
- Engaging the company's CEO to promote the strategic outcomes as defined by the board of directors
- Investing in NACME at a significant financial level
- Interviewing a minimum number of NACME Scholars for internships or full-time positions, and
- Ensuring NACME is branded in the company's diversity marketing; including websites, social media, advertising campaigns, and other outlets

NACME Board Member Benefits

NACME offers a variety of programs, our highest level of recognition, and numerous benefits to the companies represented on our Board of Directors, including:

- Board Member title, company name and picture listed on NACME's board page
- Invitation to a minimum of two physical board meetings per year
- Listed as a major contributor to NACME's core scholarship program: Block Grant
- Access to Name a Corporate Scholar
- C.A.S.E. Academy Live Webinar
- Exclusive access to board-only NACME Virtual Career Fair
- Unlimited job postings
- Other targeted sponsorships to be negotiated

SCHOLARSHIP PROGRAMS:

Support Renewable College Scholarships and Improve Graduation Rates

Block Grant Program

Contribute to NACME's signature scholarship program to ensure over 1,000 students receive funding for undergraduate degree programs in engineering or computer science each year.

This program measures the effectiveness of interventions to increase the number of students who graduate in five years.

*Block Grant contributors are eligible to receive custom sponsorship packages. Please inquire about this opportunity at contributions@nacme.org.

Sponsorship Benefits:

- Contribute to a national effort to increase URM E&C graduation rates
- Recognized on NACME Website as a Block Grant contributor

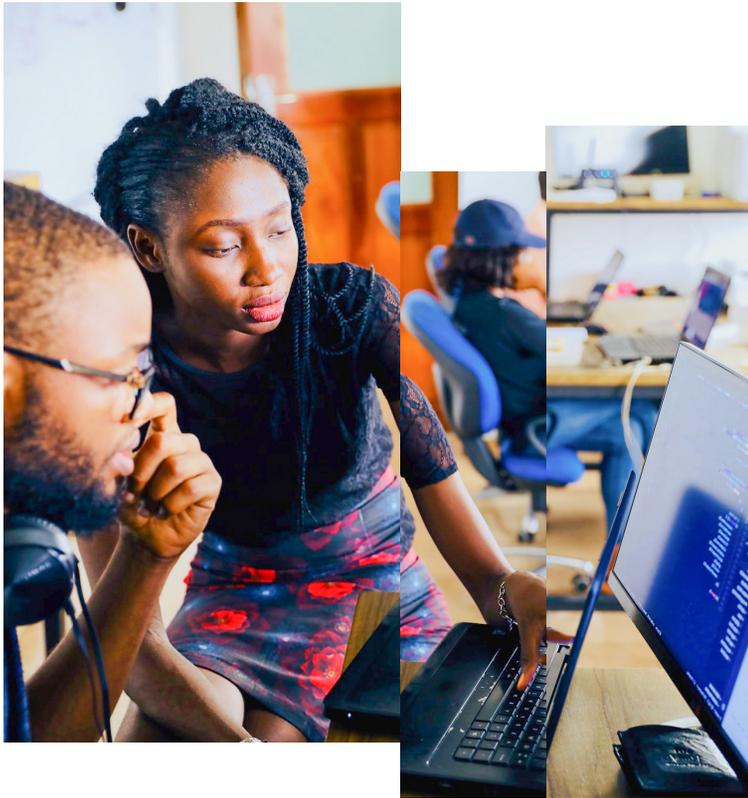
Minimum Contribution:

- Board Company - \$35K of board gift supports Block Grant
- Non-board company - Custom gift



SCHOLARSHIP PROGRAMS:

Support High School Students Headed to College



NACME has identified Bridge Programs - university-hosted college preparatory camps - for first-time students admitted to a four-year engineering or computer science program. Summer seminars in math and science held before the first semester of college help facilitate adjustment to university life, improve academic performance, and enhance graduation rates.

Please join NACME in dramatically increasing the five-year graduation rates of our nation's under-represented talent in STEM by supporting one of our Bridge-focused programs:

GROW Bridge! - \$500K - \$1Million

Help increase the capacity of Bridge Programs at our partner schools by sponsoring a national program designed to increase Bridge enrollment by 25%. This one-time gift will cover bridge fees for enrolling participants, support students across the span of their academic career, and enhance the graduation rates of under-represented students in high-demand STEM fields.

SCHOLARSHIP PROGRAMS:

Support High School Students Headed to College *(continued)*

Pathway Scholarship - \$15K Student *(Renewable Scholarship)*

Students receive a \$5K scholarship as a first-time freshman and a minimum renewable scholarship of \$2.5K per year until graduation—contingent upon maintaining a minimum GPA and academic standing as a full-time student. Pathway Scholars receive specialized technical and professional development training through NACME's C.A.S.E. Academy Platform.

Sponsoring companies commit to providing an internship in either the first or second summer of the student's collegiate career. (Sponsors are given access to a pool of applicants to review for their selection.)

Bridge Scholarship - \$7.5K per student *(One-time Award)*

One-time award for a student who has been accepted into a NACME partner's engineering or computer science program as a freshman. Sponsorship includes partial support for the student's participation in that college's Bridge Program.

NACME staff select a candidate based on a profile defined by the sponsor.



NACME Bridge Fund Donation *Custom Amount*

Enhance the capacity of this successful intervention by making a philanthropic contribution to support this national effort. Contributors will be listed in NACME's annual report and on our website.

SCHOLARSHIP PROGRAMS:

Summer Internship Placement for College Students (freshman-junior)

Named Corporate Scholarship Program

Want to recruit the best and brightest diverse talent for your engineering or computer science summer internship program? Struggling to place interns through large job fairs and job posting boards?

Consider offering a named NACME Scholarship to a deserving student who meets your recruiting profile.

- Review a pool of qualified applicants that meets your recruiting profile.
- Offer an internship to students of interest.
- Students who accept your offer become Corporate Scholars, intern at your company for the summer, and receive a tuition scholarship in the subsequent fall semester.

Minimum Contribution

- Board Company:
 - A minimum of 2 Corporate Scholars included with Board Membership,
 - \$7,500 for each additional Corporate Scholar
- Non-Board Company:
 - \$10K per NACME Corporate Scholar



SCHOLARSHIP PROGRAMS:

Full-time Placement for Graduating Seniors

Want to recruit the best and brightest diverse talent for your engineering or computer science summer internship program? Struggling to place interns through large job fairs and job posting boards?

Consider offering a DEBT RELIEF Scholarship to a deserving GRADUATING SENIOR who meets your recruiting profile.

Did You Know?

- Black college graduates owe \$7,400 more on average than their white peers (\$23,400 versus \$16,000, including non-borrowers in the averages). But over the next few years, the black-white debt gap will more than triple to \$25,000.
- 69.4% of Hispanic and Latino students who use private loans borrow \$40,000 or more.
- American Indian and Alaska Native student borrowers owe the highest monthly payments.

Source: National Center for Education Statistics

General Scholarship Administration

Custom scholarship administration, including customer service, applications management, and publicity from NACME.”



Debt Relief Scholarship Program

- Review/interview a pool of qualified applicants that meet your recruiting profile.
- Extend a FULL-TIME offer to NACME students of interest.
- Students who accept your offer become NACME Corporate Hires and start FULL-TIME at your company after graduation.
- Debt relief is paid directly to the loaning entity within 90 days after the NACME Corporate Hire’s first day of FULL-TIME employment with your company.

Minimum Contribution

- Board Company:
\$10K for each Full-Time Hire
- Non-Board Company:
\$15K for each Full-Time Hire

**A portion of your contribution will be applied as an administrative fee.*

PROFESSIONAL DEVELOPMENT:

C.A.S.E. Academy

The NACME C.A.S.E. Academy Platform – The Career Accelerator in Science and Engineering Academy is a series of online and in-person development activities designed to enhance the professional skills of NACME Scholars and make professional development a year-round activity. Premium sponsors of the CASE Academy receive branding on our virtual education platform, a company-developed flyer on NACME’s website and social media pages, and opportunities to suggest content relevant to your company’s unique needs.

Webinar Series Sponsor / \$25,000

- Custom design a series of live webinars on an advanced technical topic
 - Work with NACME staff to develop a badge or certification process

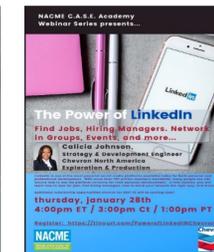
Webinar Sponsor / \$10,000 Each

- Present one topic on academic excellence, professional development, or technical excellence via a webinar

Executive Speaker/Ask Me Anything (AMAs)

- Design and present webinar content featuring one or more executives at your company about industry trends or other areas of mutual interest.

Sponsorship Cost: Custom



Academic Excellence Sponsor / \$25,000

- Support a consultant-driven program to provide laser-focused training on securing competitive cumulative GPAs.
- Logo branding on training materials and NACME website.

Technical Boot Camp / \$500,000 Each

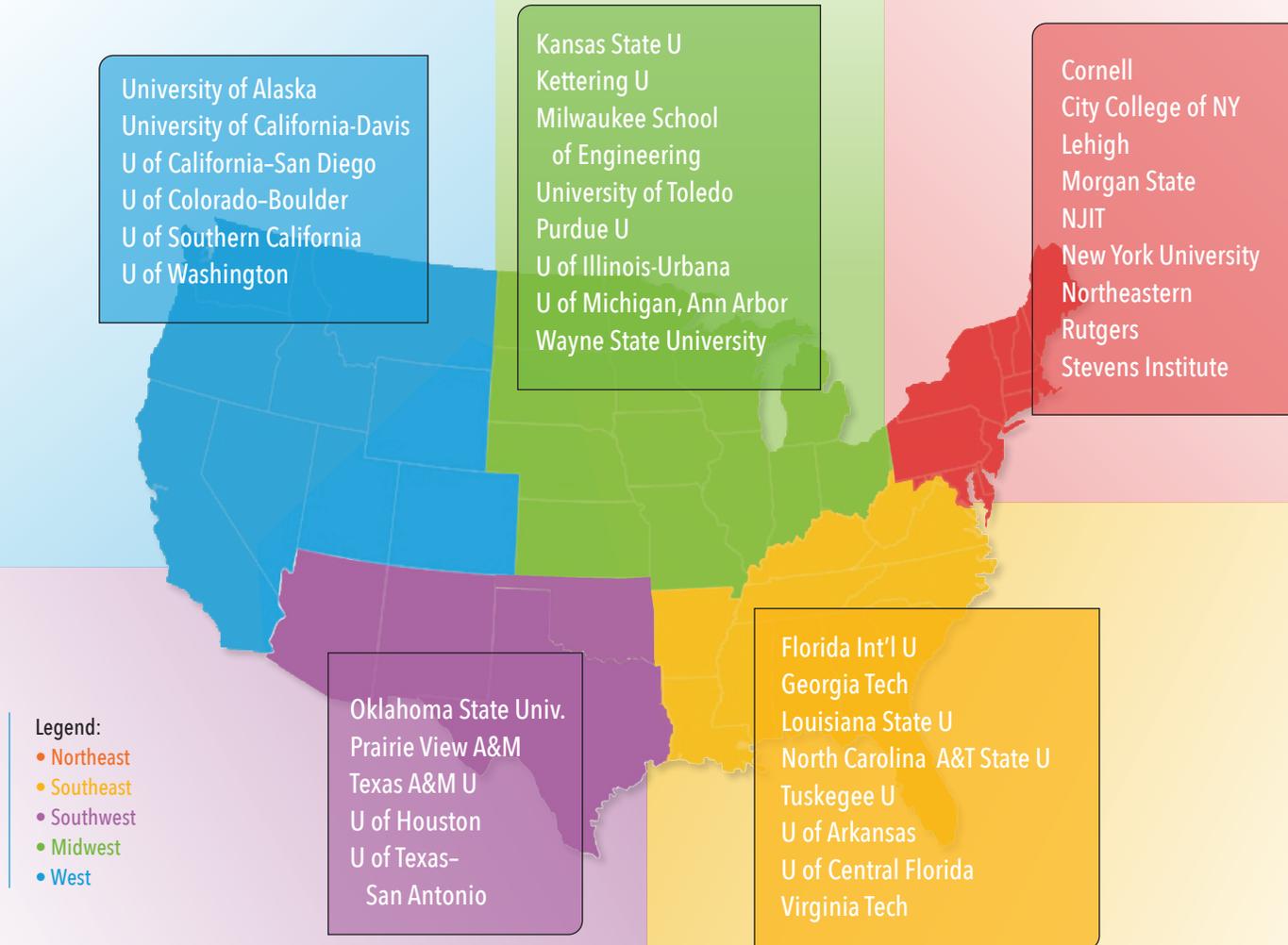
- Minimum 8-week boot camp, held on a partner’s University campus that provides technical training, in fields like cyber-security, artificial intelligence, data mining, etc.
- Logo branding on training materials and NACME website

BOARD GIFT: ONE WEBINAR INCLUDED IN BOARD GIFT

*All content must go through a development and approval process.

NACME PARTNER INSTITUTIONS

NACME's Partner Institutions are among the nation's top educational institutions who commit to implement the NACME mission through the Block Grant Program.



JOB FAIRS & POSTINGS

Virtual Job Fairs

Premiere NACME Scholar Meet and Greet Fair - September

Sponsorship Cost: Exclusive to NACME Board Companies

Exclusive Externship Fair - Spring

Customized fairs for interested sponsors year-round.

All Companies Virtual Career Fair - October

Sponsorship Cost: \$5K per booth

(proceeds contribute to Block Grant Scholarship Fund)

Industry Specific Career Fair - November - April

At least four companies from the same industry display booths and information sessions.

Sponsorship Cost: Custom

**All content must go through a development and approval process.*

Job Postings (launching Spring '22)

Visit us online to post a job and gain visibility from over 1,000 under-represented students in engineering and computer science.

Several packages are available.

Board companies receive unlimited free postings!

EVENTS

Annual Event

NACME holds a Fundraising Gala every two years and a Symposium on the alternate year to discuss topics relevant to NACME's mission.

NACME will hold a Hybrid Gala (virtual with some in person components) in December 2021.

Virtual Gala Theme:
Future Tech CEOs

Sponsor Tiers:

Gold Sponsor: \$200K

Silver Sponsor: \$100K+

Bronze Sponsor: \$50K+

Functional Sponsorship Opportunities:

University Sponsor: Cost of Physical Banquet at a Host University

Virtual Reception Sponsor: Cost of Drink Package

Celebrity Host Sponsor: Honorarium/Booking Fee

EVENTS

Senior Recognition Ceremony

Each year, NACME hosts a Senior Recognition Ceremony for graduating students and their families, as well as members of our Board of Directors.

Sponsor Tiers:

Gold Sponsor: \$15K (1 available)

Air a 30-second commercial at the beginning of the program and select a keynote speaker subject to our approval.

Silver Sponsor: \$10K (1 available)

Air a 30-second commercial which will air at any time during the program, at NACME's discretion.

Bronze Sponsor: \$5K (5 available)

Have a graphical advertisement with your company's name and logo included in the program.

Contact Us for more information: contributions@nacme.org

Marketing Tie-ins and Custom Event Sponsorship

Launching a new marketing campaign? Contact contributions@nacme.org about marketing tie-ins and custom event sponsorship.



2021 - 2022 NACME SPONSORSHIP FORM

Submit completed form to contributions@nacme.org

Please email your completed form to contributions@nacme.org

SPONSOR CONTACT INFORMATION

Name:

Title:

Company:

Address:

City: State: Zip:

Phone: Fax:

E-Mail:

DIGITAL AD CONTACT

Name:

Phone:

Email:

PRINT AD CONTACT

Name:

Phone:

Email:

How should your company name appear on all signage?

FORM OF PAYMENT

All mailed checks should be made payable to the National Action Council for Minorities in Engineering, Inc.. (NACME) and accompanied by a sponsorship form.

Wire payments are encouraged.

Inquire for details.

Authorized Signature:

Please send an email with your logo .eps file

GENERAL SUPPORT - PROGRAMS AND ACTIVITIES			SUGGESTED CORPORATE MINIMUM \$7.5K	ENTER NUMBER OF UNITS	ENTER DOLLAR AMOUNT
			UNIT SPONSORSHIP AMOUNT		
SCHOLARSHIP PROGRAMS					
NACME Block Grant Program			Custom		
NACME Block Grant - New University	Minimum		\$35K		
NACME Named Corporate Scholarship	Each		\$10K		
NACME Bridge Scholarship Grant	Minimum		\$7.5K per student		
GROW Bridge	Minimum		\$500K		
Pathway Scholarship	Minimum		\$15K		
NACME Bridge Fund Donation			Custom		
Debt Relief Program	Minimum		Board - \$7.5K / Non-Board - \$10K		
PROFESSIONAL TRAINING PROGRAMS					
C.A.S.E. Academy Presenting Sponsor	Exclusive		\$25K		
C.A.S.E. Academy Webinar			\$10K		
C.A.S.E. Academic Excellence Program			\$25K		
Technical Summer Bootcamp			\$500K		
JOB FAIR AND POSTINGS					
Meet and Greet Career Fair	Board Exclusive				
Virtual Career Fair Booth			\$7.5K		
NACME Career Center (NCC)	Custom		Packages or cost per posting		
NATIONAL EVENT SPONSORSHIP					
Symposium Sponsor			\$25K		
Panel Sponsor			\$10K		
Gala Presenting Sponsor (Gold)			\$200K		
Gala Reception Sponsor (Silver)			\$100K		
Gala Table Sponsor (Bronze)			\$50K		
Gala Ticket (includes Block Grant Support)			\$7.5K		
University Sponsor	Custom		Sponsorship of Physical Banquet at Host University		
Virtual Reception Sponsor	Custom		Sponsorship of Drink Package		
Celebrity Host Sponsor	Custom		Sponsorship of Honorium/Booking Fee		
BOARD OF DIRECTORS					
Nomination of Membership	Minimum		\$75K		
				TOTAL:	

NACME BOARD OF DIRECTORS

