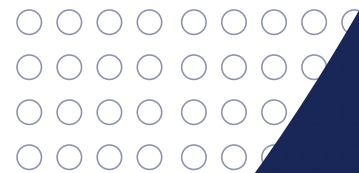


2023

Opportunities Guide: Engaging ways to generate impact

Connect with over **13,000** Hispanic
students and professionals in STEM

partnerships@shpe.org



SHPE

Leading Hispanics in STEM.

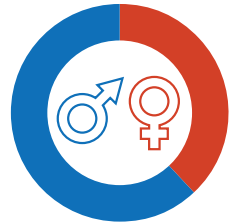
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SHPE Demographics & Impact (2021–2022)

 Total Members **13,472**  Total Chapters **271**



Gender Breakdown
Male **64%** Female **36%**

Active Chapters *Active chapters equate to 10+ members

Region	Chapter Type		
	JUNIOR	PROFESSIONAL	STUDENT
1	2	10	21
2	1	11	20
3	1	3	16
4	4	11	51
5	1	11	33
6	3	11	30
7	2	7	22
	14	64	193

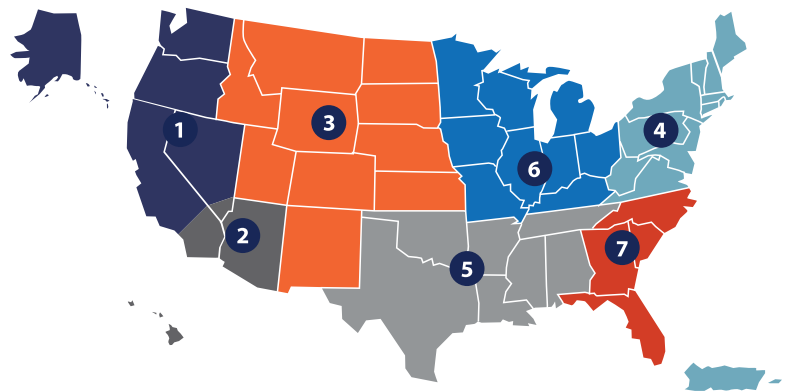


Top Majors

- Computer Sciences **24%**
- Mechanical Engineering **24%**
- Electrical Engineering **9%**
- Civil Engineering **8%**
- Industrial Engineering **6%**
- Chemical Engineering **6%**
- Computer Engineering **6%**
- Aerospace, Aeronautical and Astronautical Engineering **5%**
- Biomedical/Medical Engineering **5%**
- Other STEM **8%**

Membership Type

UNDERGRADUATE MEMBERS **8,473**
 PROFESSIONAL MEMBERS **3,362**
 GRADUATE MEMBERS **1,023**
 JUNIOR MEMBERS **614**

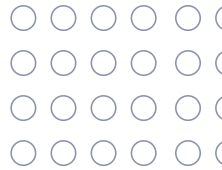


Membership by Region

	TOTAL	PROFESSIONAL MEMBERS	UNDERGRADUATE MEMBERS	GRADUATE MEMBERS	JUNIOR MEMBERS
Region 1	1,367	511	700	89	67
Region 2	1,787	647	953	131	56
Region 3	696	151	465	62	18
Region 4	2,355	527	1,497	201	130
Region 5	2,817	691	1,814	166	146
Region 6	1,721	487	993	135	106
Region 7	2,729	348	2,051	239	91

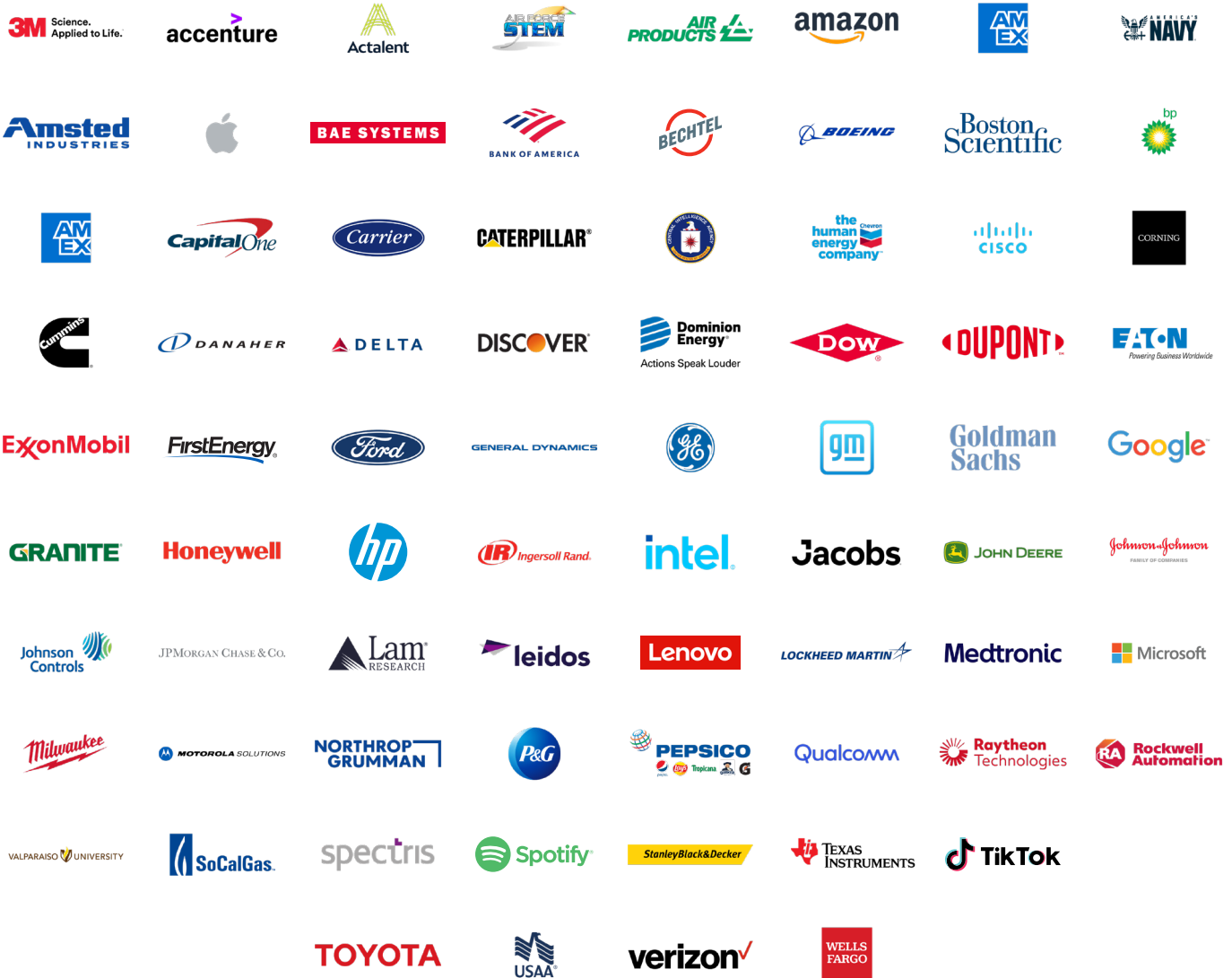
Industry Partnership Council

Our Industry Partnership Council (IPC) members are committed to diversity and inclusion, aligning perfectly with SHPE's mission to advance Hispanic leadership in STEM. The IPC is made up of over 75 organizations including Fortune 500 companies and multiple government agencies.



IPC Webpage

2022–2023 Members

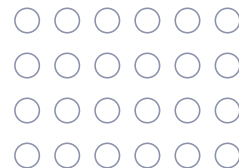


Academic Partnership Council

Our Academic Partnership Council (APC) members are higher education institutions that are committed to supporting Hispanics in STEM. They are integral to defining SHPE’s strategies to realize success for our members.

APC Webpage

2022 MEMBERS





\$5,500 Minimum

Sponsor Named Scholarship

Scholarship support enables SHPE to help bridge the gap between K-12 education and successful career placement. For the 2021-2022 academic year, SHPE provided over \$1,300,000 in scholarships to over 200 recipients, which enabled students to take advantage of opportunities to further their STEM academic pursuits, realize early career goals, and engage effectively among their peers, mentors, and communities as rising leaders in STEM. Corporate sponsor support for the ScholarSHPE program provides tremendous reach into the Hispanic community. A contribution of \$5,500 or more earns the named-sponsorship benefits listed below.

Benefits Include:

- » Feature on our ScholarSHPE page
- » Receive student profile, updated resume, and recipient's most recent transcript directly from SHPE for all of their scholarship recipients
- » Featured in ScholarSHPE emails during application period
- » Recognition on ScholarSHPE website with logo and hotlink
- » Logo placement on signage at the SHPE National Convention
- » Standard administration fee is 10% (included in the \$5,500) and includes two selection parameters
- » Additional parameters available for a 2.5% administration fee each. Parameters include GPA, Major, College/University, geographic location, standardized test scores, class status
- » Contributors over \$10,000 may also sponsor a co-branded scholarship website for an additional 2.5%

To sponsor a scholarship, complete the **commitment form** and we will contact you. Please contact ScholarSHPE@shpe.org for additional information.

Virtual STEM Labs

\$25,000

Early exposure to STEM degrees and awareness of different STEM careers will increase the chance of a student choosing STEM as their academic path and career destination. SHPE's Virtual STEM Lab pre-college offerings provide K-12 students access to a variety of opportunities and experiences that spark excitement for science, technology, engineering and math!

All Hispanic pre-college students can excel in STEM. Our pre-college efforts meet students where they are – both developmentally and geographically. We bring hands-on STEM experiences to their home, their school, their community, and their computer. We want our students to truly have access to these offerings and explore them without any limits.

Virtual STEM Lab objectives are grouped into three main categories:

1. Increasing awareness of STEM fields and careers
2. Increasing participants' beliefs about their ability to succeed in STEM
3. Increasing participants' sense of STEM identity

Benefits Include:

- » Co-brand program marketing, materials, and resources
 - » Registration page
 - » Email invitation
- » 10-minute opening keynote address focused on STEM careers and opportunities
- » Opportunity to lead hands-on STEM activity
- » Sponsor representatives engage with all student participants virtually
- » Opportunity to provide welcome letter to participants via email and swag items
- » Deliver a dedicated post-event email to all participants
- » Obtaining an impact report at the conclusion of the event

Please contact precollege@shpe.org for additional information.

The MentorSHPE program facilitates one-to-one mentoring relationships that support personal and professional growth and development. The program is designed to expand professional networks, allow participants to gain new knowledge and insights, and build new skills for both mentors and mentees. Mentoring matches work together to define expectations, determine goals and a corresponding action plan, and outline milestones to track progress. Mentees can select mentors based on alignment of goals, specific needs, or characteristics.

There are four ways for your organization to sponsor MentorSHPE –

1. Annual Platform Sponsorship
2. Quarterly Program Title Sponsorship
3. Custom mentoring community
4. Mentorship Training

Your organization could choose to sponsor one or more of these options.



Option 1 - Annual Platform Sponsorship **\$75,000**

Our MentorSHPE platform connects mentor and mentees without the limitation of geography. This online platform provides tools created by SHPE to ensure that the mentoring relationships remain goal driven providing the maximum benefit for both mentors and mentees. The system sends gentle reminders to ensure that participants are actively engaged throughout the duration of the mentoring relationship.

Benefits Include:

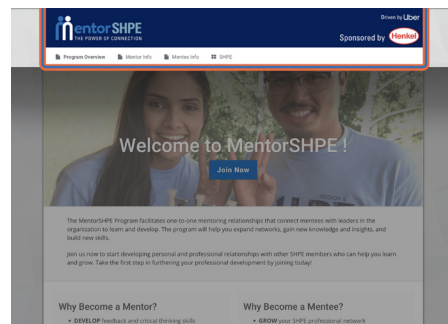
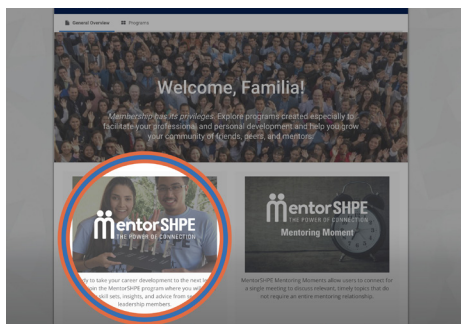
- » Sponsor recognized in all system emails to MentorSHPE participants throughout the quarter
- » Prominent logo placement in platform header, circled below
- » Additional platform sponsor recognition in all program spaces as shown below
- » Mentor or Mentee Training Session (as listed in Option 4 with all benefits it entails)
- » Invitation for employee or ERG members to join platform as featured mentors
- » Obtaining an impact report at the conclusion of the event

Option 2 - Quarterly Program Title Sponsor **\$20,000**

Highlight your company as title sponsor of our MentorSHPE program for 3 months.

Benefits Include:

- » Dedicated email to all MentorSHPE participants at the launch of sponsorship quarter
- » Logo placement in “Sponsored by ___” below program name in the area circled below
- » Feature banner ad in mentoring home site
- » Mentor or Mentee Training Session (as listed in Option 4 with all benefits it entails)
- » Invitation for employee or ERG members to join platform as featured mentors
- » Obtaining an impact report at the conclusion of the event



Option 3 - Branded MentorSHPE Community

Starting at \$10,000

Exclusive MentorSHPE community in partnership with your company. SHPE members will be invited and will apply to participate. Participants will be selected based on company set criteria.

Benefits Include:

- » Up to 25 slots for company mentors from various business units
- » One-hour virtual training hosted by SHPE staff for company mentors on mentoring best practices and use of the MentorSHPE platform
- » Mentees recruited via email blast and/or social media post. Company can select mentees out of applicant pool of interested mentees
- » Company can select mentee characteristics (GPA, major, year in school) to align with company goals of mentoring program
- » Customized and branded online space on our MentorSHPE platform for this community
- » Obtaining an impact report at the conclusion of the event

Option 4 - Mentor or Mentee Training Sessions

\$5,000

Feature your company and your dedication to the professional development of the SHPE Familia MentorSHPE by hosting a Mentor or Mentee Training Session for \$5,000. This is a great opportunity to your company, your commitment to professional mentorship, and how you use mentoring to create a belonging and community within your company. Webinars are 45-minutes with a 15-minute optional Q&A

Benefits Include:

- » Develop or adapt training content with the support of SHPE staff; example topics include:
 - » Active listening
 - » Building trust in your mentoring relationship
 - » Goal setting for your mentorship
- » Feature company speakers to lead the presentation
- » Having your company's logo on all event marketing materials and resources
- » Obtaining an impact report at the conclusion of the event
- » Opportunity to share information about the company and any opportunities available for SHPE members

Please contact MentorSHPE@shpe.org for additional information.

Starting at \$25,000

InternSHPE is designed to reinforce engineering and STEM learning, build community, and will ultimately result in increased persistence and degree completion for Hispanics in STEM. Our internSHPE program is highly customizable to align with your internship goals. Your custom solution could include the following components –

Benefits Include:

- » Intern recruitment from SHPE membership
- » Brand/internship awareness opportunities like webinars/career panels
- » Intern selection (application collection, resume review, and first-round one-way interviews)
- » Intensive on-boarding events ranging from ½ day to multiple days
- » Virtual community building events before and during the internship
- » MentorSHPE within our online platform that provides an opportunity to virtually connect interns with a mentor at your company before, during, or after the internship
- » Professional development self-paced coursework selected for interns to complement their internship (examples include project management, personal finances, etc)
- » Obtaining an impact report at the conclusion of the event(s)

We'll work with you to design other components based on industry best practices if you have needs/ goals outside of what we currently offer. We often find it beneficial to meet briefly with our partner to discuss goals, timeline, and budget before providing a formal proposal. Pricing is determined by the size of your cohort and the components select. An InternSHPE wraparound services package typically starts at \$25,000.

Please contact InternSHPE@shpe.org for additional information.

\$5,000

Our latinXfactor webinars help student and professional members identify that special something -their X-factor- and delivers webinars to support participants learning to use it to excel as a student, a professional, and leader. Panelists cover a wide range of topics focused on early career readiness and professional development such as building your personal brand and financial literacy.

Benefits Include:

- » Developing content with the support of SHPE staff
- » Feature company speakers to lead the presentation
- » Having your company's logo on all event marketing materials and resources
- » Obtaining an impact report at the conclusion of the event

Please contact events@shpe.org for additional information.



#SHPE Reads

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Journal Edition

\$7,500

The #SHPEreads Series, Journal Edition places students into a community that meets bi-monthly to discuss a journal article. Each meeting is led by the paper's author and gives members the opportunity to not only learn from the author and the paper's content but also from each other. #SHPEreads events are planned for target audiences (undergraduate, graduate, professionals) and focus on themes of interest for that audience.

Benefits Include:

- » Co-brand program marketing, materials, and resources
- » Registration page
- » Email invitation
- » Opportunity to share information about the company and any opportunities available for SHPE members
- » Deliver a dedicated post-event email to all participants
- » Obtaining an impact report at the conclusion of the event

Please contact SHPEreads@shpe.org for additional information.



Financial Literacy

Full-Day Virtual Workshop **\$25,000**

SHPE's Passport to Financial Literacy program aims to empower SHPE student and young professional members to make sound financial decisions that result in a secure financial future for themselves and their families. Show your company's commitment to supporting our members in strengthening the economic future.

Benefits Include:

- » Join us in welcoming program participants
 - » 10-minute keynote address to attendees
 - » Opportunity to show a 60-second, sponsor-provided video
- » Recognition in email invitation; opportunity to include company statement
- » Exclusive program opening and closing webinar
 - » Webinar registration page
 - » Dedicated email invitation to all members
 - » Present a live and engaging webinar on any of the previously listed course topics with an optional Q&A session
 - » Feature 1-3 speakers of your choice, to lead the presentation; alternatively, SHPE can provide a subject matter expert as a speaker lead
- » Having your company's logo on all event marketing materials and resources
- » Webpage banner ad
- » Obtaining an impact report at the conclusion of the program





Financial Literacy

Half-Day Virtual Workshop **\$10,000**

Feature your company and your dedication to the personal and professional development of the SHPE Familia through Financial Literacy education by hosting a half-day virtual workshop. All SHPE members will be invited to join. This is a great opportunity to highlight your company, job opportunities, and how you are committed to financial inclusion and the prosperity of the Hispanic community. Workshop sessions will be 45-minutes with a 15-minute optional Q&A session.

Benefits Include:

- » Co-brand program marketing, materials, and resources
 - » Exclusive branding on workshop webpage
 - » Workshop registration page
 - » Dedicated email invitation to all members
- » Present live and engaging sessions on financial literacy topics with an optional Q&A session
- » Feature 1-3 company speakers to lead the presentation; alternatively, SHPE can provide a subject matter expert as a speaker lead
- » Opportunity to share information about the company and any opportunities available for SHPE members
- » Having your company's logo on all event marketing materials and resources
- » Obtaining an impact report at the conclusion of the event
- » Deliver a dedicated post-event email to all participants

Please contact passport@shpe.org for additional information.



M.A.D. Careers

EXPLORING MY
ADVANCED DEGREE

Careers Webinar **\$5,000**

The Passport to M.A.D. Careers (My Advanced Degree) is a series of webinars that cover the career opportunities available to Hispanics with an advanced degree in STEM, as well as specific opportunities with sponsor companies.

Benefits Include:

- » Developing content with the support of SHPE staff
- » Featuring 1-3 company speakers to lead the presentation
- » Having your company's logo on all event marketing materials and resources
- » Obtaining an impact report at the conclusion of the event
- » Dedicated invitation email to target audience
- » Deliver a dedicated post-event email to all participants
- » Opportunity to share information about the company and any opportunities available for SHPE members

Please contact passport@shpe.org for additional information.



Mentoring Groups

\$10,000

The **GRADS** Mentoring Groups (GMG) focus on the need for our **GR**aduate & **A**dvanced Degree **S**tudents to develop skills that can help them survive and thrive in graduate school and beyond. These mentoring groups will provide our GRADS with a safe space where they can discuss professional experiences and challenges with more experienced colleagues and facilitators.

Benefits Include:

- » Co-brand program marketing, materials, and resources
 - » Registration page
 - » Email invitation
- » Opportunity to share information about the company and any opportunities available for SHPE graduate students
- » Deliver a dedicated post-event email to all participants
- » Website branding with logo
- » Obtaining an impact report at the conclusion of the event

Please contact MentorSHPE@shpe.org for additional information.



SHPE CyberTech Trek

YOUR PATH TO
CYBERSECURITY

16

\$10,000

Cybersecurity workers protect our most important and private information, from social media accounts, military, financial, all the way to your cell phone. There is a dangerous shortage of cybersecurity workers in the United States that puts our digital privacy and infrastructure at risk.

The CyberTech Trek program increases the number of professionals learning the art of cybersecurity and encourages more students to choose career paths in cybersecurity to meet the growing demands across the country. During the CyberTech Trek program, participants will:

- » Complete 40 hours of technical training in cybersecurity
- » Gain a competitive edge in the workforce
- » Increase technical skills for transitioning into the cybersecurity industry
- » Become a more qualified candidate for industry partners
- » Strengthen their professional presence in person and online
- » Earn a certificate in cybersecurity

Benefits Include:

- » 10 registrations for student members to complete the **Certificate in Cybersecurity Course**
- » The opportunity for the company to:
 - » Dedicated email sent to participants at the start of the program
 - » Provide a webinar to participants that highlights the importance of cybersecurity within the company and promote career opportunities that are currently available
 - » Co-brand program marketing, materials, and resources
 - » Registration page
 - » Email invitation
 - » Obtaining an impact report at the conclusion of the program

Please contact Research@shpe.org for additional information.

SHPE Support Network

SHPE Supporter

- » Access to SHPE Professional Chapter Directories through end of fiscal year
- » Access to SHPE Student Chapter Directories through end of fiscal year
- » Recognition on SHPE.org Supporter Showcase with Link
- » Recognition in Annual Report
- » Official “SHPE Supporter” logo usage
- » 10% Career Center Discount
- » 15% Discount on Supplemental Marketing Opportunities



CORPORATE

\$5,000

- » 25 SHPE Professional Memberships
(valid for one fiscal year)
- » 5 SHPE National Convention Professional Full-Convention Registrations
(EXCEPT IPC)

GOVERNMENT

\$3,500

- » 15 SHPE Professional Memberships
(valid for one fiscal year)
- » 3 SHPE National Convention Professional Full-Convention Registrations
(EXCEPT IPC)

COMMUNITY

\$2,500

- » 10 SHPE Professional Memberships
(valid for one fiscal year)
- » 2 SHPE National Convention Professional Full-Convention Registrations
(EXCEPT IPC)

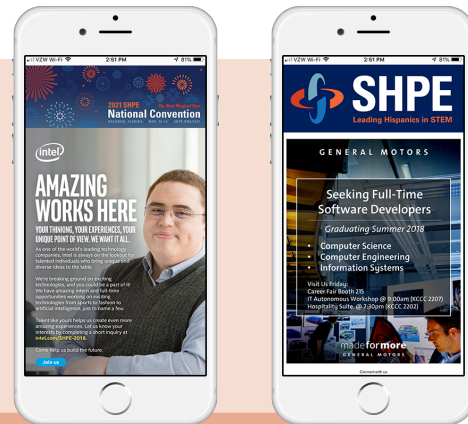
Digital Branding Opportunities

These opportunities are available all year long and are a great way to reach SHPE members outside of our annual events. Don't see exactly what you want? Email us at: partnerships@shpe.org for opportunities to customize.

Dedicated Email

IPC \$6,000 / Non-IPC \$6,500

- » Emailed to @80,000+ recipients (or selected target audience)
- » Average open rate is 34%



SPECS: **Frequency:** 2x per month maximum (no emails in month prior to the national convention)

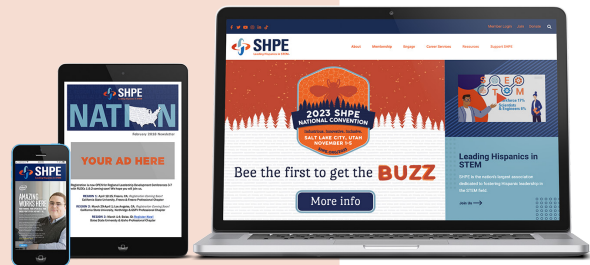
Deliverable: Portrait-oriented PDF, .jpeg, or .png; that is 600px to 800 px max width (no cap on length) with link emailed to marketing@shpe.org ; OR supply us with text, images, and links and we will create an email for you

Deadline: Two weeks prior to requested send date

Weekly Newsletter Article

IPC \$4,000 / Non-IPC \$4,500

- » 500-800 word article in the SHPE Nation newsletter with picture and link to your website.
- » Newsletter emailed to @80,000 recipients with an average open rate of 34%.



SPECS: **Frequency:** 1x per week maximum

Deliverable: 500-800 word article with picture (16:9) and link to your website emailed to marketing@shpe.org

Deadline: Two weeks prior to newsletter send date (every Wednesday)

Note: First 50 words or so of the article will appear in the newsletter with a "Read More" link over to the SHPE blog for the remainder of the article.

Digital Branding Opportunities

Weekly Newsletter Banner Ad

IPC \$3,000 / Non-IPC \$3,500

- » Banner ad included in the SHPE weekly newsletter, *SHPE Nation*.
- » Emailed to @80,000+ recipients with an average open rate of 34%.



- SPECS:**
- Frequency:** 1 per newsletter max
 - Deliverable:** 1135 x 140 pixels; .png file Email to marketing@shpe.org; include link for the ad in the email
 - Deadline:** Two weeks prior to newsletter send date (every Wednesday)

Website Banner Ad

IPC \$1,500 / Non-IPC \$2,000

- » Banner ad placed on the homepage for 4 weeks.
- » Homepage has 21,500 average monthly visitors



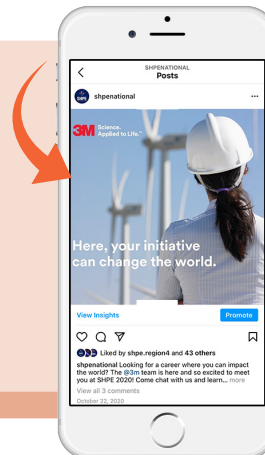
- SPECS:**
- Frequency:** 5 banners max on homepage at a time; 4-week minimum per banner
 - Deliverables:**
 - Desktop:** 1135 x 140 pixels; .png file
 - Mobile:** 325 x 100 pixels; png file Email files and link for the ad to marketing@shpe.org
 - Deadline:** 10 business days prior to the ad start date

Digital Branding Opportunities

Social Post

IPC \$2,000 / Non-IPC \$2,500

- » One post with image, text, and link across Facebook, Twitter, Instagram, LinkedIn (51,000+ total followers; 5.5% average engagement rate)



SPECS: **Frequency:** One sponsored post per week max

Deliverable: Email image, link, and copy (280 characters max) to marketing@shpe.org; if you wish to have different copy/images/links for each platform, please indicate that in the email

Deadline: 10 business days prior to the requested post date

Digital Package (Includes All of the Above)

IPC \$13,200 / Non-IPC \$15,200

- » IPC members save \$500 off of each offering! Learn more about becoming an IPC member.

20%
savings!



shpe.org/ipc

Advertising a Job Opportunity?



Try our Career Center!

SHPE's Career Center is our recruitment network that engages over 36,000 site members. It's where candidates go to find the right jobs and where employers go to find the perfect candidate. Investing in the Career Center and leveraging the platform as a resource will allow you to showcase your company's latest career opportunities and navigate resumes to recruit from our pool of qualified Hispanic STEM leaders.

SHPE Events



National Convention

Each year close to 10,000 Hispanic STEM students and professionals gather for a life-changing symposium of substantial significance. The largest gathering of its kind in the country, and a beacon for top STEM talent, this is the event you don't want to miss.

[Explore the opportunities](#)



National Institute for Leadership Advancement (NILA)

SHPE's national impact is only possible because of our chapter membership model. And this model is wholly dependent on the tenacity and strength of local chapter leaders. NILA is our annual gathering, training, and connecting of elected leaders from across the country.

2023 Opportunities coming soon!



+



SHPEXchange

In each of these three virtual conferences we bring together leading companies from a specific industry with attendees who are considering a career in that industry. Join us for two days of industry-focused sessions and a career fair!

LeaderSHPE Live!

These three, in-person LeaderSHPE Live events equip SHPE members to be leaders — in their chapter, their workplace, and their community — providing opportunities for participants to enhance their professional skills and expand their network through various workshops and events.

[Explore the opportunities](#)

Opportunities Commitment Form

Company Name (As it will appear on ALL printed materials): _____

CONTACT INFORMATION

Mr. Ms. Mrs. Dr.

Primary Contact: _____

Company: _____ Industry: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

SHPE SUPPORTER

- \$5,000 Corporate
- \$3,500 Government
- \$2,500 Community

PROGRAMS

- \$25,000 InternSHPE Cohort
- \$25,000 Virtual STEM Lab
- \$10,000 GRADS Mentoring Group
- \$10,000 CyberTech Trek Cohort
- \$7,500 #SHPEreads Journal Edition
- \$5,500 Named Scholarship; or \$ _____
- \$5,000 latinXfactor Webinar
- \$5,000 Passport to M.A.D. Careers Webinar

MENTORSHPE

- \$75,000 Annual platform sponsor
- \$20,000 Quarterly program title sponsor
- \$10,000 Branded community (starts at \$10,000)
- \$5,000 Mentor/mentee training sessions

PASSPORT TO FINANCIAL LITERACY

- \$25,000 Full-day virtual workshop
- \$10,000 Half-day virtual workshop

DIGITAL BRANDING

- | | | |
|------------------------------|---------------------------------------|---|
| Dedicated Email: | <input type="checkbox"/> \$6,000 IPC | <input type="checkbox"/> \$6,500 Non-IPC |
| Newsletter Article: | <input type="checkbox"/> \$4,000 IPC | <input type="checkbox"/> \$4,500 Non-IPC |
| Newsletter Banner Ad: | <input type="checkbox"/> \$3,000 IPC | <input type="checkbox"/> \$3,500 Non-IPC |
| Website Banner Ad: | <input type="checkbox"/> \$1,500 IPC | <input type="checkbox"/> \$2,000 Non-IPC |
| Social Media Post: | <input type="checkbox"/> \$2,000 IPC | <input type="checkbox"/> \$2,500 Non-IPC |
| Digital Package: | <input type="checkbox"/> \$13,200 IPC | <input type="checkbox"/> \$15,200 Non-IPC |

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 event date in order to guarantee participation in conference marketing materials. If your organization has any outstanding invoices with SHPE, you may not be permitted to participate. All payments received after 30 days prior to your selected/sponsored event date are subject to a 15% late fee.

All sales are final. SHPE has the right to collect on full payment of invoice.

Please submit the completed form to PARTNERSHIPS@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: **ATTN: SHPE Finance SPRING EVENTS 2023, 13181 CROSSROADS PKWY NORTH, SUITE 220, CITY OF INDUSTRY, CA 91746**