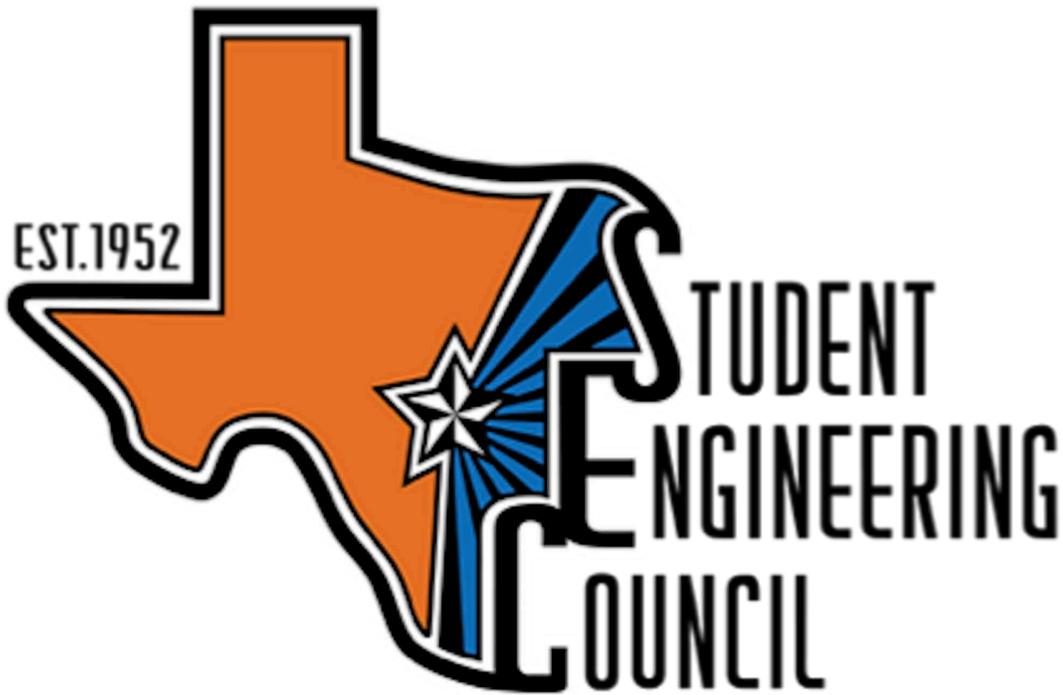


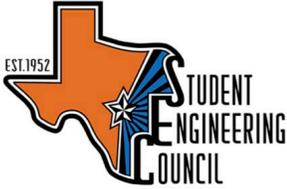


The University of Texas at Austin
Cockrell School of Engineering



Corporate Involvement Opportunities

2016-2017



THE UNIVERSITY OF TEXAS AT AUSTIN
COCKRELL SCHOOL OF ENGINEERING

Marco Heredia
President

Kristin Astrachan
VP Executive

Dan Sullivan
VP Finance

Mohammad Khan
VP Membership

Katie Moy
VP Operations

Mike Peng
VP Relations

Dear Corporate Representative,

On behalf of The University of Texas at Austin Student Engineering Council (SEC), I invite you to become a corporate partner with our organization for the 2016-17 academic year.

As the umbrella student organization for the Cockrell School of Engineering, SEC serves a diverse engineering student body and outstanding student organizations which make up the core of the Texas Engineering community. With a council consisting of internal members and representatives from student organizations across all majors, SEC truly represents the unified voice of the engineering student community. With every student in the Cockrell School of Engineering serving as a member of SEC, and with almost 50 member organizations, SEC is a great avenue for your company to make its presence felt across the entire school.

SEC enhances the Cockrell School student experience by hosting events and services that offer opportunities for academic enrichment, service, mentorship, leadership, and community building. Our seven committees provide a wide variety of events and opportunities for student involvement on and off campus.

Please explore the opportunities for corporate participation presented in this packet. By supporting any of these events, you are making a key and valuable contribution to the growth and advancement of Texas Engineers, present and future. Our students welcome the chance to learn more about your company, and this is a great opportunity for you to spread your name to talented potential employees. It is through your generous contributions that we are able to continue our legacy of excellence and serve as a catalyst for change in students' lives.

Thank you for your interest in the Student Engineering Council and Cockrell School student organizations. Please contact me for event scheduling or with any questions. I look forward to partnering with you and recognizing your support in event marketing, social media, our website, and Vector magazine!

Hook' em!

Mike Peng

Vice President of Relations

Student Engineering Council

Email: vp.relations@sec.engr.utexas.edu

Phone: (832) 916-8866

Website: sec.engr.utexas.edu

Rivals Week: Engineering vs. Business

Date: November 2016

Click [here](#) for more information

Anticipated Cost: \$2000

During the fall semester, the Student Engineering Council and the Undergraduate Business Council come together to plan and host a week of fun, competitive events to commemorate the long standing rivalry between the Cockrell School of Engineering and McCombs School of Business. Rivals Week provides a friendly environment for students to take a breather from rigorous studies, showcase their school's pride, and compete to win a year's worth of bragging rights as Rivals Week Champions. Along with Kick-Off, corporate supporters get to host one of the main events of the week: Design, Build, Sell.

Design Build Sell is a staple event of Rivals Week, in which interdisciplinary teams of both engineering and business students brainstorm an idea for a product, build it using household supplies, and sell it to a panel of judges acting as a company looking to invest. This event is a great networking opportunity not just for engineering students to meet business students, but also for a corporate supporter to interact with students from both schools. Corporate representatives can develop the theme for Design Build Sell, talk to the teams throughout the event, and serve on the judging panel. Companies are welcome to talk briefly about who they are and what they do at the beginning of the event.

This week of activities is a great place for corporate supporters to meet students from UT's engineering and business schools. Rivals Week supporting companies' names will be advertised on all Rivals Week promotional material, including print, web, and t-shirts.



Engineering students cheer on their team at Dodgeball, the final event of Rivals Week

Halloween Canned Food Drive

Date: October 2016

Click [here](#) for more information

Anticipated Cost: Can-matching donations to Capital Area Food Bank (cash equivalent encouraged of \$0.50/can)

Halloween Canned Food Drive is an SEC-hosted event to benefit the Austin's Capital Area Food Bank. This is a friendly competition between College Councils and student organizations across campus to see who can collect the most cans. Corporate representatives are invited to support this great cause through can-matching donations and will be thanked at our general meeting and on the SEC website. Last year almost 1400 cans were donated, which equates over 8000 meals for underprivileged families in Central Texas.



Safety Day Makeathon

Date: October 2016

Click [here](#) for more information

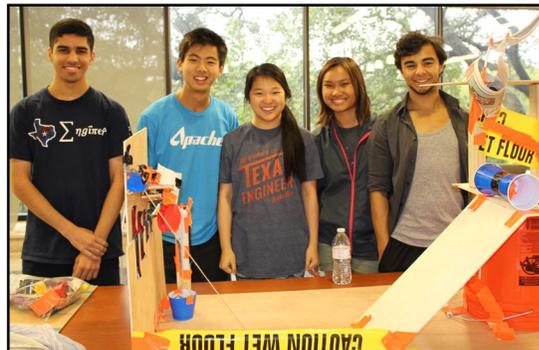
Anticipated Cost: Various support levels available (below)

Safety Day Makeathon is an overnight design competition, in which student teams design and build a safety-themed machine while competing for cash prizes. Last year, in its inaugural year, 12 teams of 3-5 students competed in a Rube Goldberg-themed task. This design competition also incorporates the use of the new Longhorn MakerStudio where students can use 3D printers, laser cutters, and a workshop full of hand tools to design and create structures for their machines.

As the main theme of the event is tied around safety, we invite corporate reps to come speak briefly about safety at the orientation meeting on Friday afternoon and return Saturday morning to interact with participants and judge their completed designs.

\$3000- Speak at orientation meeting and judge final designs; Featured on all promotional material

\$2000- Judge final designs; Featured on all promotional material



Safety Day Makeathon Team

Freshman Case Competition

Date: November 2016

Click [here](#) for more information

Anticipated Cost: \$1500

Freshman Case Competition, hosted by the Student Engineering Council, is an opportunity for first year engineering students to gain experience with case competitions and be introduced to the field of consulting. Last year, its inaugural year, 20 teams of 3-4 freshman engineers participated, learned to successfully developed a case, and presented their solution to a panel of judges.

This event includes a Kick-Off, where the teams are introduced to the case competition concept, shown a sample case, and first given their prompt and case packets. The Case Workshop is held one week later, where mentors provide feedback on team presentations and address final questions before competition day. Competition Day consists of preliminary and final rounds, each consisting of a ten minute presentation, five minutes of Q&A, and five minutes of judges' feedback for the participants.

Corporate representatives are welcome to develop the case and present at the Kick-Off, act as mentors throughout the competition, be an active part of the Case Workshop, and be judges on Competition Day, both in the preliminary and final rounds. This event provides both a casual and professional environment where students can talk to company representatives about their specific case, as well as the field of consulting. The company's name will be featured on all Freshman Case Competition promotional material, including print, web, and t-shirts given to all contestants.



Last year's teams were challenged with the problem of designing a self-sustaining system to settle Mars.



Team BEVO, the 1st place winners of Freshman Case Competition 2015

National Engineers' Week (E-Week)

Date: February 2017
Anticipated Cost: \$5000

Click [here](#) for more information

E-Week is the Cockrell School of Engineering's celebration of National Engineers' Week. SEC hosts this week of friendly competition between the engineering student organizations, including the Dr. Ramshorn pageant and a closing banquet. E-Week events themselves are hosted by different student organizations and bring engineering students together in friendly competition. Popular events include: So You Think Engineers Can Dance?, E-Week Kick-Off, and Sustainable Pageant Show to name a few.

The final standings are announced at the banquet and the winning organizations in the large and small org categories are awarded with a trophy, in addition to bragging rights for a year. Corporate supporters are encouraged to participate in E-Week events, which provide a casual environment for representatives to interact with a diverse engineering student body. E-Week supporting companies' names will be advertised on all E-Week promotional material including print, web, and t-shirts.



Teams get together at E-Week 2016 Kick Off, hosted by the Biomedical Engineering Society, for food, games, and fun.



Human Foosball, hosted by the American Society of Civil Engineers (ASCE), was an amazing event that won "Best Event" for E-week 2015.

Dr. Ramshorn Pageant

Date: February 2017
Anticipated Cost: \$1000

Click [here](#) for more information

Dr. Ramshorn is a co-ed engineering pageant in which students, representing their respective engineering organizations, showcase their talent and passion for their organizations and discipline of engineering. Pageant events include costume, talent, and Q&A portions, along with a group dance. The winner of the competition is crowned "Dr. Ramshorn" and earns points for their organization in the final stretch of our week-long E-week competition. Corporate representatives are invited to judge the pageant, which is a great opportunity to interact with students in an informal environment, and will be thanked on all promotional material.



Contestants congratulate Rebecca Lynn Gomez of ASCE for being crowned "Dr Ramshorn 2016"

Coin Wars

Date: February 2017

Click [here](#) for more information

Anticipated Cost: Donation matching to Helping Hand Home for Children Austin

Coin Wars is another event hosted by SEC during E-Week, and is held throughout the entire competition, where engineering student organizations can compete for points by donating coins to the Helping Hand Home for Children in Austin, which provides a nurturing and therapeutic home for children who have suffered abuse and neglect. Last year, we gathered more than \$5500 in coins for this cause.

Corporate supporters can match the donations fully or at another rate, and will be thanked on all promotional material in addition to the large check made out to Helping Hand Home for Children.



SEC Service Committee directors and representatives from Eta Kappa Nu, winner of Coin Wars 2016, present the donation to the Helping Hand Home for Children in Austin

Corporate Chili Cook-Off

Date: February 2017

Click [here](#) for more information

Anticipated Cost: \$150

Corporate Chili Cook-Off occurs just before the Spring EXPO Career Fair. This event provides a spirited, casual way for companies to network with students on a smaller scale before the large EXPO fair later in the week. Companies engage in a friendly competition where they provide homemade chili samples and students vote for their favorites. This event is hosted by one of SEC's seven committees, the First-Year Engineering Committee, whose contact information is below. Please reach out to the email below for further information.

Contact: fec@sec.engr.utexas.edu



Electronic Recycling Drive (E-cycling)

Date: Spring 2016

Click [here](#) for more information

Anticipated Cost: Various support levels available (below)

E-cycling cultivates a culture of sustainability and environmental responsibility. As many electronic components can be salvaged and reused, the recycling drive aims to increase electronic re-cycling in the Austin area community by providing a convenient drop-off site for unwanted electronics such as batteries, computers, and appliances. Last year, over 10,000 pounds of safely recycled electronics were donated.

\$2000 - Company reps attend E-cycling service day with approx. 50 SEC members throughout the day; marketing acknowledgment and recognition on all social media outlets

\$1000 - Marketing acknowledgment and recognition on all social media outlets

**Note: marketing consists of advertisements in local media and a banner hung over S. Congress Blvd.



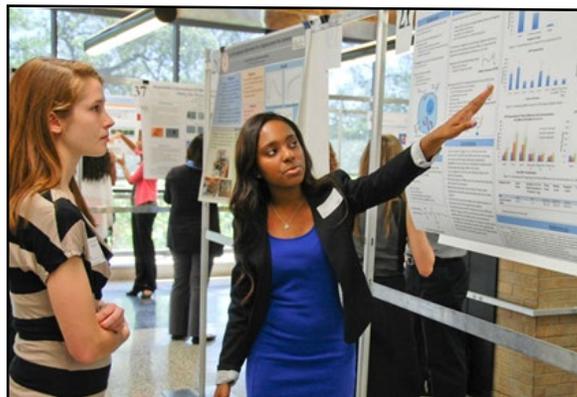
Poster Exhibition on Engineering Research (PEER)

Date: April 2017

Click [here](#) for more information

Anticipated Cost: \$800

The annual Poster Exhibition on Engineering Research Competition is co-hosted by the Cockrell School's Engineering Student Services and the Student Engineering Council, and is an excellent opportunity for engineering undergraduates to present their research findings to a series of judges. PEER provides for students a supportive environment to gain experience in technical presentations as well as witness the groundbreaking research conducted by their peers.



Student researcher presents work to a graduate student judge

Company representatives may serve as judges, along with members of the Engineering Advisory Board, professors, graduate students. Supporting companies are invited to actively participate with students, ask them questions, and host a table during the event where they can hand out promotional material. The company's name will also be printed on all promotional material, including t-shirts given to all participants and judges.

Vector Engineering Magazine

Date: Quarterly published magazine

Click [here](#) for more information

Anticipated Cost: Various support levels available (below)

Vector magazine serves as the written voice of the engineering student body and is one of the seven committees within the Student Engineering Council. Vector has a staff of 30 writers, photographers, graphic designers, webmasters, and other content specialists who collaborate within our "creative community" to produce 4 publications per year, with 300 issues printed per edition distributed among 10 locations across campus. Vector consistently reaches out to students for input on story subjects that range from UT Austin's power plant to career fair tips, and strives to bring relevant information to students in every edition.

Corporate supporters of Vector are welcome to submit an ad or story piece to be printed in one of all of the publications going out this year. Please feel free to reach out to the Vector committee for complete details regarding content, format, and print, as well as more information about the magazine.

Contact: vector@sec.engr.utexas.edu

Print areas and support are shown but not limited to:

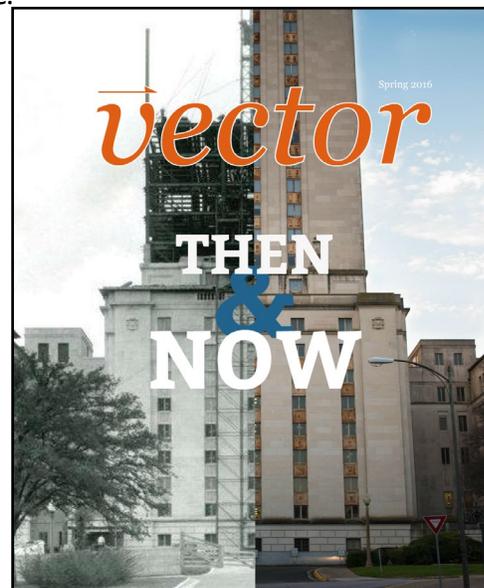
Full Year-(4 publications)

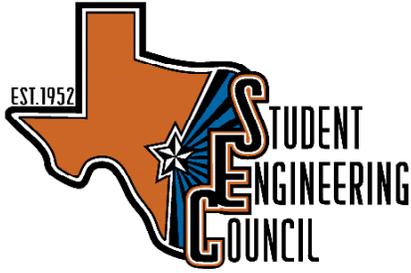
Quarter Page: \$500

Half Page: \$750

Full Page: \$1000

****Note:** all corporate partners will be thanked on our Vector magazine publications throughout the academic year.





Thank you for contributing to the Student Engineering Council at the University of Texas at Austin!



Your support allows us to provide a wide variety of developmental events for students in the Cockrell School of Engineering. We greatly appreciate your interest in our organization and look forward to working with you in the future!

Mike Peng

Vice President of Relations

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