



# 2019 SE MICHIGAN REGIONAL STEM SUMMIT

May 3 - 4, 2019

Oakland University, Rochester, MI

## SPONSORSHIP PACKAGES



Southeast Michigan STEM Alliance



# Sponsorship Options

|                          |          |
|--------------------------|----------|
| ▣ Platinum Sponsor       | \$25,000 |
| ▣ Gold Sponsor           | \$15,000 |
| ▣ Silver Sponsor         | \$10,000 |
| ▣ Bronze Sponsor         | \$5,000  |
| ▣ Student Demos Sponsor  | \$7,500  |
| ▣ Track Sponsor          | \$8,000  |
| ▣ Reception Sponsor      | \$7,500  |
| ▣ Friend of STEM Sponsor | \$1,000  |

Details about sponsorship benefits for each package are available further back in this document.



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# Event Description

In today's technology-oriented economy the importance of STEM training, skills and experience is becoming increasingly evident. Employers in all industries are experiencing significantly increased demand for workers with training in Science, Technology, Engineering and Math (STEM) in fields across-the-board. And these workers are becoming ever more difficult to find, which adversely affects the ability for Michigan, and the U.S. to achieve economic growth goals.

To help insure Michigan is taking a leadership position in generating STEM talent, the SE Michigan STEM Alliance, the Michigan STEM Partnership, and the Mobile Technology Association of Michigan (MTAM) are partnering to produce the SE Michigan Regional STEM Summit, a 2-day event with planned attendance of 500+. This event is designed to serve as a means of:

- Increasing student/career-changer awareness of STEM careers diversity
- Increasing parent awareness of same in order to increase parents encouragement of STEM careers; particularly for female & minority students
- Providing educators with curriculum resources to meet the workforce needs of the business community
- Providing awareness and understanding of high-need STEM Career Pathways in SE Michigan for students and parents
- Generating a common understanding and culture of STEM
- Providing Michigan firms an opportunity to showcase themselves and their STEM-related products/services, while increasing awareness among students, career-changers, parents, educators and legislators about their employment needs – now and in the future
- Providing current students an opportunity to showcase their work in STEM
- Providing businesses the opportunity to recruit STEM Interns/Employees at a STEM-focused Job Fair
- Helping legislators gain a comprehensive understanding of the complete STEM infrastructure, the high-demand for a STEM workforce and the resources needed to make Michigan a national leader in STEM initiatives and talent availability



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# SE Michigan STEM Summit

**Be a part of SE Michigan's first comprehensive STEM conference, exhibition and job fair**

**May 3 - 4, 2019  
Oakland University, Rochester, MI**

## **Event Highlights Include:**

- Keynote presentations; speakers to be announced
- Student STEM exhibits and live demonstrations
- Presenters and Attendees from stakeholders groups including: K-12 education, post-secondary education, non-profits, business, legislators, students
- Networking with local, state & national STEM experts
- Networking opportunities between K-12, post-secondary, business, policy makers, community and professional organizations, students and parents
- Learn about initiatives, gaps & opportunities to support a regional agenda for STEM Education and Talent Development in SE Michigan
- Ability for parents & students to learn about wide variety of STEM career opportunities available in Michigan and nationwide
- Breakout sessions
- STEM Exhibits
- STEM Job Fair

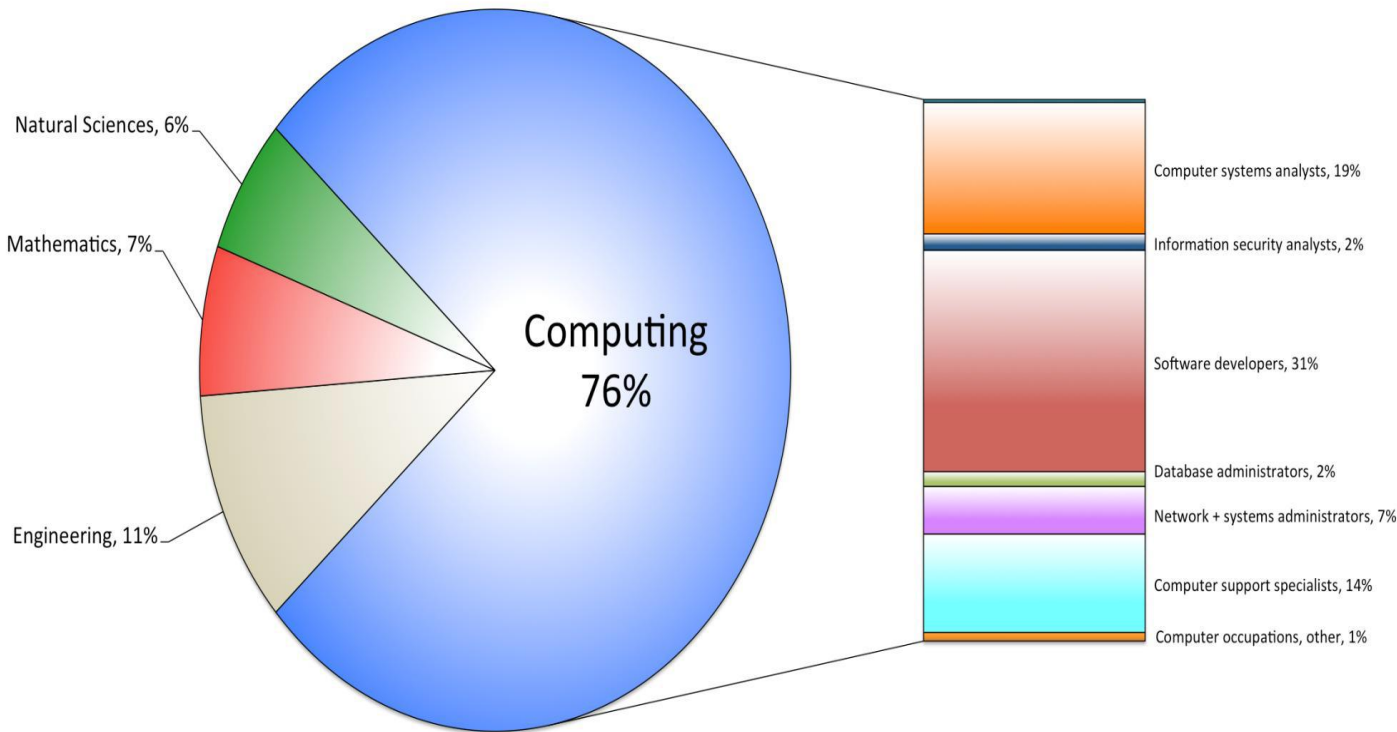


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# Why STEM is Important

US-BLS New STEM Job Projections Through 2024 By STEM %



Data Source: US-BLS Employment Projections ([www.bls.gov/emp/ep\\_table\\_102.htm](http://www.bls.gov/emp/ep_table_102.htm))

By 2020, there will be 1.4 million computer specialist job openings expected to go unfilled; in Michigan, we expect to see over 100,000 of these job openings – again, by 2020. We currently have 14,289 open computing jobs in Michigan (*4x the average demand in the state*).

These jobs are critical to our automotive, healthcare, general manufacturing, defense and other industries in the state.

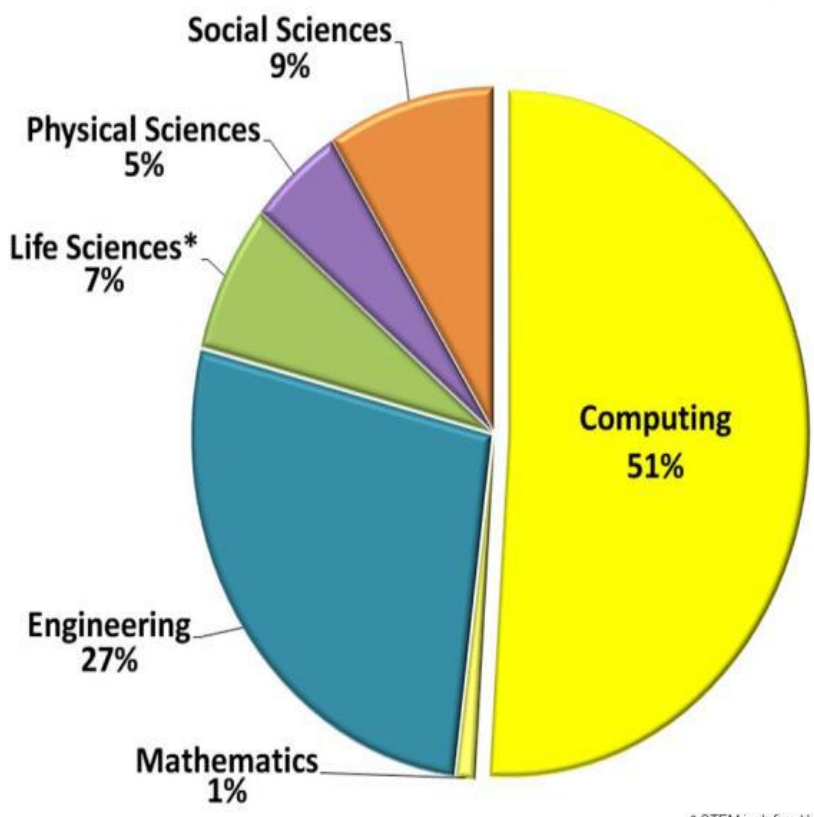


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# STEM Jobs – Where Will They Be?

**Where the STEM Jobs Will Be**  
 Projected Annual Growth of Total STEM Job Openings 2010-2020



\* STEM is defined here to include non-medical occupations.

 Association for Computing Machinery  
 Advancing Computing as a Science & Profession

Source: Jobs data are calculated from the Bureau of Labor Statistics (BLS), Employment Projections 2010-2020, available at <http://www.bls.gov/emp/>.

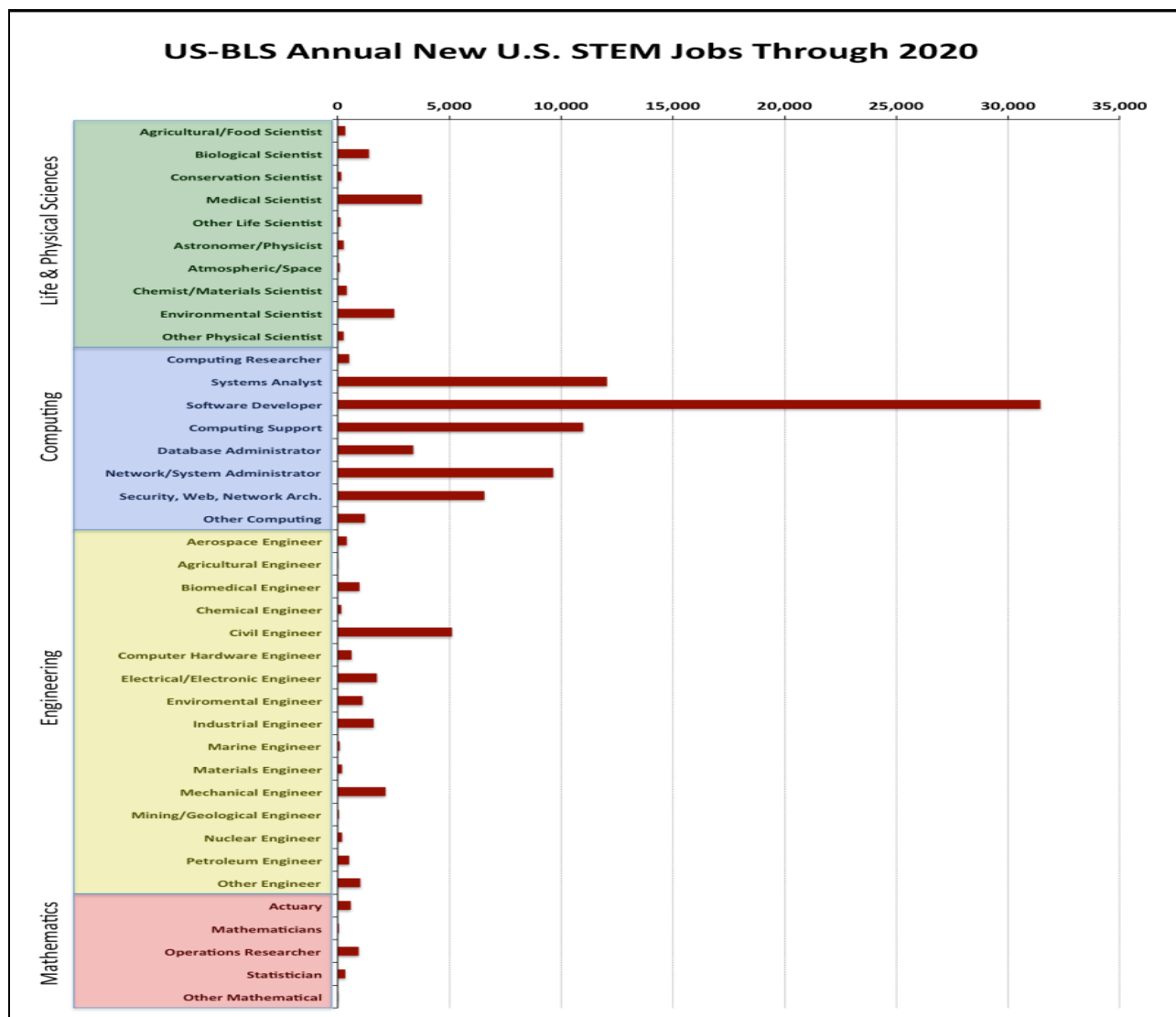
August 2012



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# STEM Jobs – Projections by Field



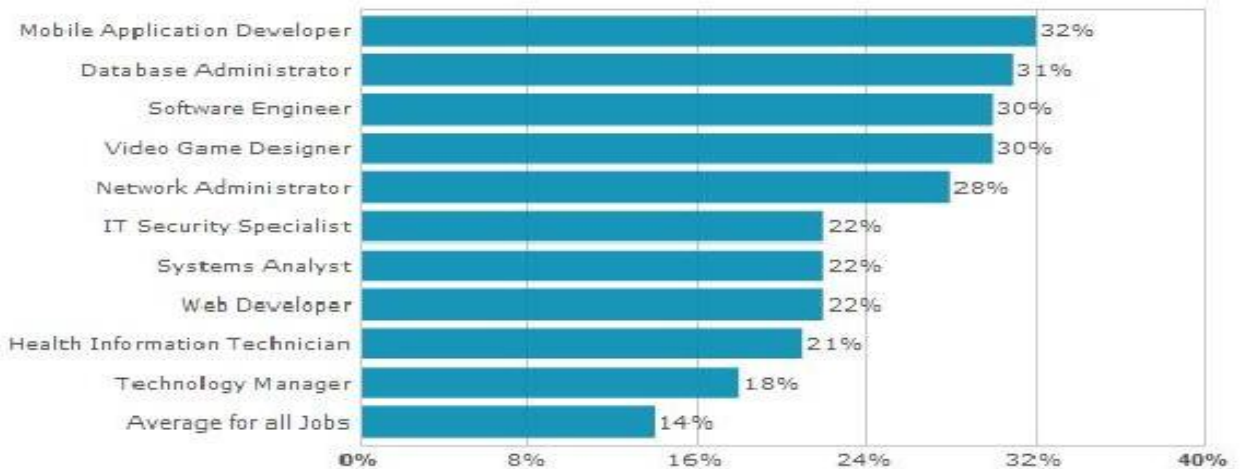
Middle-skill positions – which require post-high school education, but not necessarily a 4-year degree, are expected to feature the highest number of job postings – particularly in Computing-related careers.



# Fastest Growing STEM IT Careers

## Chart Ten Fastest Growing IT Careers

IT Career Path Growth Percentage | 2010 through 2020



Source: U.S. Bureau of Labor Statistics' 2012-2013 Occupational Outlook Handbook (OOH)

- 2/3 of IT jobs are posted by employers in industries such as healthcare, mftg and banking with the remaining 1/3 in IT and tech services
- For every 8 IT jobs in the Top 10 demand cities, the current talent pool only yields 5 workers
- 75% of open IT jobs are in the middle or entry-level
- Detroit is among Top 10 cities with greatest demand for IT jobs



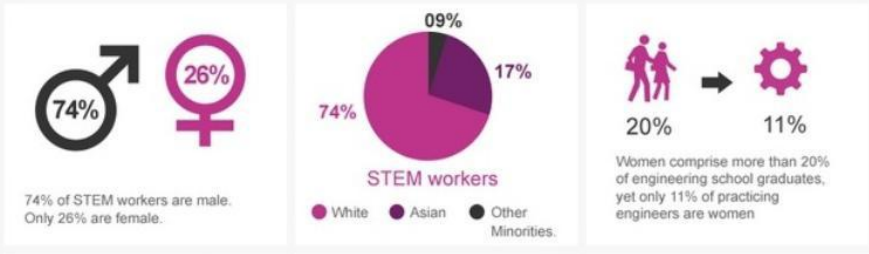
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# Gender Gap in STEM

## STEM Facts on Women & Girls



**71%** of jobs in 2018 will require STEM skills.<sup>(2)</sup>

In 2013 only **12%** of engineers and **26%** of computing professionals were women.<sup>(2)</sup>

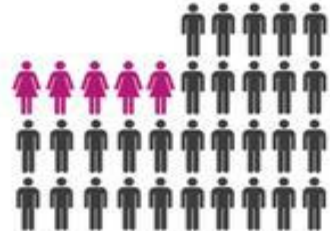
Women are **50%** of the workforce



Women are **24%** of the STEM workforce



But **50%** drop out in the first 10 years<sup>(1)</sup>



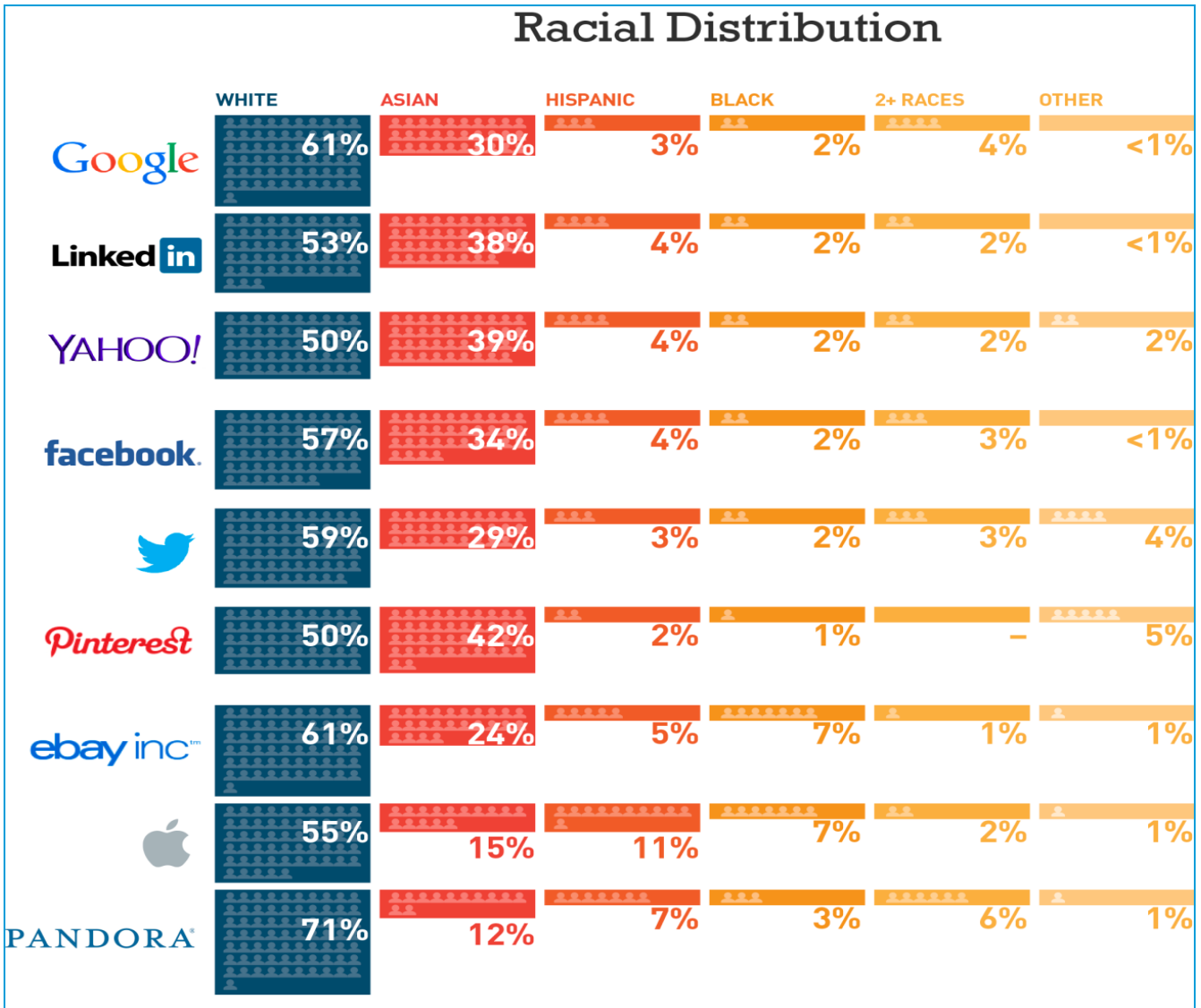
“One of the things that I really strongly believe in is that we need to have more girls interested in math, science, technology and engineering. We’ve got half the population that is way under-represented in those fields and that means that we’ve got a whole bunch of talent..... not being encouraged the way they need to.”

- President Barack Obama



# Diversity in STEM

## Racial Distribution



The current STEM workforce is dominated by White and Asian males, with women and minorities under-represented.



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# STEM Event Sponsor Packages

## **Platinum Sponsor: \$25,000**

- First right of refusal for 2020 STEM event sponsorship
- 25 STEM Summit registration tickets
- Opportunity to offer opening or closing remarks at STEM Summit
- Opportunity to present on a STEM-related topic
- Opportunity to moderate a STEM panel
- Included in STEM Summit news releases
- Main Stage Logo on signage during STEM Summit
- Logo on signage in Exhibitor/Demonstration area
- Logo on signage in Breakout Session rooms
- Logo on nametags
- Exhibit table in STEM Exhibitor Area
- Recruitment Table in Job Fair
- Pre-event promotion on MI STEM Partnership & MTAM social media
- Pre-event interview on MTAM podcast
- Logo, URL and 100-word description on event registration page
- Logo, link and 100-word description on event mobile app
- 1 page STEM event program ad
- Opportunity to display STEM Summit logo on your website
- 1-year Corporate (or Education)-level MTAM membership
- 1-year 'Friend of STEM' MI STEM Partnership membership
- Access to STEM Summit attendee list



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# STEM Event Sponsor Packages

## **Gold Sponsor: \$15,000**

- ❑ 15 STEM Summit registration tickets
- ❑ Opportunity to fill a panel OR moderator slot for General Sessions
- ❑ Opportunity to offer opening or closing remarks at STEM Summit
- ❑ Included in STEM Summit news releases
- ❑ Logo on Main Stage signage
- ❑ Logo on signage in Exhibitor area
- ❑ Table in STEM Exhibitor area
- ❑ Recruitment table in Job Fair
- ❑ Pre-event promotion on MI STEM Partnership & MTAM social media
- ❑ Pre-event interview on MTAM podcast
- ❑ Logo, URL and 100-word description on event registration page
- ❑ Logo, link and 100-word description on event mobile app
- ❑ ½ page STEM event program ad
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level Membership in MTAM
- ❑ 1-year 'Friend of STEM' MI STEM Partnership membership



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# STEM Event Sponsor Packages

## **Silver Sponsor: \$10,000**

- ❑ 10 Stem Summit registration tickets
- ❑ Opportunity to fill a panel slot
- ❑ Included in STEM Summit news releases
- ❑ Table in STEM Exhibitor area
- ❑ Recruitment table in Job Fair
- ❑ Pre-event promotion on MI STEM Partnership & MTAM social media
- ❑ Pre-event interview on MTAM podcast
- ❑ Logo, URL and 100-word description on event registration page
- ❑ Logo, link and 100-word description on event mobile app
- ❑ ¼ page STEM event program ad
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level membership in MTAM
- ❑ 1-year 'Friend of STEM' MI STEM Partnership membership

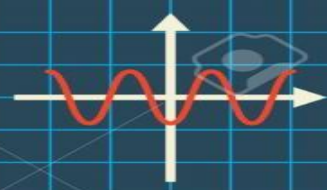
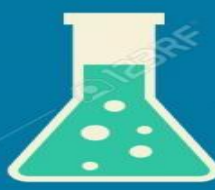
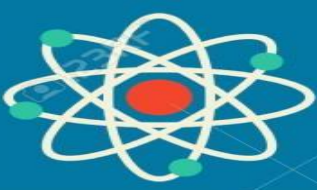


## **Friend of STEM Sponsor: \$1000**

- ❑ Logo on event mobile app
- ❑ Logo in STEM event program
- ❑ Logo on Main Stage signage



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# STEM Event Sponsor Packages

## **Bronze Sponsor: \$5,000**

- ❑ 5 STEM Summit registration tickets
- ❑ Included in STEM Summit news releases
- ❑ Main Stage logo signage
- ❑ Logo on Exhibit area signage
- ❑ Recruitment table in Job Fair
- ❑ Pre-event promotion on MI STEM Partnership & MTAM social media
- ❑ Logo, URL and 50-word description on event registration page
- ❑ Logo, link and 50-word description on event mobile app
- ❑ Logo in STEM event program ad
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level membership in MTAM
- ❑ 1-year 'Friend of STEM' MI STEM Partnership membership



## **Student Demonstrations Sponsor: \$7,500**

- ❑ 7 STEM Summit registration tickets
- ❑ Signage at Student Demo's event area
- ❑ Opportunity to moderate Student Demo's event
- ❑ Logo, URL and 50-word description on event mobile app
- ❑ Logo in STEM event program
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level MTAM Membership
- ❑ 1-year 'Friend of STEM' MI STEM Partnership Membership
- ❑ Table at Student Demo's event (Saturday only)



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# STEM Event Sponsor Packages

## **Track Sponsor: \$8,000**

- ❑ 8 STEM Summit registration tickets
- ❑ Opportunity to fill a panel slot w/in your sponsored track
- ❑ Main Stage logo signage
- ❑ Logo signage in breakout areas for your sponsored track
- ❑ Recruitment table in Job Fair
- ❑ Logo, URL and 50-word description on event registration page
- ❑ Logo, URL and 50-word description on event mobile app
- ❑ Logo in STEM event program ad
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level Membership in MTAM
- ❑ 1-year 'Friend of STEM' MI STEM Partnership membership
- ❑ Access to STEM Summit attendee list for your sponsored track

## **Reception Sponsor: \$7,500**

- ❑ 7 STEM Summit registration tickets
- ❑ Signage at STEM Summit reception
- ❑ Opportunity to welcome guests to event reception
- ❑ Logo, URL and 50-word description on event mobile app
- ❑ Logo in STEM event program ad
- ❑ Opportunity to display STEM Summit logo on your website
- ❑ 1-year Corporate (or Education)-level MTAM Membership
- ❑ 1-year 'Friend of STEM' MI STEM Partnership Membership
- ❑ Exhibit table at STEM Summit Reception



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# Contact Us To Participate

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