Some Statistics on Women of Color in STEM and Entrepreneurship

- Fewer than 1 in 5 employed engineers and scientists are women of color (NSF, 2016).
- Within most fields of study, female STEM PhD recipients were less likely to participate in entrepreneurial activity, such as owning a business or working at a startup. In general, women are less likely to be business owners than men (U.S. Small Business Administration, 2014).
- Reasons for women of color’s absence from STEM is not due to a lack of interest or motivation. Various barriers remain such as hostile educational environments, lack of mentoring, access to resources, and implicit biases (Eddy and Brownell, 2016).
History

The annual conference is a signature program of the National STEM Collaborative (NSTEMC), a consortium of higher education institutions, non and for profit partners whose shared mission is to scale research-based best skills and knowledge, resources and practices on access, completion, and workforce development for women of color in STEM. Our Mission is not to simply populate the STEM pipeline with more women of color. Rather we seek to provide institutions, students, leaders, corporations, and organizations the skills and resources to change the pathway to be more equitable for more underrepresented women.

The collaborative was established in response to a July 2015 convening on Inclusive STEM Education hosted by the White House Council of Women and Girls and the Center for Gender Equity in Science and Technology.

Impact

- “It was empowering to see a gathering of women of color and to hear many successful stories.” – Student participant
- “The panels were excellent. My students were inspired not only to continue to excel in STEM but to be an advocate for more women/women of color to be represented in STEM.” – Professional participant
- “I learned so much from the women who [attended the workshop]. One of the big takeaways for all of us is that [as women], ambition is something to be proud of.” – Industry participant

Participant Demographics

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hispanic/Latino</td>
<td>33.3%</td>
<td>28%</td>
</tr>
<tr>
<td>African American/Black</td>
<td>25.6%</td>
<td>19%</td>
</tr>
<tr>
<td>Asian/Pacific Islander</td>
<td>15.4%</td>
<td>11%</td>
</tr>
<tr>
<td>White</td>
<td>10.3%</td>
<td>6%</td>
</tr>
<tr>
<td>Middle Eastern</td>
<td>5.1%</td>
<td>2%</td>
</tr>
<tr>
<td>Native American</td>
<td>5.1%</td>
<td></td>
</tr>
<tr>
<td>No response</td>
<td>2.6%</td>
<td>1%</td>
</tr>
<tr>
<td>Two or more races</td>
<td>2.6%</td>
<td></td>
</tr>
</tbody>
</table>

Participant Satisfactory Rating

- 2016: 87.5%
- 2017: 97%

Past Partners

- State Farm
- Maricopa Community Colleges
- The University of Alabama
- Sandra Day O'Connor College of Law

Produced by

Center for Gender Equity in Science and Technology
Arizona State University

Entrepreneurship + Innovation
Arizona State University
Sponsorship Opportunities

The conference is designed to expand opportunities for girls and women of color to enter, persist, and succeed in STEM both academically and professionally. Might we count on you and your organization to show your support for this national initiative as it impacts individuals, families, and industries?

Your generous contribution will enable your organization to:

- **Demonstrate** your support for increased participation of women of color in STEM entrepreneurship.
- **Advance** efforts in closing race-gender-ethnic disparities in STEM.
- **Redefine** entrepreneurship education and entrepreneurial student engagement.
- **Transform** the ways that entrepreneurship is viewed, taught and experienced in higher education.
- **Be highlighted** and promoted on a national level.

We invite you to be a part of this unique opportunity to support underserved and underrepresented communities and to help balance and advance the STEM workforce and STEM disciplines by selecting a sponsorship package that best suits your organization. We are happy to discuss the packages in further detail at your convenience.

**Ready to make a commitment?** Please contact Kalani Rice, CGEST Program Manager at (480) 727-0749 or email Kalani.M.Rice@asu.edu

For more information visit us online at cgest.asu.edu/2018conference.
**PREMIUM SPONSORSHIP PACKAGES**

**Presenting Level Sponsorship (one available): $20,000**
- May provide banner for registration area.
- May provide an organization collateral piece for each tote bag.
- May submit a full-page advertisement for complimentary inclusion in conference program.
- Access to (1) table on both days (Friday AND Saturday) of the Organization Fair (see Organization Fair Table below for more information).
- Opportunity to address conference attendees at the welcome reception.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a presenting sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Ten (10) complimentary conference registrations with reserved seating at plenaries.
- Fair market value = $5,000

**Platinum Level Sponsorship: $15,000**
- May submit a full-page advertisement for complimentary inclusion in conference program.
- May provide an organization collateral piece for each tote bag.
- Access to (1) table on one day (Friday OR Saturday) of the Organization Fair (see Organization Fair Table below for more information).
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a platinum sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Eight (8) complimentary conference registrations with reserved seating at plenaries.
- Fair market value = $3,750

**Gold Level Sponsorship: $10,000**
- May submit a half page ad for complimentary inclusion in conference program.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a gold sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Six (6) complimentary conference registrations with reserved seating at plenaries.
- Fair market value = $2,500

**Silver Level Sponsorship: $5,000**
- May submit a quarter page advertisement for complimentary inclusion in conference program.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a silver sponsor in all official conference publications and promotions, scripted remarks at plenary sessions, and official conference signage.
- Four (4) complimentary conference registrations with reserved seating at plenaries.
- Fair market value = $1,250

**INDIVIDUAL SPONSORSHIP PACKAGES**

**Hors d’oeuvres and Cocktails Package (one available): $7,000**
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Lunch Package (two available): $6,000**
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Hors d’oeuvres and Refreshments Package (one available): $5,000**
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**All-Day Snacks and Refreshments Package (two available): $4,500**
- Includes sponsor signage on tables and in break areas.
- Opportunity to be featured in a CGEST blog article about your organization's efforts to increase diversity and inclusion in STEM.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Tote Bags (one available): $2,000**
- Sponsor's logo will be imprinted on registration tote bags and include (1) one bag insert, such as a flyer, keychain or other item that you would like all conference attendees to have.
- Sponsor will need to provide 300 inserts for registration bags.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Aspiring Women of Color STEM Entrepreneurs: $1,500**
- Sponsor registrations for (10) aspiring students to attend the conference.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Lanyards (one available): $1,000**
- Your organization's logo will be imprinted on the lanyard of the registration badge.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $0

**Organization Fair Table: $500 per day**
- The Organization Fair will take place on Friday, October 5 and Saturday, October 6 and last the duration of the day (8:30am–5:30pm).
- Your organization will have access to (1) table during the conference's Organization Fair.
- Your organization must provide their own tablecloth and promotional materials.
- Fair market value = $200 per day

**Tote Bag Insert: $50**
- Insert a piece of your organization's collateral in each conference registration tote bag.
- Sponsor will need to provide 300 inserts for registration bags.
- Recognition as a supporting sponsor on official conference program and website.
- Fair market value = $150

All funds will be deposited with the ASU Foundation for A New American University, a nonprofit organization that exists to support ASU. Gifts in support of ASU are subject to foundation policies and fees. Due to the fair market value of benefits received, only payments in excess of fair market value may be considered a charitable contribution. Please consult your tax advisor regarding the deductibility of charitable contributions.