



PIONEERS IN ENGINEERING
SPONSORSHIP PACKET

2018 - 2019

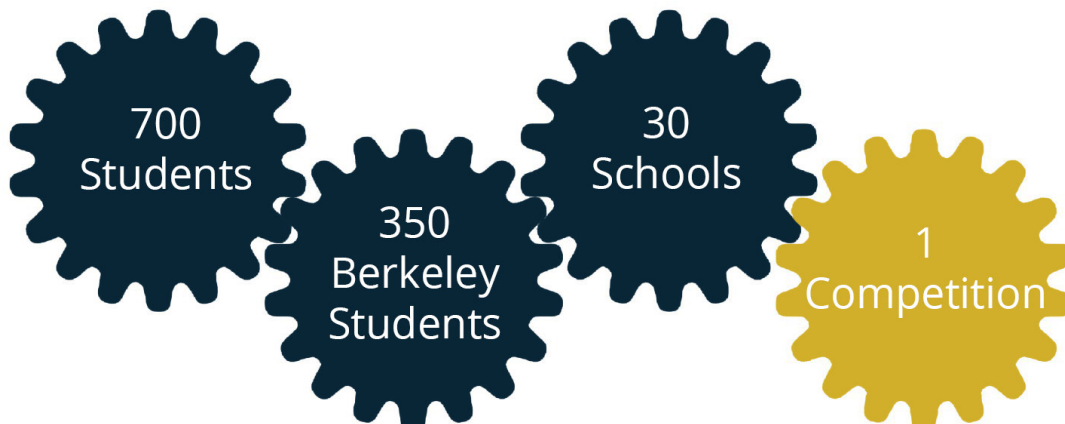
WHAT IS PiE?

Pioneers in Engineering (PiE) is a student run organization at UC Berkeley dedicated to STEM outreach in the Bay Area via exciting, hands-on experiences. The Pioneers in Engineering Foundation is a 501(c)(3) tax-exempt non-profit organization whose mission is to promote STEM education.

We believe that no student should be denied access to extracurricular STEM opportunities. Our goal is to provide opportunities, resources, and mentorship to inspire increased interest in STEM, and encourage pursuit of related fields post-high school.

PiE consists of approximately 50 UC Berkeley students as staff members, and an additional 30 Berkeley students serve as mentors to our students.

PiE has served over:



OUR IMPACT

Our keystone event is the PiE Robotics Competition, which provides students with a unique engineering experience: building robots. We encourage our students to go through the full engineering design process, working in teams to design, construct, and finally, compete with their robots.

The robotics building experience is a fun and exciting, yet educational and challenging one.

“ You guys rock! PiE has definitely made a memorable mark in my senior year of high school. I do hope to participate in robotics organizations and teams when I enter college.

“ Thank you for existing! ”

“

Quotes from students in our end-of-season survey

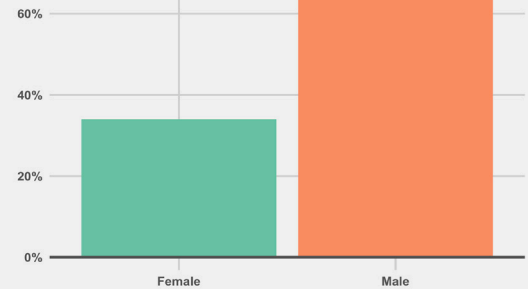


OUR STUDENTS

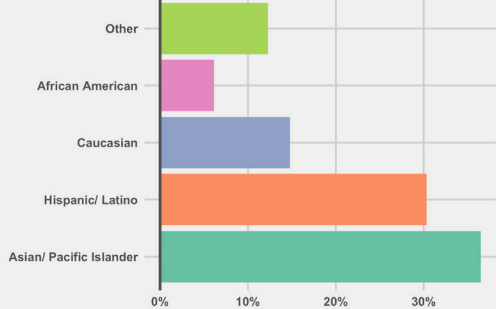
In 2016, women comprised of only 29% of the engineering workforce.
The distribution of AP Computer Science A in 2016 was 89% male, 11% female. 1 in 3 PiE students identify as women.

NSF, Science & Engineering Indicators, 2016

Gender



Ethnicity

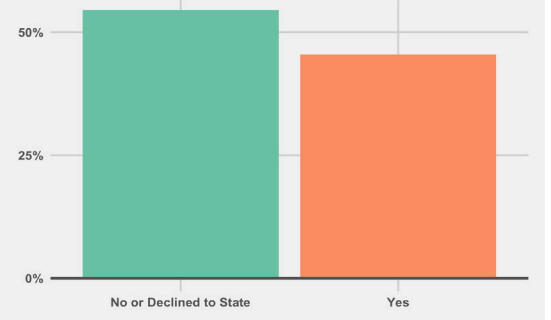


African Americans and Hispanic/Latinos represented 20% of bachelor's degrees in science and engineering in 2012. Over 85% of PiE students identify as non-Caucasian.

NSF, Science & Engineering Degree Data

Almost half of our students qualify for free or reduced lunch. About 47% of our participants live in households under the US median household income.

Reduced / Free Lunch



77%

of our students reported that their interest in science and technology increased as a result of being in PiE.

66%

of our students reported that they gained a better idea of what to study in college or vocational school as a result of being in PiE.

All of our student data comes from self-reported student surveys. % of students reporting an increase in science and technology or a better idea of what to study in college are calculated as students agreeing with the statement with a score of 7 or above out of 10.

OUR BUDGET

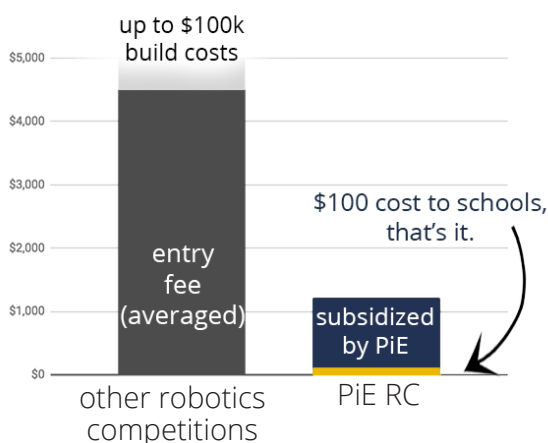
96% of our budget directly serves our students and the Bay Area STEM community, whether it's our robotics kit development and production costs, room reservations for our competition, or transportation for our mentors; only 4% of our budget is used for operational overhead.

PiE's budget is dedicated to: improving the stability and quality of our competition, supporting our mentors, and hosting hands-on STEM events separate from our robotics competition.

Our 2018 - 2019 budget projections are based on supporting 21 high school teams and an increase in both student and mentor support.

PiE Budget Item	2017-2018	2018-2019*
Kit Development	\$3,525.00	\$3,800.00
Kit Production	\$23,735.00	\$32,000.00
Event Administration	\$4,680.00	\$6,500.00
Mentor Support, Transportation	\$3,000.00	\$4,000.00
Workshop Materials	\$880.00	\$1,500.00
Other Outreach Events	\$600.00	\$1,500.00
Internal Operations Costs	\$1,535.00	\$2,300.00
PiE Scholarship	\$2,500.00	\$2,500.00
Total	\$40,455.00	\$54,100.00

*2018-2019 numbers are a projected budget



Pioneers in Engineering subsidizes approximately 92% of the robotics kit cost. Our teams only ever pay \$100 to get the full package: the kit, mentorship, and an 8-week, 4-event season.

WHERE DOES YOUR MONEY GO?

\$500

- Helps us cover the security fees for venue reservation
- Supports materials for one 30-student workshop
- Supports our participation in local STEM events like the Bay Area Science Fair

\$1000

- Supports the cost of one school's robotics kit
- Covers our internal technology fees for the year
- Covers the cost of our tools for the year

\$3000

- Covers our electrical and mechanical R&D costs
- Covers our room reservation costs for the season
- Sponsors the transportation fees for all our mentors for the whole season

YOUR DONATION SUPPORTS:

- Bay Area high school teachers and students, as they explore fun and challenging STEM opportunities
- UC Berkeley students, as they develop unique technologies and mentorship skills
- a continually growing Bay Area STEM community, as we work together to combat STEM inequality

Corporate Sponsorship Tiers & Benefits

Benefits	Sponsorship Levels					
	Any Amount (\$0 - \$500)	Bronze (\$500 - \$1,000)	Silver (\$1,000 - \$5,000)	Gold (\$5,000 - \$10,000)	Platinum (\$10,000 - \$25,000)	Title (\$30,000+)
Tax-deductible donation	●	●	●	●	●	●
Company name on pioneers.berkeley.edu	●	●	●	●	●	●
Logo on pioneers.berkeley.edu		●	●	●	●	●
Logo on sponsor banners			●	●	●	●
1 year access to PIE resume books			●	●	●	●
Logo displayed on field perimeter				●	●	●
Teams receive your company's publicity materials				●	●	●
Logo on PIE staff t-shirts					●	●
Meet & Greet with PIE staff					●	●
Competition award named after company					●	●
Your company's name shown as Title Sponsor on PIE Alumni Scholarship						●
Title Sponsor for PIE season (logo and name appears on all PIE program pamphlets)						●

HOW CAN YOU HELP?

- * cash sponsorships
- * gifts in kind
- * supplies and materials discounts/donations
- * volunteer services/hour

GOT IDEAS ON WAYS WE CAN PARTNER?
We'd love to hear what you have in mind!

THANK YOU

<https://pioneers.berkeley.edu>
partnerships@pioneers.berkeley.edu

2018 - 2019 LEADERSHIP TEAM

JESSE VALVA

JULIE LUM

JONATHAN LEE

CHAD WAKAMIYA

MIYUKI WELDON

