

November 29, 2016

To whom it may concern:

The American Society of Civil Engineers (ASCE) Los Angeles Younger Member Forum (LA YMF) is proud to announce that we will have the honor of hosting the **2017 ASCE Regions 8 & 9 Leadership Conference** in Los Angeles! In partnership with ASCE Society and the Council of Younger Members, this event will include the Western Region Younger Member Council (WRYMC), the Workshop for Section and Branch Leaders (WSBL), and the Workshop for Student Chapter Leaders (WSCL). The Conference will be held at the LA Hotel Downtown from January 13 to 14, 2017, in conjunction with a special movie screening of ASCE's new 3D IMAX movie, **"Dream Big: Engineering Wonders of the World"**. This event brings together over 500 professionals and students from 10 states for an annual weekend leadership summit to become stronger leaders and professionals. ASCE's mission is to provide essential value to members and partners, advance the civil engineering profession, and serve the public good.

Due to the Conference's close proximity to LA YMF's other major annual events, we have decided to combine the sponsorship opportunities to provide convenient packages for our sponsors' selection. These packages will include the following major ASCE LA YMF 2017 events:

- **ASCE Regions 8 & 9 Leadership Conference (WRYMC)** – January 13-14th, 2017
- **Popsicle Stick Bridge Competition** – mid-February 2017 (*spearheaded by OC YMF*)
- **Engineers Week Extravaganza** – February 22nd – 26th, 2017
- **Student Night and Job Fair** – early March 2017

We are committed to raising \$50,000 to fund these events and are requesting your support. As a sponsor, your company will be recognized at the events of your choice and you will receive unparalleled visibility at these major industry events. There are multiple levels of sponsorship available, including:

- **Multiple Event Sponsor:**
 - **City of Angels Sponsor** - \$7000 – Platinum Level at all 4 events
 - **Mulholland Sponsor** - \$4000 – Gold Level at 3 events of choice
 - **Getty Sponsor** - \$1750 – Silver Level at 2 events of choice
- **Single Event Sponsor** - \$2500 Platinum, \$1500 Gold, \$1000 Silver, or \$500 Bronze

There are many additional options for a combination of sponsorships. Please see the attached form for a detailed breakdown of packages, benefits, and event details. If you have further questions, please contact our Fundraising Chair anytime. This is a unique opportunity to support the civil engineering profession while gaining recognition for your company at multiple region-wide industry events. Thank you very much for your consideration. We appreciate your support of ASCE and LA YMF!

Regards,



Sabrina Rivera
2016-2017 ASCE LA YMF President
sabrina.rivera@arcadis.com

ASCE LA YMF

Executive Officers

Sabrina Rivera
Arcadis
YMF President

Ruwanka Purasinghe
LA Department of
Water and Power
President-Elect

Phillip Davis
Mott MacDonald
Past President

Arman Motavvef
Metropolitan Water
District
Vice President

Zsolt Horvath
Mott MacDonald
Treasurer

Brian Phan
LA Department of
Transportation
Secretary

WRYMC 2017
Committee Co-Chairs

Jane Horvath
Mott MacDonald

George Huang
LA Bureau of
Engineering

ASCE LA YMF 2017 Major Annual Events

WRYMC 2017



The **Western Region Younger Member Council (WRYMC)** leadership conference for members in Regions 8 and 9 of ASCE provides an unrivaled opportunity for Younger Members to actively engage with ASCE leadership through both formal business meetings and informal events held throughout the conference. It provides leadership training and professional development for attendees while fostering knowledge-sharing among the geographically diverse groups in attendance. Participants attend workshops, technical tours and networking events, all of which contribute to their professional and leadership growth. The WRYMC Conference is held concurrently with WSBL and WSCL as part of the **ASCE Annual Regions 8 & 9 Leadership Conference**, which draws over 500 attendees a year. We will concurrently host an exclusive screening of **“Dream Big: Engineering Wonders of the World”**, an IMAX film produced by ASCE and Bechtel that will premiere in select theaters across the nation the following month.

E-Week 2017



The **4th Annual Los Angeles Engineers Week (E-Week)** features four days of free activities at Los Angeles City Hall and Los Angeles Department of Water and Power. Over 700 Los Angeles students, professionals, volunteers, and community members have participated in E-Week since 2014. ASCE strives to inspire them with hands-on activities, interactive talks and panel discussions by industry leaders and city officials, field trips, and scholarship competitions. Outreach activities such as these are central to ASCE’s mission to expose students of all levels to STEM through inquiry learning and the application of introductory engineering design principles. E-Week allows us take this one step further, providing elementary, middle and high school students with a world-class learning experience by engaging with high profile officials in the heart of the City of Los Angeles. Councilmembers, Public Works Commissioners, educators and engineers have come together to create this unique opportunity, and now you can become a part of it, too, as a volunteer and/or corporate sponsor.

PSBC 2017



The **23rd Annual Popsicle Stick Bridge Competition (PSBC)** is a free event run by the ASCE LA Section Younger Member Groups (LA YMF, OC YMF, and SB/R YMF) that brings together hundreds of high school students in the Greater Los Angeles area to participate in a full-day event to celebrate the civil engineering profession. The competition is an opportunity to emphasize the benefits of pursuing higher education while engaging our local high school students in a friendly competition and promoting the civil engineering profession in our community. The activities covered in our competition typically include designing and construction of a popsicle stick bridge, creating a display board, writing technical reports, oral presentations, campus and venue tours, impromptu design events, and load testing of students' popsicle stick bridges. Practicing engineers offer constructive feedback for the students by briefing them on the cause of bridge failure and ways to improve their bridge design to support larger loads. This award-winning event has been featured in the LA Times and local news outlets.

SNJF 2017



The **18th Annual Student Night & Job Fair (SNJF)** recognizes outstanding future engineers by celebrating the achievements of student leaders and the extraordinary efforts of their student chapters. Concurrently hosted with an annual regional job fair that includes 11+ engineering schools, this award-winning event brings the best and brightest students together with the premiere private and public sector professional engineering companies of the Greater Los Angeles area. At LA YMF’s SNJF, you will have the opportunity to interact with highly ambitious and qualified students, providing your firm with unparalleled access to these prospective employees. This mutually beneficial event will not only highlight the skills of these students through project and leadership recognition, but also increase your company’s visibility to promote you as their ideal future employer.

Select Your Sponsorship Level

The following summarizes how the price points for the sponsorship levels were derived. You may select from our set levels: City of Angels (Platinum), Mulholland (Gold), Getty (Silver), or the regular Single Event Sponsorship Levels. Please contact our Fundraising Chair for details. Note that our set sponsorship levels have an additional discount aside from the 5% for each additional event.

Customized Sponsorship Breakdown

	Base Level Cost	Bronze \$500	Silver \$1,000	Gold \$1,500	Platinum \$2,500
# of Events	1	\$500	\$1000	\$1,500	\$2,500
	2	\$950	\$1,750	\$2,850	\$4,750
	3	\$1,350	\$2700	\$4,000	\$6,750
	4	\$1,700	\$3400	\$5,100	\$7,000

*Total Sponsorship = Base Level Cost x # of Events - Discount.

**For each additional event, receive an additional 5% discount.

***Special pricing on set sponsorship levels **are bolded**

Sponsorship Level Benefits

Event	Sponsor Level	Benefits												
		Special Recognition	Logo on Pamphlets	Logo on Signs/Banners	Logo on Emails	Logo on Website	Event Booth	# of Comp'd Tickets	Ad in Pamphlet	Social Media Ad (Limit 1)	Logo in Phone App	Logo at Red Carpet	Logo on T-shirts	Resume CD
WRYMC	Bronze	x	*		*	*					*			
	Silver	x	S	S	S	S			S		x	x		
	Gold	x	M	M	M	M	M	1	M		x	x		
	Platinum	x	L	L	L	L	L	2	L	x	x	x		
E-Week	Bronze	x	*		*	*								
	Silver	x	S	S	S	S			S				x	
	Gold	x	M	M	M	M	M	1	M				x	
	Platinum	x	L	L	L	L	L	2	L	x			x	
SNJF	Bronze	x	*		*	*	S							x
	Silver	x	S	S	S	S	S		S					x
	Gold	x	M	M	M	M	M	1	M					x
	Platinum	x	L	L	L	L	L	2	L	x				x
PSBC	Bronze	x	*		*	*								
	Silver	x	S	S	S	S			S				x	
	Gold	x	M	M	M	M	M		M				x	
	Platinum	x	L	L	L	L	L		L	x			x	

L = large-sized logo, full page ad, or 2-table booth set-up in prime location.

M = medium-sized logo, half page ad, or 1-table booth set-up in prime location.

S = small-sized logo, quarter page ad, or 1-table booth set-up.

* = Your company name will appear in print below the small logos.

Details on Benefits

The following summarizes what you can expect from each of the benefits in the "Sponsorship Level Benefits" table:

- **Special Recognition** - Special thanks to your company will be announced at the events' opening and closing ceremonies.
- **Logo on Pamphlets** – Your company logo will be printed on pamphlets. Sizes vary depending on sponsorship levels.
- **Logo on Signs/Banners** - Your company logo will be printed on welcome signs/banners and banquet table signs. Sizes vary depending on sponsorship levels.
- **Logo on Emails** - Your company logo will appear in the signature block of all event marketing emails. Sizes vary depending on sponsorship levels.
- **Logo on Website** - Your company logo will appear on the website's side banner for a minimum of 6 months. Sizes vary depending on sponsorship levels.
- **Event Booth** – Your company representatives are invited to set up a booth and company banners to provide information to event attendees. Size of booth and location vary depending on sponsorship levels.
- **Comp'd Tickets** – Your company representatives will be provided with complimentary event tickets. Number of tickets varies by sponsorship level and event. These include WRYMC Awards Banquet Tickets, E-Week Professionals Night & Closing Reception Tickets, and SNJF Awards Banquet Tickets & Parking. (All events at PSBC is free for the public.)
- **Pamphlet Ads** - A full-page, half-page, or quarter-page ad will be printed in the event pamphlet. Sizes vary by sponsorship level.
- **Social Media Ad** - Special thanks will be announced on social media platforms, with an option to post a short ad on one platform of choice. Limit one per sponsor per year.
- **Logo in Smart Phone App** - Logos will appear on the sponsors' page of WRYMC Smart Phone App, which is free to download for all attendees. Sizes vary depending on sponsorship levels.
- **Logo at Red Carpet** - Logos will be printed on a Red Carpet backdrop during the screening of the *Dream Big* IMAX Film. Sizes vary depending on sponsorship levels. All photos with the backdrop will be shared through social media.
- **Logo on T-shirts** - Logos will be printed on the back of volunteer t-shirts, or other select SWAG item if preferred. Sizes vary depending on sponsorship levels.
- **Resume CD** - SNJF sponsors will receive a compilation of all student resumes on a CD.

Due dates for logos and ads vary. For electronically shared items, your logos will be displayed as soon as it is received and payment is processed. For printed logos on event-day shirts, signs, banners, and pamphlets, the preference is to receive these at least one month in advance of the event.

Other Individual Event Sponsorships

As a sponsor, you may also select individual events from our regularly scheduled Professional Development programs including:

- Networking luncheons
- Technical Tours
- Technical Presentations

Please contact our Fundraising Chair for more information. Benefits may include banner display, printed logo on event materials, and special thanks during opening and closing.

Additionally, we are also seeking free giveaways for event attendees as part of a SWAG bag. Please contact us if your company is interested in donating.

Contact Information

Sabrina Rivera, Fundraising Chair – sabrina.rivera@arcadis.com

ASCE LA YMF Website: <http://mlab-ymf.org>

2017 ASCE SPONSORSHIP FORM

Company: _____
Website: _____
Address: _____
Contact: _____
Phone: _____
Email: _____

Select from the following Sponsorship Packages:

Multiple Event Sponsor:

- | | |
|---|---------|
| ☐ <u>City of Angels Sponsor</u>
<i>(Platinum level at all 4 events)</i> | \$7,000 |
| ☐ <u>Mulholland Sponsor</u>
<i>(Gold level at 3 events of choice)</i> | \$4,000 |
| ☐ <u>Getty Sponsor</u>
<i>(Silver level at 2 events of choice)</i> | \$1,750 |

Single Event Sponsor:

- | | |
|--|---------|
| ☐ <u>Platinum</u> | \$2,500 |
| ☐ <u>Gold</u> | \$1,500 |
| ☐ <u>Silver</u> | \$1,000 |
| ☐ <u>Bronze</u> | \$500 |

Customized Sponsor Amount:

\$ _____

For customized packages, please describe below:

Select from the following 2017 Events:

- ☐ ASCE Regions 8 & 9 Leadership Conference AND
"Dream Big" IMAX Movie Screening *(500+ members in leadership at all levels)*
- ☐ Los Angeles Engineers Week *(700+ ASCE and community members in LA)*
- ☐ Student Night & Job Fair *(300+ student members in Southern CA)*
- ☐ Popsicle Stick Bridge Competition *(200+ high school students in Southern CA)*
- ☐ Other: _____

Please make checks payable to
"ASCE Los Angeles YMF"
and submit by **December 1, 2016** to:

ASCE LA YMF
P.O. Box 71353
Los Angeles, CA 90071

ASCE is a 501(c)(3) organization. Gifts are fully deductible for income tax purposes, and a receipt will be provided.

For questions, contact our Fundraising Chair, Sabrina Rivera at sabrina.rivera@arcadis.com.