



2022 Region VI Student Conference Sponsorship Proposal

Location: University of California, Merced

Date: April 1-3, 2022

UNIVERSITY OF CALIFORNIA
MERCED

University of California, Merced
AIAA
2022 Region VI Student Conference



Hello!

This academic year, UC Merced's AIAA Student Branch was awarded the opportunity to host the Region VI Student Conference once again since 2018. UC Merced has grown nearly double in its previous size and capacity thanks to the 2020 Developers Project. Due to this, our branch is excited to host this year's conference in our new conference center and lecture halls.

Your organization's support will help us execute our mission in ensuring this year's conference offers all attendees the opportunity to learn and develop with their peers and industry professionals while showcasing their best work.

Thank you for your time and consideration while reviewing our sponsorship package.



Respectfully,

Nathan Ibarra

Nathan Ibarra
President & Chair
UC Merced AIAA Student Branch





Package Contents

This sponsorship package contains all the information on who we are, what our event is, and the possible avenues your organization can support our mission. Thank you for your time!

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AIAA Nationals Fast Facts

“Shaping The Future of Aerospace” - AIAA Tagline

The American Institute of Aeronautics and Astronautics (AIAA) is a professional society for the field of aerospace engineering. Since 1963, members from this professional society have achieved virtually every milestone in modern American flight. With nearly 30,000 individual members from 91 countries, and 95 corporate members, AIAA is the world’s largest technical society dedicated to the global aerospace profession.

Activities AIAA plans, executes, and supports includes (but not limited to):



Conferences

AIAA organizes and hosts the aerospace industry’s most important conferences and events, where aerospace professionals exchange information, present findings, network, and collaborate.



Education

AIAA supports student development and education by offering courses related to aerospace, scholarships, K-12 STEM support and is the leading aerospace publisher.



Design Competitions

The AIAA Foundation sponsors design competitions every year. These competitions offer a great opportunity for students to participate in a simulated real-world problem, allowing students to gain experience and receive useful and constructive feedback from technical experts who sit on AIAA Technical Committees.



UC Merced AIAA Student Branch Fast Facts

“One Team, One Dream” - Branch Tagline

The University of California (UC), Merced was established in 2005 and is the tenth and newest of the University of California campuses and is home to the local AIAA Student Branch. UC Merced’s AIAA Student Branch was founded in 2013 to provide students the resources and means to develop their professional and technical skills that are applicable to the aerospace industry. With an average member base of 50 students each academic year and four active projects, we remain one the largest and most productive project-based organizations at UC Merced.

We are committed to providing:



Professional Development

We offer our members workshops, networking sessions, project experience, and mentorship opportunities to develop skills like management, leadership, interviewing, resume writing, etc.



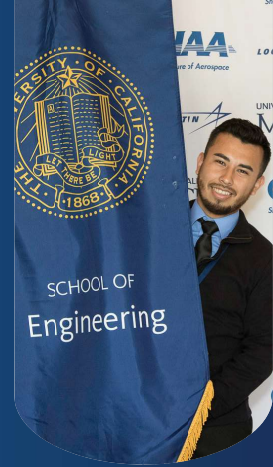
Technical Development

We offer our members technical development through four of our student-led projects, each geared towards aerospace. Members learn the fundamentals of the engineering design process, research, and technical writing. In addition, our organization established the first ever Castle Air Museum Internship to provide hands on experience to our members.



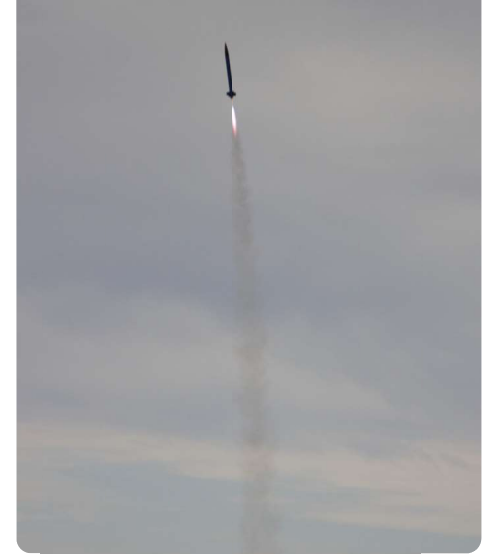
Community Outreach

Lifting as we climb is part of our culture - we teach what we learn to our local community in the form of workshops and K-12 STEM events. We partner with our local Girl Scouts Troop and elementary schools through UC Merced’s YES Academy.





Our Committee



Our team is comprised of six undergraduate engineering students, each focusing on key aspects of the conference. In addition, AIAA professional staff and UC Merced staff are supporting our team. It is our mission to provide the attendees the opportunity to develop themselves professionally and expand their technical knowledge through a series of events and interactions at our conference.

President & Chair



Nathan Ibarra
President & Chair
UC Merced Student Branch

Conference Director



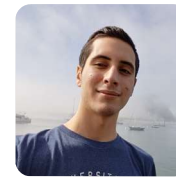
Ethan Murcia
Planning and Management
UC Merced Student Branch

Event Designer



Christopher Edmondson
Member
UC Merced Student Branch

Committee Member



Edwards Castro
Member
UC Merced Student Branch

Branch Advisor



Dr. Yangquan Chen
Faculty Advisor
UC Merced Student Branch

Director of External Affairs



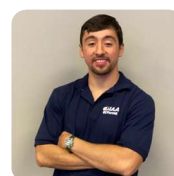
Ollie Sears
Member
UC Merced Student Branch

Director of High School Engagement



Heidi Gomez Barrios
Outreach Director
UC Merced Student Branch

Director of Publicity



Angel Jauregui
Member
UC Merced Student Branch

Committee Member



Austin Ashworth
Member
UC Merced Student Branch

What is the Region VI Student Conference?

Since 2005, the AIAA Region VI Student Conference has been an annual event whose objective is to host the student paper research competition. Undergraduate and graduate students from Region VI have the chance to present their research in a formal technical meeting atmosphere. The competition is made up of three categories (undergraduate, graduate, and team) where the winners receive a cash prize and the opportunity to present at the annual AIAA Sci Tech Forum (the world's largest event for aerospace research and development). In addition to the competitions, we will host workshops, keynote speakers, a company expo, and a tour of Castle Air Museum.

UC Merced hosted the conference in 2018 and we are excited to host it once again! Some more photos from our 2018 execution:

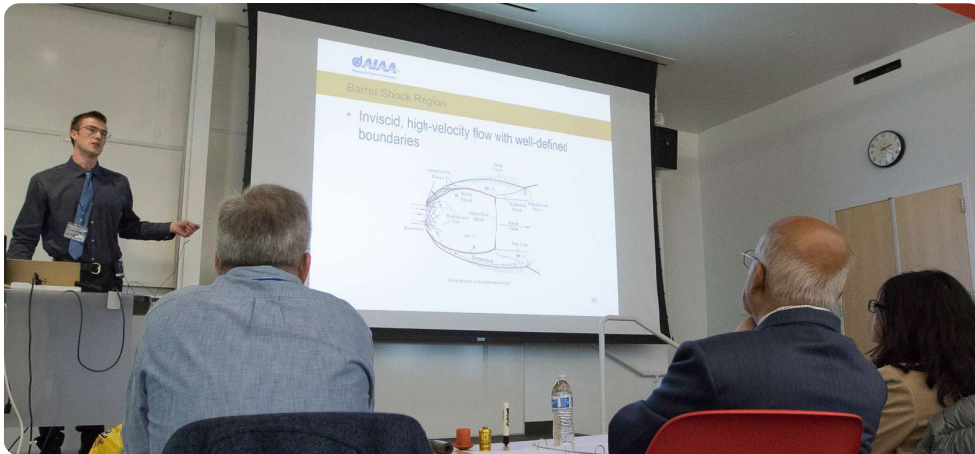
Keynote: Lt. Col. Hamilton



Undergraduate Competitors



2022 Conference At A Glance



Student Paper Research Competition

College students will have the chance to present their research in a formal technical meeting atmosphere. Finalists from each category will win a cash prize as well as the opportunity to present at the annual AIAA Sci Tech Forum. Additionally, participants will exchange ideas and discuss programs with students from other schools in the region.

Date: April 1-3, 2022

Company Expo

To best serve the future engineers of the aerospace industry, and the companies that will search for them, we will be hosting a company expo. Employers and the regions top talent will be able to network, form connections, and gain insight prior to the fall hiring season.

Date: April 2-3, 2022



High School Component

In a great addition to AIAA membership, high school students are now eligible to attend AIAA events as members! High School students will participate in competitions and workshops built on developing their professionalism, leadership, and soft skills.

Date: April 2-3, 2022



Castle Air Museum Tour

College attendees will participate in an exclusive tour to see the home of over seventy restored vintage military aircraft ranging from pre-WWII to the present-day. Attendees will also see a fascinating collection of wartime memorabilia, uniforms, historic photos, and personal military artifacts from the past century.

Date: April 3, 2022



Professional & Leadership Workshops

College and high school attendees will be participating in workshops geared toward topics in professionalism (resume writing, branding, and how to sell your skills) and leadership (theory and styles).

Date: April 1-3, 2022

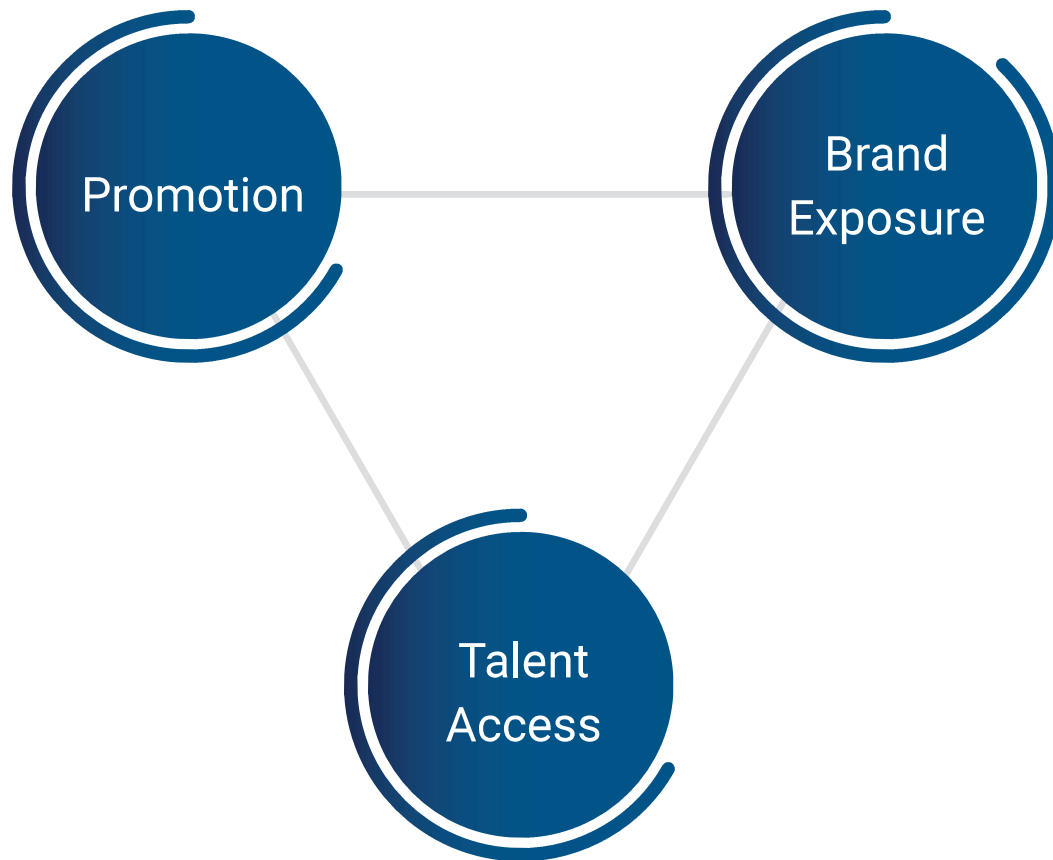




Benefits for Sponsor






Triad of Exposure

By sponsoring us, we will provide your company with:



Marketing Packages

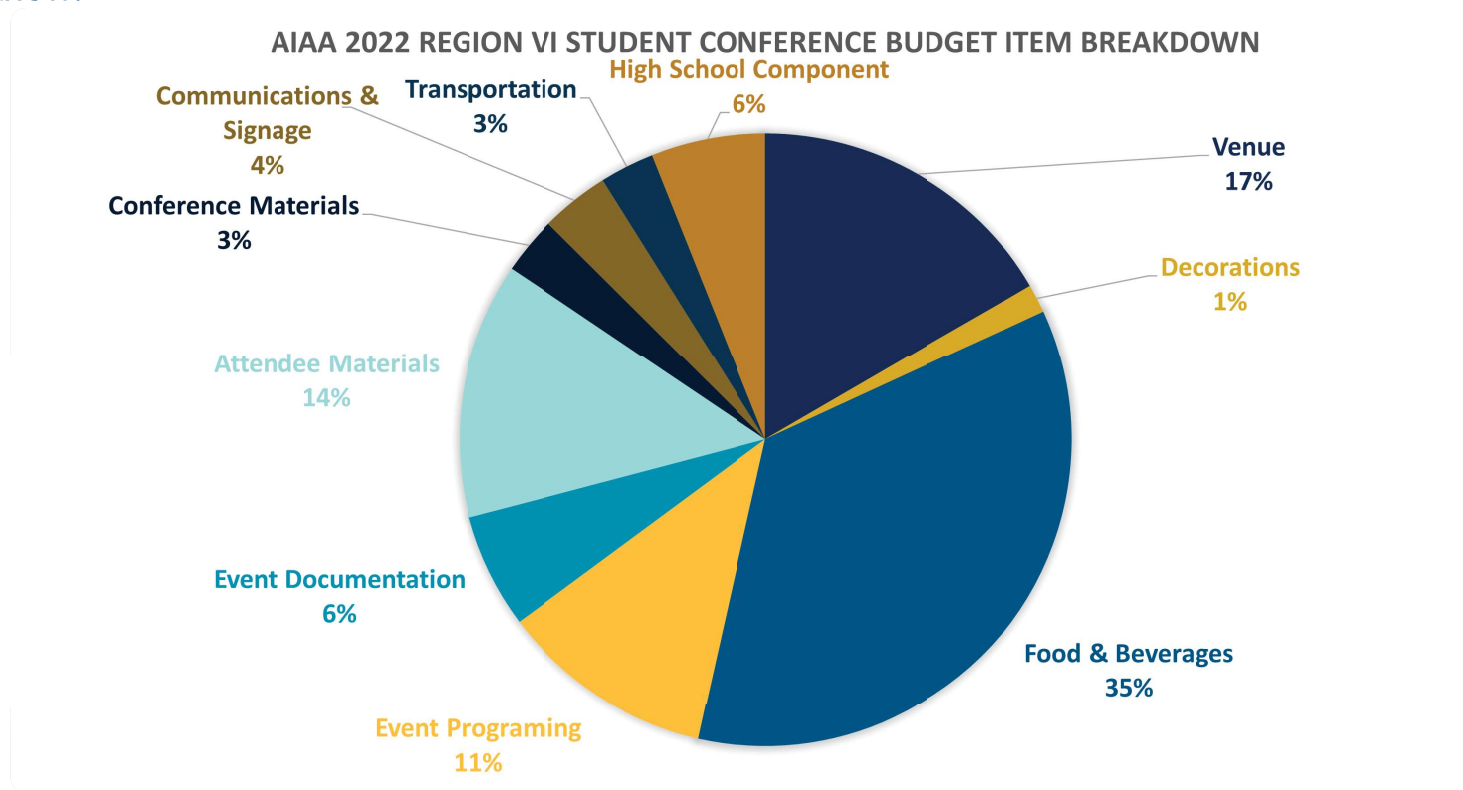
The marketing packages below apply to the tiers and A La Carte items on the pages 12 & 13:

-  **Platinum** - Dedicated promotion page on all mediums. Your organization's logo on event decor & promotional items and recognized as exclusive event sponsor. All benefits from Bronze to Gold.
-  **Gold** - Your organization's logo on virtual and print backgrounds, presentation slides, and emails to attendees. Recognition during main events & all benefits included in Bronze to Silver.
-  **Silver** - Recognition during event itinerary rundowns and award ceremony. All benefits included in Bronze.
-  **Bronze** - Your organization's logo/link on all virtual and print marketing (social media, conference website, event program, and event signage).
-  **Special** - Specified for certain items in the A La Carte.



Sponsor Allocation

If your organization sponsors our event, all funds allocated will be distributed to cover the categories below. If your organization would like to sponsor a key category or an item in the A La Carte, please let us know!





Sponsorship Options - Tiers & A La Carte

ITEM #	SPONSOR TIER	SPONSOR VALUE	MARKETING PACKAGE
<input type="radio"/> A1	Platinum Sponsor	\$5000+	PLATINUM
<input type="radio"/> A2	GOLD SPONSOR	\$3000-3999	GOLD
<input type="radio"/> A3	SILVER SPONSOR	\$2000-2999	SILVER
<input type="radio"/> A4	BRONZE SPONSOR	\$500-999	BRONZE

ITEM #	A LA CARTE ITEM	SPONSOR VALUE	MARKETING PACKAGE
<input type="radio"/> B1	PRINT PROMOTION	\$200	SPECIAL - LOGO ON ALL PRINTS
<input type="radio"/> B2	SIGNAGE PROMOTION	\$300	SPECIAL - LOGO ON ALL EVENT SIGNAGE
<input type="radio"/> B3	VIRTUAL PROMOTION	\$400	SPECIAL - LOGO ON ALL VIRTUAL MEDIA
<input type="radio"/> B4	SPONSOR EVENT LANYARDS	\$1500	SPECIAL - COMPANY & EVENT LOGO ON LANYARD

Sponsorship Options - A La Carte Cont.



ITEM #	A LA CARTE ITEM	SPONSOR VALUE	MARKETING PACKAGE
<input type="radio"/> C1	Sponsor 100 Meals for HS Attendees	\$6500	PLATINUM
<input type="radio"/> C2	BOOTH AT COMPANY EXPO	\$0	GOLD
<input type="radio"/> C3	FACILITATE WORKSHOPS	\$0	GOLD
<input type="radio"/> C4	HS PRESENTATION - ENGINEERING INSPIRATION	\$0	GOLD
<input type="radio"/> C5	Sponsor Fees for 100 HS Attendees	\$1500	SILVER
<input type="radio"/> C6	Sponsor Transportation to Castle Air Museum	\$1000	SILVER
<input type="radio"/> C7	SPONSOR VENUE COSTS	\$1000	SILVER
<input type="radio"/> C8	SPONSOR A HS COMPETITION	\$500	BRONZE

A composite image featuring a dark, starry space background at the top. Below it, a large, dark blue rounded rectangle contains the text 'OUR HEARTFELT THANK YOU FOR YOUR CONSIDERATION' in white, bold, uppercase letters. The bottom half of the page is a large photograph of an astronaut in a white spacesuit standing on the moon's surface. To the right of the astronaut, an American flag is planted in the lunar soil. In the background, the gold-colored thermal blankets of the lunar module are visible.

**OUR HEARTFELT THANK YOU
FOR YOUR CONSIDERATION**

We are humbled and appreciative for the American Institute of Aeronautics and Astronautics (AIAA) selecting the University of California, Merced to host the conference this year. We look forward to hosting eager college and high school students at our event where they will challenge and develop themselves.

Thank you again for reviewing this sponsorship package and we look forward to hearing from you! Should your company want to add or discuss a potential partnership, please reach out to our contact below!

Contact Person



Ethan Murcia

Conference Director

emurcia@ucmerced.edu

aiaa@ucmerced.edu



Sponsor Reply Form

Please kindly fill in the following details and email it to aiaa@ucmerced.edu

Company : _____

Name : _____

Address : _____

Contact Person : _____

Title : _____ Department : _____

Phone Number : (mobile) _____ (Office) _____

Fax Number : _____

Please tick and fill out the applicable options below:

Our company would like to provide the following sponsorship: (Please list the item #, i.e. A1, B6 etc.)

For a total sponsorship of \$ _____

Sponsorship of \$ _____ for a specific events : _____

Discount & Promotion option

Details about the discount/promotion : _____

Other (Any form of sponsorship is welcomed and we are open to further discussion!)

Authorized signature & Company chop :

Date : _____

Thank you very much for your sponsorship of the 2022 AIAA Region VI Student Conference.



University of California, Merced



2022 Region VI Student Conference

5200 Lake Road, Merced CA USA 95343

www.aiaaucmerced.org/