

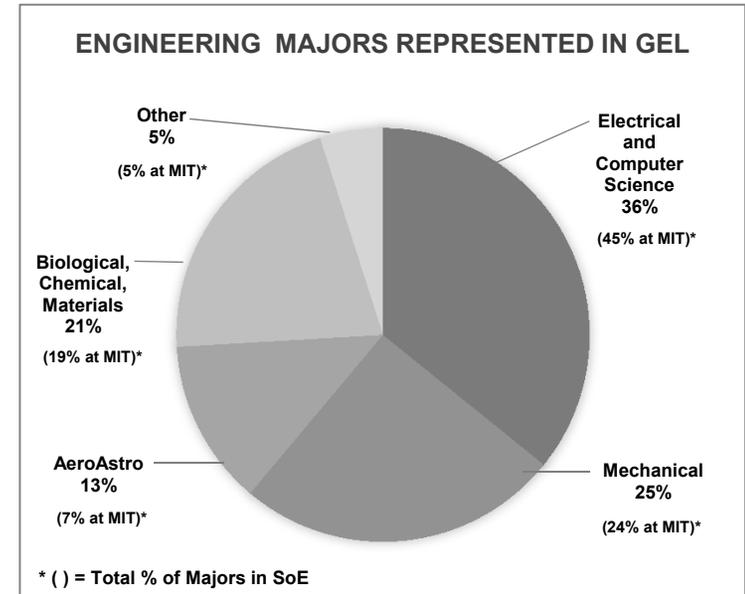


**RECRUIT & SPONSOR
 FUTURE ENGINEERING LEADERS AT MIT!**

The Gordon-MIT Engineering Leadership Program (GEL), launched in 2008, develops the next generation of engineers—leaders who are empowered not only with the technical know-how but with the confidence to create the innovations of tomorrow.

GEL is a selective and immersive co-curricular program for juniors and seniors primarily from MIT's School of Engineering (SoE), that supplements students' technical education by developing leadership skills that enable them to become highly effective members and leaders of engineering teams. Each year approximately 160 of MIT's most talented students are accepted into the program, where they develop their leadership skills in an engineering context through innovative experiential and theoretical coursework and practice and reflection exercises. The program provides a challenging and supportive environment that includes substantial advising, coaching, and mentoring. Our approach is cohort-based, highly interactive, and continually shaped by input from students, educators, and industry stakeholders.

As a national model for engineering leadership education, the GEL Program focuses on university-industry partnership and develops in aspiring engineering leaders the capabilities and skills they'll use to solve tomorrow's substantial engineering challenges.



"GEL taught me the traits of great leaders. Thanks to GEL, I now recognize when situations call for those traits, and am able to call them to action in myself and others."

— *Vicky Thomas '12*
 Head of Product Strategy
 Lucid Software

How can the GEL Program support your company's recruitment efforts?

Option 1: General Recruitment Support COST: Free

Key Benefit: Increased visibility among GEL students during the recruitment process and additional support from staff, through:

- Internship and job postings listed on the online GEL Jobs Page, reaching 160+ current GEL juniors and seniors and 350+ GEL alumni
- Advertisement of company's general on-campus events to 160+ GEL juniors and seniors (one circulation per event)
- Opportunity for company engineers or other representatives to attend and participate in Engineering Leadership Labs (ELLS) on Friday (9-11am, 1-3pm, 3-5pm)
- Mentorship opportunities for engineering leaders interested in supporting GEL students' personal and professional development (e.g., attending mentorship events, hosting a GEL student intern, and/or being assigned a GEL student mentee)

Option 2: Sponsored Events and Activities COST: \$2,500-\$4,500

Key Benefit: More personalized engagement opportunities to reach a larger audience of students. Companies can host various promotional events (e.g., high-profile seminar speakers, workshops, info sessions, field trips, luncheons, etc.)

1. Exclusive event for GEL students (e.g., Industry Lunch & Learn) Cost: \$2,500-\$3,500

- Reserve classroom and meeting space on campus
- Plan, coordinate, and deliver light catering and AV, as needed
- Heavy advertisement and promotion of event to current GEL students
- Public acknowledgement of sponsoring company before and during the event
- Distribution of company giveaways and collaterals to students
- Branded company table

2. Event for GEL students, alumni, and/or company's preferred targeted engineering majors Cost: \$3,500-\$4,500

- Reserve classroom and meeting space on campus
- Heavily advertise/promote event to GEL students, alumni, and/or company desired targeted engineering majors (via email, posters, and using GEL and MIT's digital display screens throughout campus)
- Organize registration of GEL students and others
- Plan, coordinate, and deliver light catering and AV, as needed
- Staff the event (pre, during, post)
- Assist sponsoring company with planning and coordination of the event
- **Optional:** Store and ship company branded collaterals, banners, and event materials

Option 3: Sponsored Student Engagement Opportunities COST: \$2,000-\$5,000

Key Benefit: Unique company engagement opportunities that allow for easier access to GEL students.

1. Sole sponsorship of Engineering Leadership Lab Cost: \$5,000/all day Cost: \$2,000 /per lab session

- Exclusive sponsorship opportunity for company representation and participation at all three ELLs on Friday (9-11am, 1-3pm, 3-5pm) includes:
- Opportunity to connect and interact with 160+ students in the program
- Public acknowledgement to company throughout the day to students
- Brief pitch (1-3 minutes) of company's work as it relates to the leadership capabilities practiced in the lab
- Sponsored ELLs receive company branded name in printed materials and on GEL website
- **Additional Cost:** Combine with company branded luncheon and info session held between Friday lab sessions (11am-1pm)

2. Sponsor GEL students at a professional conference or development event Cost: Provided upon request

- Sponsor attendance of GEL students at conference or other industry related professional development events
- GEL staff will organize students travel arrangements and room accommodations
- Public acknowledgement to company sponsor on GEL website
- Administer application process and final review of candidate choice

3. Sponsor T-shirt giveaways to 160+ juniors and seniors Cost: \$5,000 (*Based on market pricing.)

- Printing of GEL and company co-branded T-shirt
- Company branded collaterals included when distributing T-shirts to students
- Public acknowledgement to company sponsor on GEL website and during Engineering Leadership Labs (ELLS) on Friday (9-11am, 1-3pm, 3-5pm)
- **Optional:** Opportunity for engineers and company representatives to attend all three Friday ELLs and participate in T-shirt giveaway
- **Additional Cost:** Combine with Option 2 and host a company branded T-shirt giveaway event

Option 4: Annual Corporate Sponsorship of an Engineering Leadership Lab COST: \$10,000/year

Key Benefit: A comprehensive package of services: Annual company sponsors have the opportunity to fully maximize the impact of recruitment efforts during Engineering Leadership Labs (ELLS) on Friday (9-11am, 1-3pm, 3-5pm). Full list of services include:

- First opportunity to renew sponsorship of ELL in fall and spring
- Priority in selection of specific ELL to sponsor
- All day company representation and participation at all three ELLs on Friday
- Public company acknowledgement before and after lab activities
- Brief pitch (1-3 minutes) of company's work as it relates to the leadership capabilities practiced in the lab
- Branded company table (outside of lab), including banner, recruiting materials, and giveaways
- Company branded luncheon and info session held between Friday lab sessions (11am-1pm)
- Sponsored ELLs receive company branded name in printed materials, on GEL website, and on digital display screens outside of GEL office headquarters
- Full page advertisement in GEL Student Handbook
- Private room to conduct business or student interviews
- **Additional Cost:** Combine with Option 3.3 and sponsor T-shirt giveaways to 160+ juniors and seniors

**Charitable tax deductible and unrestricted gifts are also greatly appreciated and contribute to our program's growth and students' professional development.*

For more information:

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