



Mission

To increase the recruitment and retention of students from underrepresented groups in aerospace.

Sponsorship Proposal

Colorado School of Mines
September 16, 2023

BACKGROUND

Current data show that the current racial diversity of engineers is not representative of the US population. For example, Hispanics are 15% of the US population but account for only 6% of the STEM workforce. African-American and black people represent 12% of the population but are only 5% of the STEM workforce. The disparity between representation in women is more pronounced, making up 51% of the US population but only 15% of the engineering workforce [1].

There are many programs in Colorado designed to address this disparity, addressing many different methods of increasing the recruitment and retention of women and Black, Indigenous, and People of Color (BIPOC) in STEM. Research suggests that one method is exposing students to professionals who look like them, meaning when students see someone who looks like them doing a certain job, they can more easily envision themselves doing it as well [1].

The **Pathfinder Conference** is an opportunity to bring together a diverse group of aerospace and aviation professionals to share their stories and network with students, providing the representation we need to *inspire students from historically underrepresented groups to pursue careers in aerospace.*

HOW CAN YOU HELP?




To provide enough time for our speakers, panelists, exhibitors, and participants, our program will run for the majority of the day. **Sponsoring meals** for this event allows students can get the most out of their time during the conference.

Your organization may also choose to provide "**swag**", such as **t-shirts, stickers, posters, pens, bags, lanyards**, etc. Providing this material or **being an exhibitor** at the event is a great way to promote your organization and begin developing a pipeline of talent for your organization.

[1] Yother, T. L., & Lucietto, A. M., & Umberger, G., & Johnson, M. E. (2021, July), *Women and BIPOC in Aerospace: Where Did They Come From and How Did They Get Here?* <https://peer.asee.org/38104>



SPONSORSHIP TIERS

	BLAST OFF  ≤\$500 <i>*Including Exhibitors</i>	INTERPLANETARY  \$1,000	INTERGALACTIC  \$1,500+ <i>*Commitment by 6/1 to be on t-shirt</i>
Logo on Website	✓	✓	✓
Thanked at Kickoff		✓	✓
Pre-Event Social Media Post			✓
Logo on T-Shirt			✓

Budget available upon request.

The more funds we raise, the more students we can accommodate.

Learn more at <https://orgs.mines.edu/aiaa/pathfinder-conference/>
or email Amanda Camarata at ajcamarata@mines.edu to discuss your interest.

