



CalGeo at UCLA

Sponsorship Proposal 2020-2021



Letter from the President

Dear Prospective Sponsor,

Thank you for your consideration in sponsoring the UCLA student chapter of the California Geotechnical Engineering Association (CalGeo). Our chapter was established in 2008, becoming just the second student chapter to form from our professional parent organization, CalGeo. Since then, we have been steadily growing in terms of membership and the events we provide for our members. Our core mission, ever since our inception, is to bridge the gap between academia, industry, and students.

To support our mission, our student chapter hosts a wide range of events including field trips, information sessions, and mentorship workshops for our members to learn more about the geotechnical engineering field in a more intimate and hands-on way. Additionally, we encourage members to attend professional events, such as the annual CalGeo conference and the GeoWall national competition. The breadth and quality of our events is a testament to the strength of CalGeo at UCLA and has accelerated the academic, personal, and professional growth of our members significantly.

We look forward to achieving our mission for the upcoming school year—in particular, we are striving to offer our members a quality experience during these unconventional times. In addition to hosting numerous virtual sessions, we are also preparing for in-person events with the hopes that situations will continue to improve, as these human interactions between members and professionals are at the core of our success.

Without the opportunities made possible by donations like yours, CalGeo at UCLA would not be as successful in encouraging our members to pursue a career in geotechnical engineering and further develop within this growing industry after graduation. CalGeo at UCLA will recognize your generosity on our promotional materials and our website. We greatly appreciate your contributions and helping CalGeo at UCLA be the best organization that it can be!

Sincerely,

A handwritten signature in black ink, appearing to read "jlee", with a long horizontal flourish extending to the right.

Peter Lee
President, CalGeo at UCLA 2020-2021



About Us



CalGeo at UCLA was founded ten years ago with one driving principle in mind: to promote geotechnical engineering within the student body and to increase exposure in the field. This goal still lives in our club today, and we strive to achieve it through informational and engaging events such as field trips, speaker events, and networking opportunities.

Field Trips

We offer countless field trips related to geotechnical engineering to showcase how the work environment is like in the field. These are first-hand opportunities for UCLA students to observe CPT and SPT testing, tour active project sites, and visit engineering firms in the local LA area.

Students also gain insight by talking to experienced superintendents and company personnel, allowing them to ask questions, seek advice, and delve into the more nuanced issues that may come up during work. As the demand for these field trips is often high, we do our best to provide accommodation to all students that want to attend, such as transportation and PPE.



GeoExpo

Our biggest event of the year is GeoExpo—although last academic year's event was unfortunately canceled, our last GeoExpo hosted in 2019 was attended by a record-setting 71 guests. Over half of these guests were members outside UCLA. The aim of this event is to create an avenue for networking and conversation amongst students, professors, and industry professionals.

These conversations take place in numerous forms: students are given the rare opportunity to attend speaker events on the latest trends in industry, and both undergrads and graduates can showcase their research in poster sessions. While serving as a celebration of a year's effort, GeoExpo truly embodies our motto of bridging the gap between academia, industry, and students.



Speaker Sessions

In addition to field trips, we also hold professional speaker events throughout the year, during which students learn about topics ranging from work experience and career advice to the general state of geotechnical engineering and the future of the field. This past year, we welcomed Ken Hudson to talk about the daily challenges faced in the field as well as underground, in metro extension projects.

We were also very happy to host the Army Corp of Engineers to talk about dam safety. These talks give crucial insight into how challenging yet rewarding the geotechnical realm can be as well as a glimpse into how passionate these speakers are for their work.

Rooftop Barbecue

CalGeo at UCLA holds an annual Fall Barbeque with the goal of strengthening the bonds within the UCLA geotechnical community. People from many different disciplines gather to enjoy a nice barbequed meal, including but not limited to geotechnical engineering professors, industry representatives, alumni, and graduate and undergraduate students. Last year, over 35 guests came to the event.



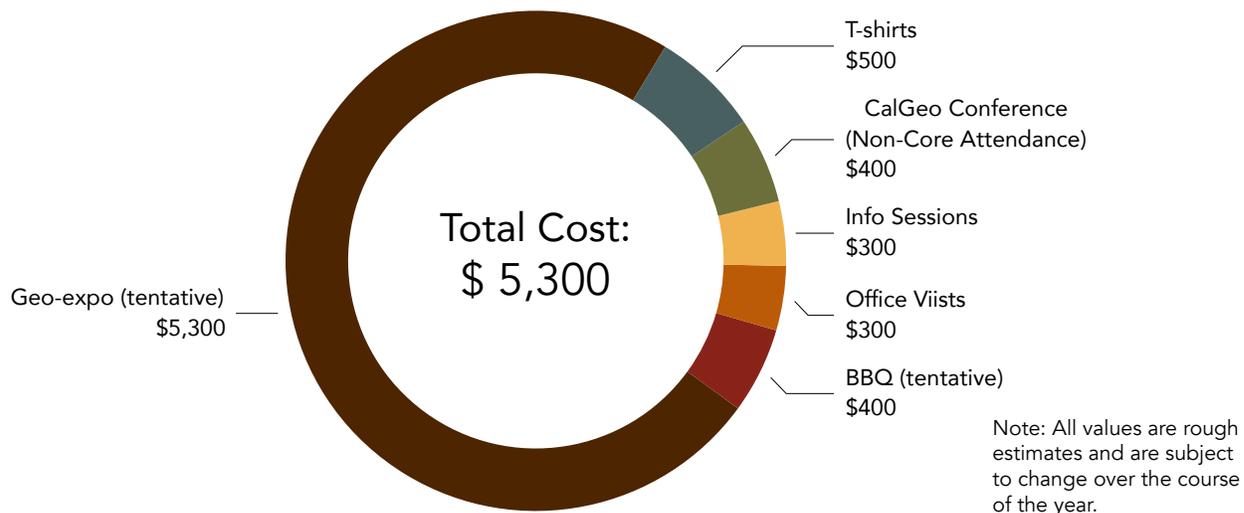
Think Outside the Box

GeoWall is a competitive project where students design and build a soil-nail earth retaining wall using kraft paper and poster board. The goal is to design the retaining wall with the least weight of kraft paper reinforcement strips within an allotted construction time and submit a design report detailing the methods behind their final design.

The UCLA GeoWall team has qualified for the national competition every year since their inception. In the past two years, they have placed 3rd and 4th in their annual national competition held at GeoCongress placing 1st in design report in both years while also placing 2nd and 1st in their regional competition in the Pacific Southwest Conference. By encouraging a welcoming environment, we provide our members with a way to learn about geotechnical concepts in a hands-on environment and to apply what they learn in class to solve real-world geotechnical problems.



Budget



We have carefully planned our budget to deliver the best experience possible for our members and contributors, especially given the unconventional circumstances. We understand that some of our budget is tentative, but we have also accounted for in-person events based on the hopes that situations continue to improve. Your contributions will enable us to provide our members quality events regardless of the format, and will fortify our efforts to educate students on the geotechnical world and link the realms of education and industry.

How to Get Involved

None of our incredible events would be possible without the strong support base that CalGeo at UCLA is founded on. Our officers work year-round to make sure that a plethora of engaging events are present for our member base to benefit from. They arrange all the field trips, information sessions, workshops, and GeoExpo, where all UCLA geotechnical engineering students, professors, and industry professionals like you are invited to attend!

In addition to the effort put in by our officer board, funding is necessary for our chapter to reach our highest potential. By sponsoring our student organization, you are not only making an investment, but you are also helping our events like information sessions and field trips by allowing us to purchase the materials needed to run them. This will benefit the geotechnical community by teaching our young members responsibility and leadership through exposure to real-life engineering challenges and experiences.

Sponsorship Packages

Sponsorship Level	Bronze	Silver	Gold	Platinum
	\$250	\$500	\$750	\$1000
Host one Informational Session	X	X	X	X
Company Social Media Feature	X	X	X	X
Free GeoExpo Tickets (Valued at \$90 Each)		1	2	4
Logo on GeoWall Sandbox		SMALL	MEDIUM	LARGE
Advertisement on CalGeo at UCLA Website		X	X	X
Logo in Weekly Emails			X	X
Laser-Etched wood panel				X

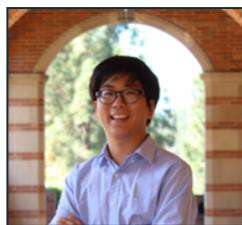
If you wish to become a donor, please fill out the sponsorship registration form at the end of this packet. We will gladly accept any form of donation, whether it may be materials, monetary contribution, or other services such as information sessions. Please take a look at our budget on the previous page to get an idea of the materials we will need. As time goes on, we should have a better idea of what we will need for this year. If you need more information, please do not hesitate to contact us.

All gifts to the UCLA School of Engineering are fully tax-deductible for federal income tax purposes, and subject to any limitations placed on charitable gifts. For other fund disclosures and information on donor privacy, please visit ucla.in/2a5gSSY.

For UCLA tax I.D. numbers, tax exemption letters, and other frequently requested documents, please visit ucla.in/2a5hcRN.

Get in Touch

Thank you for your time and efforts. If you have any further questions about contributing to our organization, please contact us at either of the options below. We appreciate your consideration and will respond to your inquiries promptly.



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Sponsorship Form

Sponsor Information

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Package Type (Check One)

Bronze Includes: Info-Session, Social Media Feature

Silver Includes: All Bronze Perks + GeoExpo Tickets, Sandbox and Website Logo

Gold Includes: All Silver Perks + Logo in weekly emails

Platinum Includes: All Gold Perks + Laser-Etched Wood Logo

In-Kind Donation Please explain the donated item(s) along with the cost below

Please make checks payable to:

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CalGeo at UCLA

Send form and checks to:

UCLA Department of Civil and Environmental Engineering CalGeo at UCLA

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Thank you!