



THE UNIVERSITY OF  
**MEMPHIS**

Herff College of Engineering

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**Your investment builds futures.**

*Help inspire hundreds of future engineers  
through hands-on STEM experiences.*

# Engineering Day of the University of Memphis

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Herff Engineering Day (eDay) is the University of Memphis Herff College of Engineering's premier STEM outreach event, introducing K-12 students to the exciting world of engineering through hands-on activities, interactive demonstrations and immersive laboratory experiences. Designed to spark curiosity and inspire future careers, eDay connects students with the people, technologies and industries shaping tomorrow.

For the first time in the program's history, Herff College will host two Engineering Day events during the same academic year, expanding opportunities to engage students across a broader range of grade levels and increasing our impact throughout the Mid-South.

As an eDay partner, your organization will help make these transformative experiences possible while showcasing your commitment to education, innovation and workforce development. Together, we can inspire the next generation of engineers and connect students with the industries that will shape their future.

## FALL EDAY

Friday, October 23, 2026  
9 a.m. to 2 p.m.

**Grades 3-8**

## SPRING EDAY

Friday, February 26, 2027  
9 a.m. to 2 p.m.

**Grades 9-12**

## Why Partner with Engineering Day?

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Engineering Day is more than a STEM event. It is an investment in the future engineering workforce. Each year, hundreds of K-12 students come to the Herff College of Engineering to explore engineering through hands-on challenges, interactive demonstrations and real-world experiences. They arrive curious and leave with a new understanding of what is possible.

As an Engineering Day partner, your organization becomes part of that journey. Your support helps inspire future engineers while demonstrating your commitment to education, innovation and the economic vitality of our region.

As an eDay partner, your organization will:

- Demonstrate leadership in STEM education and workforce development across the Mid-South.
- Build meaningful brand visibility among students, educators, families and University of Memphis faculty and staff.
- Engage with students during a pivotal stage of their academic and career exploration.
- Showcase your organization's commitment to developing tomorrow's engineers, innovators and problem-solvers.
- Help provide hands-on learning experiences that bring engineering concepts to life and reinforce classroom instruction.
- Join a growing network of industry partners dedicated to strengthening the future talent pipeline.

## eDay impact

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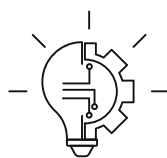
**1,000+**

Regional  
K-12 Students



**30+**

Schools  
Represented



**20+**

Activities and  
Demonstrations



**12+**

Engineering  
Competitions



**100+**

Student and  
Community Volunteers

## Sponsorship Opportunities

### DIAMOND | \$10,000 (1 available)

Exclusive Presenting Sponsor

All Platinum benefits plus...

- Exclusive title sponsorship: “Presented by [Company Name]”
- Logo on student giveaway bags
- Logo on event T-shirts – premium placement
- Dedicated sponsor banner at event
- Co-branded LinkedIn post from program account
- Exclusive event entrance/check-in banner
- Largest logo placement across all materials
- Logo on competition awards/certificates

### PLATINUM | \$5,000 (2 available)

All Gold benefits plus...

- Logo on event T-shirts
- Premium placement across all digital materials
- Featured placement in post-event media and recap content
- Recognition as a Major Event Sponsor

### GOLD | 2,500 (4 available)

All Silver benefits plus...

- Sponsor recognition on one activity, demonstration or competition
- Logo on event directional signage
- Logo included in post-event recap materials

### SILVER | \$1,000 (10 available)

All Bronze benefits plus...

- Enhanced logo placement on website
- Dedicated social media feature
- Logo in post-event recap video reel
- Logo on digital participant materials

### BRONZE | \$500 (10 available)

- Booth at Engineering Day
- Logo on event website
- Recognition and tag in sponsor thank-you post on social media

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## Additional Sponsorship Opportunities

### Looking for a custom partnership?

We are happy to create tailored sponsorship opportunities that align with your organization’s marketing, recruitment and community engagement goals.



## Partner with Herff College of Engineering

Contact us to reserve your sponsorship,  
discuss a custom partnership or learn more about eDay.  
*[eday@memphis.edu](mailto:eday@memphis.edu)*



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