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# SPONSORSHIP PROPOSAL

2021-22

Computer Science Society at  
The University of Birmingham



# About Us

CSS is one of the largest departmental societies at the University of Birmingham, with a large online and physical presence in the School of Computer Science. With students flooding back to campus, we have access to a large, talented and enthusiastic member base who are passionate and engaged with the local tech community.

We pride ourselves on our strong industry links - from our connections to local hackathons and the BCS, to working with companies like you. With these links, we're able to provide our members with fantastic access to tech talks, career advice sessions, careers fairs and much more to prepare them for the world outside of university. We also provide a wide range of regular social events for students, such as movie nights, online quizzes, LAN parties and, of course, our annual CSS Ball and Summer BBQ.

This year, with your help, we are aiming to expand our links with industry and foster better relationships with both nearby universities and the local tech community. To this end, we endeavour to run regular events with the help of our sponsors - continuing to ensure that our members have the best university experience possible.

## COVID-19

Over the past year and a half, the coronavirus pandemic has disrupted the normal activities of many university societies. Early on, we moved all of our events online - primarily towards our Discord server which, over the course of the year, became the central hub for Computer Science students here at UoB. It's thanks to the successful virtual events we've hosted that we've been able to keep our engagement so high this year, while most societies have dwindled. This academic year, we're planning to grow our already-strong online community, continuing to run online events as well as steadily returning to in-person workshops, careers talks and socials. We'd love to incorporate you into our future plans so that you can add to the welcoming community we've fostered.

# Awards

Our hard work has been recognised through the EPS awards - a celebration of a community of thousands of people, from all corners of the College of Engineering and Physical Sciences here at the University. For many years in a row now, CSS has won or been shortlisted for awards recognising our commitment and passion for offering CSS members a unique university experience. You will be sponsoring a society that has ultimately brought the feeling of 'belonging to a family' into the Computer Science department - a society that actively works towards improving and growing each year through diversifying events and bringing in opportunities that benefit both our members and the local tech community.

Our efforts have been recognised with the following awards:

- The Great Achievement in EPS, Tom Goodman, CSS Secretary (2020)
- Community Award, Tom Goodman, CSS President (2019)
- Society of the Year (2017)
- Outstanding Event Award for HackTheMidlands (2017)
- Outstanding Event Award for Women In Technology Conference (2017)  
*Joint award with WISE, the Women In Science & Engineering society*
- Inspirational Committee Member, Jack Wearden, CSS President (2016)

As a society, CSS has been nominated and shortlisted for the Society of the Year award in each of the last three years, an achievement no other society can match. As well as this, our committee members have been consistently shortlisted for many personal accolades at the EPS Societies awards. These include nominations for:

- Inspirational Committee Member (2021, 2017)
- Volunteer of the Year (2020, 2019)
- Sports Personality of the Year (2019)
- Diversity and Inclusion Award (2019)
- Industrial Award (2017)

# Sponsorship benefits

We want to make your company part of the CSS community and sponsoring us will bring you closer to a range of highly talented students and provide you with benefits such as:

## Opportunities to recruit top individuals

The University of Birmingham is home to one of the top 15 Computer Science departments in the UK and CSS' members consistently place highly in coding competitions, hackathons and Capture The Flag competitions. This means our members are amongst the brightest STEM students in the country and, as a CSS sponsor, you will have the opportunity to promote company recruitment schemes to these highly skilled individuals. In fact, many CSS members have done just that - joining grad schemes or going on Year in Industry placements with CSS' sponsors. Our members aren't just undergraduates either - PhD students and those doing Masters courses also make up a core part of the CSS community and are often looking for companies to join after graduation. The department's PhDs and post-doctoral researchers lead the way in Computer Science internationally and you will be able to engage with these CSS members who are at the forefront of their fields.

## Excellent student engagement rates

In 2019/20, we reached a new record total of 294 members, a massive achievement. As one of our end goals for the coming year, we plan to return to our pre-pandemic heights and continue to grow. Additionally, we've got one of our largest and most diverse committees this year - accomplished only through making our members feel like a part of something larger. The attendance rate of our events has grown over the years, as we started to target all available social media channels, build up our Discord community and make use of our strong bond with the School of Computer Science. Our annual CSS ball was hosted online this past year and we are proud that we gathered more than 60 members together virtually to celebrate a challenging year. More recently, we have run a physical event once more, with the CSS BBQ being an exciting (if wet!) return to in-person events.

## **Promote your company to a diverse group of students**

CSS believes that Computer Science should be accessible to all - regardless of who they are. To this end, we have an Equality, Diversity and Inclusion rep on our Committee and we engage with the wider university community to aspire for a better approach to diversity in STEM. While a majority of our members are from the UK, we bring together Birmingham students from all across the globe as well from first year undergraduates to PhD students. While the tech sector as a whole has poor gender representation - CSS are proud to be working with organisations such as Women in Tech to give women and non-binary students the confidence to be an integral part of our community.

## **Showcase your cutting-edge technology**

Technology makes up the core of what we at CSS are interested in and we are always interested in doing more! You will have the chance to demonstrate any technologies that your company uses by sponsoring tech talks, hackathons or any other kind of event. This means that you can engage with the UoB tech community in a fun and we are creative way, whilst showcasing the technological capabilities of your company.

# Sponsorship Tiers

Company Perk	Bronze (£250)	Silver (£500)	Gold (£1000)
Logo on CSS promotional materials (excl. stickers)	None	Limited	All
Promotion of job adverts to members	1 promotion	Multiple	Multiple
Mailshot in our termly newsletter	0	1	Multiple
Immediate mailshot per month	0	0	1
Promotion of company events and schemes (e.g. internships, placements, grad schemes etc.) over CSS social media	1 promotion	Multiple	Multiple
Company-hosted CSS events throughout the year	1	2	Multiple

*NB: All sponsorship packages are negotiable within reason*

## Promotional Materials

- Posts on our social media, including announcements in our community Discord server.
- Your logo displayed on our website, as well as newsletters, and social media.
- Company banners showcased at events such as hackathons, tech talks and quizzes.
- Company stickers and merchandise, offered for free as part of regular events.

## Previous Sponsor-Led Events

- IBM quantum workshop and Hackathon.
- ARM talk on security, followed by a networking event.
- Google DeepMind neural networks talk.
- Nationwide talk on security.
- Futureboard pub quiz.
- Capgemini talk on microservices architecture.
- 'Life of a Software Engineer' talk with Kainos.
- 'Legal Applications of Tech' talk from the BCS.

# Contact Us

For more information regarding sponsorship opportunities and other events, please contact one of our core committee members listed below - we're always up for a chat!

## Likkan Chung - President

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## Rhys Morgan - Secretary

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## Jacob Wilson - Vice President

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**You can follow our activity on our social media or through our website:**

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