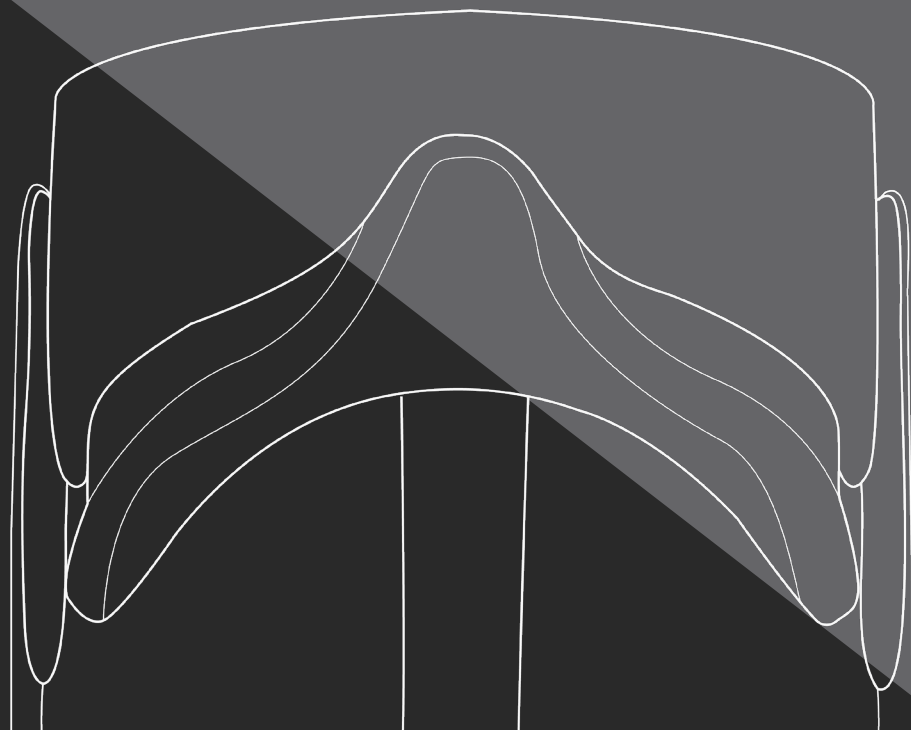


**CUXR**

# Sponsorship Packet



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# About CUXR

## Our Story

Founded in Spring 2024, Cornell XR is a student-led project team at Cornell University focused on building software, hardware, and interactive experiences for Virtual Reality (VR), Augmented Reality (AR), Mixed Reality (MR), and Human-Computer Interaction (HCI). Our mission is to create a collaborative space where undergraduates can explore emerging technology, learn by doing, and develop ambitious projects from the ground up.

We bridge the gap between academic research and industry demands, equipping students with practical skills through real-world development. As big technology companies invest heavily in XR and HCI, student interest continues to grow, and we are committed to helping undergraduates gain the experience needed to become strong candidates in this rapidly expanding field. With support, we look forward to funding essential equipment that enables students to design, build, and test cutting-edge XR hardware and software beyond the classroom.



# About CUXR

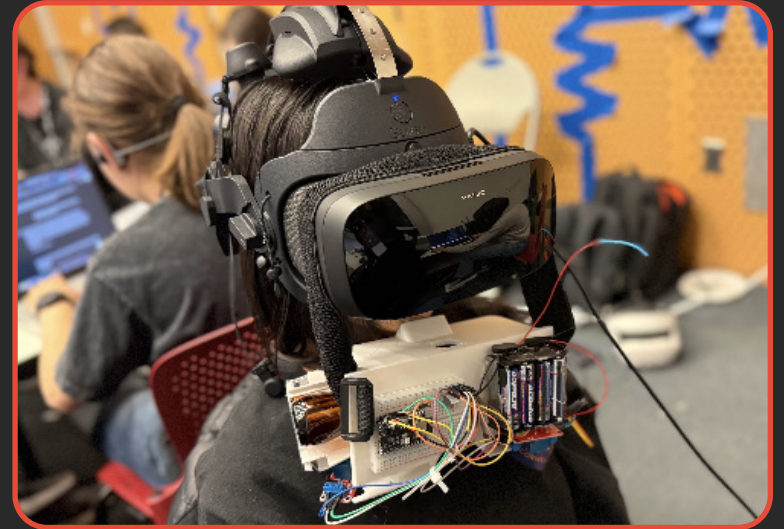
## Subteams

### Haptics

Focuses on building physical hardware and immersive feedback systems that enhance XR experiences. This team works to make XR experiences feel real and tangible by integrating touch and sensation into virtual environments.

### Software

Develops the software side of XR applications. This team focuses on programming and creating crucial components for all digital XR content.

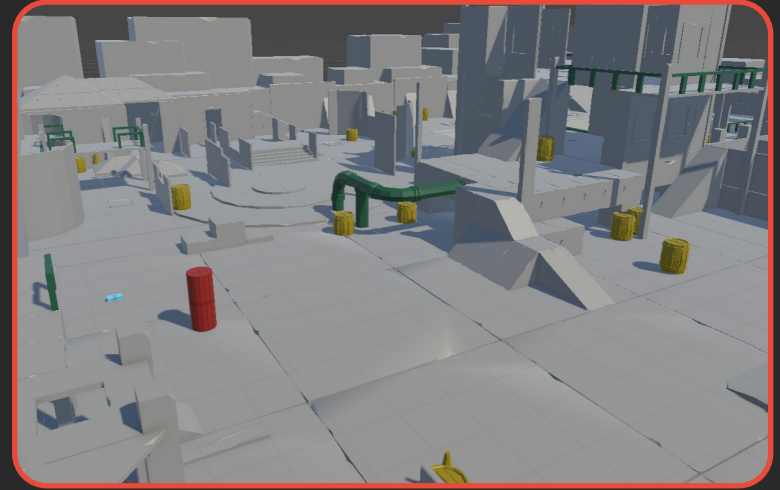


# About CUXR

## Subteams

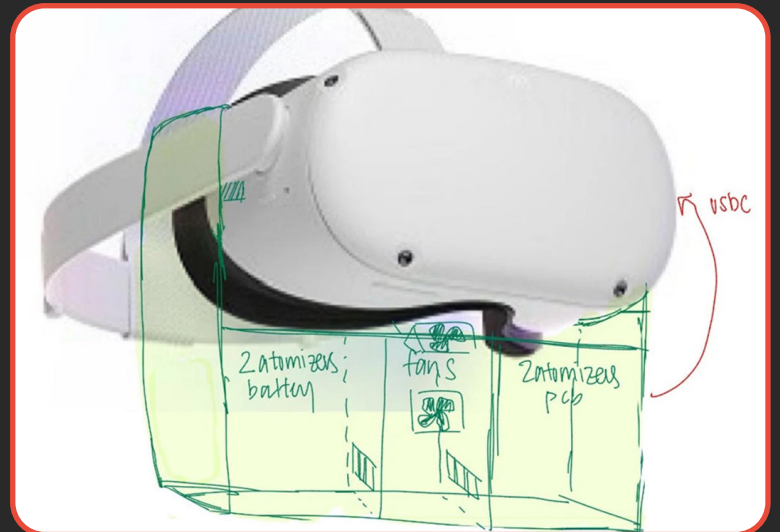
### Game

Focuses on building physical hardware and immersive feedback systems that enhance XR experiences. This team works to make XR experiences feel real and tangible by integrating touch and sensation into virtual environments.



### Business

Creates outreach connections to other organizations and focuses on the brand development of CUXR. The business team also focuses on internal and campus related events in order to build professional development.





# Sponsors

# Overview

When our organization was founded, we were relying on donated VR equipment for our projects and since then, we are grateful for all the donations that we've gotten. We wouldn't have made as much progress if it wasn't for monetary support and collaboration from our donors.

Through our gratitude for the support over the years, we want our sponsors to have a more informed choice and give them the ability to be more open with us when it comes to sponsors. Some of the ways monetary contribution can help us is through:

- ▶ Upgraded XR hardware, including next-generation smart glasses and headsets, enabling more advanced and immersive development.
- ▶ Expansion of our datasets, allowing for more scalable, and real-world-ready solutions for machine learning models, improving the accuracy and performance of our XR applications.
- ▶ More events and workshops around our industry in which we can grant exposure to your company.

Our collaboration isn't just limited on these proposals. We aim to connect and understand your values and we will ensure that your contribution becomes satisfactory to your standards.

# Sponsors

## Benefits

### Developing Talent in XR and HCI

Support one of the first project-based undergraduate student organizations focusing on giving students skills in XR and HCI.

Additionally, you can get access to students who are interested in the XR industry through multiple disciplines, such as engineering, tech, business, and more!

### Publicity onto the Campus Environment

Take advantage of our branding and allow us to connect your company to the Cornell community through events, information sessions, and much more.

It allows us to network and find more talent that align with your vision, values, and work.

### Collaboration within our Focused Industries

With your financial contribution, we would definitely love to hear on any thoughts on our pre-existing projects and we would certainly would love to see if you have any custom proposals\* for us!

Additionally, you also receive a tax deductible due to our status as a 503A nonprofit.

\*Custom project proposals are quoted based on the scope of the project. If interested, refer to the

# Sponsors

## Packages

	Bronze \$100-\$499	Silver \$500-\$999	Gold \$1000-\$2999	Platinum \$3000+
Logo on Website	✓	✓	✓	✓
Social Media Marketing	✓	✓	✓	✓
Internal Events		✓	✓	✓
Resume Books			✓	✓
External Events				✓



# Next Steps

## Contact Us



### Email

cuxr@cornell.edu



### Website

<https://cornellxr.com/>



### Github

<https://github.com/CUXR>



### Instagram

<https://www.instagram.com/cornellxr/>



### LinkedIn

<https://www.linkedin.com/company/cornell-xr/>