

SPONSORSHIP PROPOSAL

BarCamp is an international network of user-generated unconferences that is primarily focused around technology and the web.

DATE

2nd October 2021
(SATURDAY)

TIME

10:00 am - 4:00 pm

PLATFORM

Gather.Town

ABOUT BARCAMP

BarCamp is an international network of user-generated unconferences that is primarily focused around technology and the web. Unlike typical conferences, BarCamp is a more interactive and innovative unconference. Participants in BarCamp gets to vote and choose talks to be shared based on the topic that was proposed by the participants.

CHARACTERISTICS OF BARCAMP :

- Non-profit event
- 100% free and open for all
- Participant-driven event, facilitated by the organizers
- A place to share knowledge, inspire others and exchange ideas

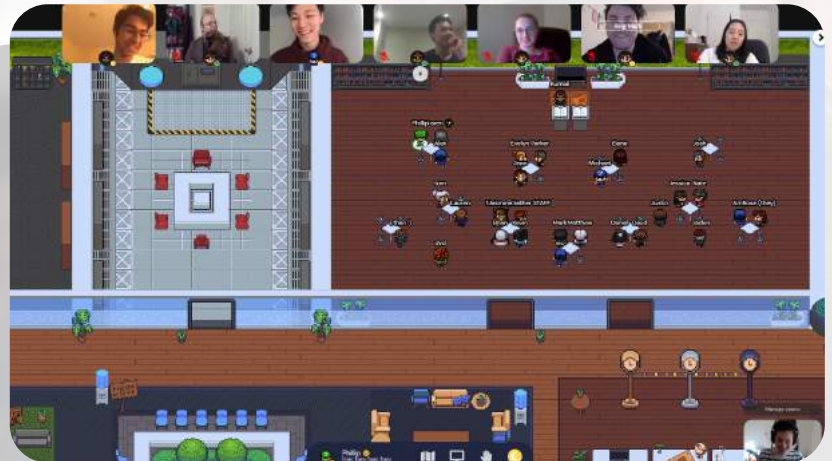
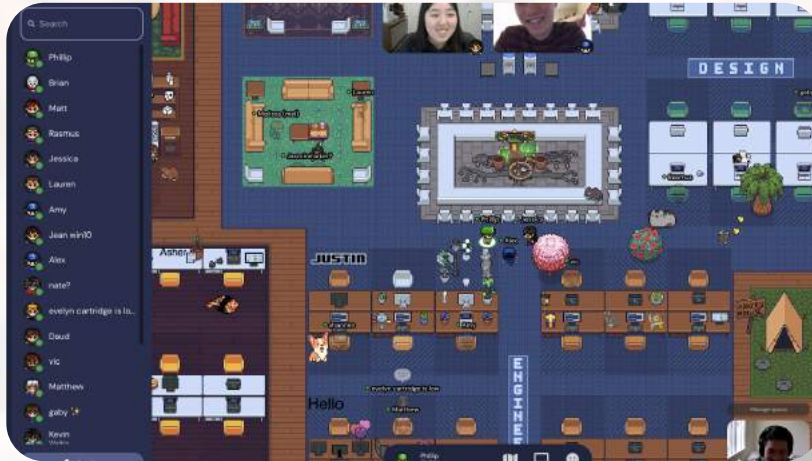
THIS YEAR, WE WILL CONDUCT OUR BARCAMP VIRTUALLY THROUGH AN ONLINE PLATFORM, GATHER.TOWN.

- It's a software similar to zoom, but you can actually see the virtual 'room' that you and the other participants are occupying.
- You have the ability to maneuver yourself around the 'room' and interact with others, just like IRL!

BARCAMP PROMOTIONAL VIDEO 2021

<https://www.youtube.com/watch?v=V4yuHoLQpck>

PICTURE OF GATHER TOWN



CATEGORIES

THE CATEGORIES FOR THIS YEAR WILL BE TECHNOLOGICAL, NON-TECHNOLOGICAL AND NONSENSE.

Our goals for this year's **BarCamp** is to let speakers and participants have a common ground for sharing their knowledge and ideas from topics that participants would be interested in based on the categories they find appealing to them.

THE CATEGORIES INCLUDE

Technological :

Topics under this category must mostly be based on technical scientific knowledge and its applications that are currently being used or in research. Topics could relate to any field of science in all backgrounds. Examples of topics include:

- Medicine
- IT / Computer science
- Engineering
- Chemistry

Non-Technological :

These categories include topics that touch fields that have partial or no relation to science and technology. Topics of this category can be based on but not limited to history, art, religion and other humanity based subjects. Examples of topics include:

- Arts
- Philosophy
- Social Science
- Business and Management

Nonsense :

Any other topics other than Technological and Non-Technological categories go in this category.

FIND OUT MORE DETAILS AT:

<https://barcampcyberjaya.org>

<https://itsociety.rocks>

HISTORY OF BARCAMP IN MALAYSIA

Our first ever **BarCamp** was held in Kuala Lumpur in the year 2008. The event has ever since been renamed to **BarCamp** Kuala Lumpur as other cities including Penang and Johor Bahru developed their own variations of the event.

The inaugural **BarCamp** Cyberjaya event was held on December 19, 2015, and we have arranged it for three years in a row since then. The events were a success and were eagerly anticipated by both students and working people.

Since our previous **BarCamp** was met with lots of support and appreciation, our team is proud to announce that we are conducting **BarCamp** this year again!

PARTICIPANT DEMOGRAPHICS

Participants of **BarCamp** Cyberjaya come from various nationalities and educational/working backgrounds and are not limited to students only. During our previous **BarCamp** event we have received a total of 167 participants, with 100 of those from Multimedia University Cyberjaya (MMU) while the remaining 67 were visiting working professionals and other university students from outside the university.

MMU students and working professionals have been eagerly anticipated in previous years, and we are humbly hoping for even more this year with our target goal set for approximately 250 participants.

ABOUT IT SOCIETY

IT Society is an IT Club in Multimedia University Cyberjaya run largely by computer science students and other computer enthusiasts from other faculties. We are incharge of organizing hackathons, talks, workshops and also career fairs. We also organise for our students industrial trips to companies and nearby offices.



I/O Extended 2016 and 2017 with Google Developers Group



3 Days of Code 2018



VR Hackathon 2018

ABOUT IT SOCIETY



*BarCamp
Cyberjaya*

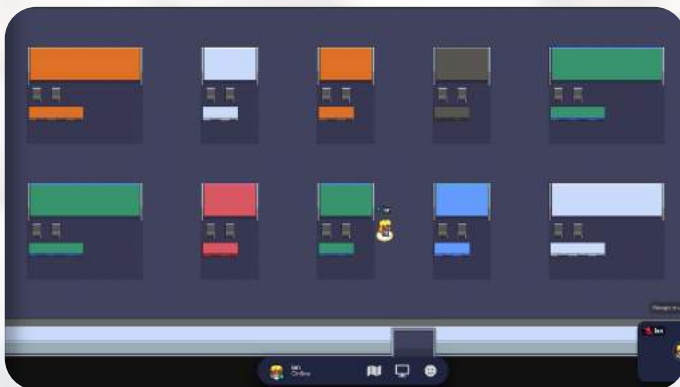
*(2015 -
Present)*



WHY WE REQUIRE SPONSORSHIP

Because **BarCamp** Cyberjaya is free for everybody, we need your help to make it happen. We have come a long way, but we are still open to sponsors for this event. Your kind sponsorship will enable us to further our objective of empowering students and young professionals via technology.

BarCamp Cyberjaya is an excellent chance to promote your company's products and services while also attracting young talent. In Gather.Town, we are able to promote your company with posters and videos. We will also promote your products and services through our IT Society's social media



Booth Room

Poster Room



WHERE THE MONEY WILL BE SPENT

- **Platform [Gather.Town]**



As we would like to encourage further interactivity throughout **BarCamp**, our event will be held on Gather.Town platform.

Gather.Town is a game-inspired video conferencing/social platform where people can interact with each other in creative ways and has unique features that are not found in regular video conferencing platforms that BarCampers may find entertaining, thus giving BarCampers a delightful experience as compared to last year's **BarCamp** which was held on Google Meet

- **Website Hosting**

To promote our event to the public, we would also need to advertise the event through the web. Hence, we will require funds to buy a website domain, and cloud hosting services to run our event. The website will also serve as a platform for BarCampers to propose and vote for topics as well.

- **Promotion**

We will promote our events on social media such as Facebook and Instagram and use the funds to extend for a wider reach to the public.

SPONSORSHIP PACKAGES

PLATINUM RM1000	GOLD RM600	SILVER RM300
<p>Dedicated time slot to present: A 30 minute time slot is reserved for your company to present your talk during the event day. Your talk will be promoted for a greater reach to all targeted audiences.</p> <p>Future Discount in event packages: 20% discount on events of IT Society, Cyberjaya organized in 2021 to 2022.</p>		
<p>Promotion of their Merchandise or Products, Services: Promotion of your company products and services will be promoted during our event on Gather.Town and on IT Society's social media.</p> <p>Advertisement of Recruitment: We will carry out advertisements of your company's job opportunities and open positions to young and talented students from all around the country.</p>		
<p>Advertisement/Video Advertisement during event breaks: Your company will have the opportunity to promote any advertisements during the event break times. The advertisements can be in video, image or other formats.</p>		

CONTACT US

This could be your organisation's chance to provide students with opportunities that may change the direction of their lives, while providing you the opportunity to hire talents and promote your business.

To benefit from this unique opportunity or to learn more about what is available, please contact:

Casey Teh Qi Shi

Event Director

+60 18-232 9913

Teoh Sing Jian

Assistant Director

+60 16-351 2496

Anirban Bala Pranto

Head of Sponsorship

+60 18-971 7552