Wisconsin Software Development Club Sponsorship Packet 2017 – 2018

Contents

Introduction

Thank you for considering sponsoring the University of Wisconsin Software Development Club!

Vision:
Below is a brief outline of the purpose and philosophy of the club.

- The Wisconsin Software Development club was formed to create a space where students could not only hone their skills in developing software, but develop professionally as well.
- At the Wisconsin Software Development Club, there is a strong focus on fostering teamwork. This is accomplished by tackling a variety of innovative projects each semester, where teams learn to delegate tasks and meet deadlines. Each and every member contributes with different skill-sets and abilities. As a result, members teach each other, learn from each other and push each other to expand on their programming knowledge.
- While the computer science curriculum at the University of Wisconsin-Madison is ranked very highly, practical workforce skills are not formally taught (ie. Git, Agile Development Methodologies, AWS). The club aims to educate its members on essential skills/tools necessary for the workplace. The approach to tackling projects is designed to emulate that of a professional setting.

Benefits of supporting the Wisconsin Software Development Club:

- **Be involved in the development of talented and ambitious students** - The club is structured to develop its members professionally and beyond the University of Wisconsin-Madison curriculum. Members will be getting exposure to a wide range of technologies and programming languages, and will graduate with an impressive portfolio and invaluable experience.
- **Develop a core hiring pool of ready professionals** - The emphasis on teamwork and project timelines/deadlines will ensure that students have the necessary skills to succeed in an internship, co-op or entry-level positions.

Ways to support the Wisconsin Software Development Club:

- Donate money to become an official club sponsor
- Provide club with company perks such as increased cloud storage
- Hold workshops at club meetings to prepare members for informational/technical interviews
- Sponsor club expenses such as Hackathons (transportation, lodging etc.) or projects

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have. Thank you!

Wisconsin Software Development Club Fact Sheet:

Name	Wisconsin Software Development Club
Date Formed	April 2014
University	University of Wisconsin-Madison
Membership	The club membership is approximately 50 members. The year distribution is as follows: Freshman – 50%, Sophomores –20%, Juniors – 10%, Seniors – 20%
Purpose	The purpose of this club is: • To educate those seeking a more complete understanding of various programming languages • To develop useful code in a collaborative environment • To improve teaching ability among peers • To develop the professional and social relationships of its members • To provide relevant and diverse programming experience
Major Club Activities	• Programming Projects • Technical Workshops • Hackathons • Networking Events • Professional Workshops • Social Events
Contact Information	Ellery Kreloff, President Email: kreloff@wisc.edu Jonathan Erbe, Vice President Email: jerbe@wisc.edu Kyle Malanowski, Outreach Chair Email: kmalinowski2@wisc.edu Mathew Kramer, Outreach Chair Email: kramer22@wisc.edu

Club Sponsorship Opportunities

Sponsorship Will Go Towards:

- Hackathon expenses (Transportation, lodging, food etc.)
- Transportation to and from social events
- Software and resource access (Team Treehouse, Axure, Books, Adobe Suite etc.)
- Hardware (Raspberry Pis, Ardiunos)
- Online storage
- Website maintenance (hosting costs)
- Trophy construction
- Media purchases to be shown at hackathons
- T-shirt purchases
- Administrative costs

The Software Development Club collects dues every semester for miscellaneous costs such as food. Be ensured your sponsorship does not go towards pizza, but your organization is welcome to bring food to any speaking events!

Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

Category	Gold	Silver	Bronze	Partner
Gift (monetary/material per year)	**$1,000**	**$500**	**$250**	**Give a club presentation**
Logo on club website	Gold section	Silver section	Bronze section	Partner section
Free club stickers	X	X	X	X
# of free club t-shirts made available to your organization	40	20	10	1
Logo included in club newsletter	X	X	X	
Logo on all club apparel	Most prominent	Prominent	Visible	
Invitation to speak at club hackathon	X	X	X	
Access to booklet of member resumes (subject to the club's privacy policy)	X	X		
Invitation to judge at club mini-hackathon	X			

Additional Information

Merchandise

We also accept product donations. Our club will use company products to reward team members for hackathon participation and project innovation.

Company Perks

If your organization cannot provide a monetary or product donation, we are also interested in company perks such as additional drive storage or access to online resources. All companies regardless of monetary or material contribution are encouraged to come in and speak to our students!

Did we miss something?

We are open to new and creative ideas! If you have a sponsorship idea for the club please contact us.

Next Steps

If you have never sponsored the club before and would like to become a sponsor, please contact the sitting president of the club. Otherwise, you are encouraged to speak to your designated outreach representative with any concerns about the status of your sponsorship.

Thank you for your sponsorship!

Contact Information	Ellery Kreloff, President Email: kreloff@wisc.edu Jonathan Erbe, Vice President Email: jerbe@wisc.edu Kyle Malanowski, Outreach Chair Email: kmalinowski2@wisc.edu Mathew Kramer, Outreach Chair Email: kramer22@wisc.edu