



Design@UCR

Sponsorship 2023-2024



Who We Are

Design at UCR was founded in 2021 in hopes to create a community for designers within the University of California, Riverside. As the first and only design organization on campus, we hope to provide a platform for students who are interested in learning more about design, networking, and professional development.

We host more than 30+ events per year to provide our members with a diverse set of tools that promote the development of passion for the design community. Some of the events we have hosted this past year include UX Design Principles, How to Create an Effective Portfolio, and Prototyping with Figma.

Design at UCR's roster currently consists of over 90 members that are eager to learn about design, and we are constantly expanding.

Our Mission

We hope to provide students with a platform to demonstrate their passion for design and to gain the resources and support they need to continue.

About Our University – UC Riverside

University of California Riverside consists of over 26,000 students of all backgrounds with the goal of furthering their education and career. UC Riverside is constantly improving with its \$1 billion investment into new facilities and gaining popularity as applications are increasing yearly.

This year for fall 2023 a record of 68,058 students applied, an 11% increase from the previous year. UC Riverside is known for its social mobility, as they are ranked as the number 1 public university in the U.S. for social mobility for four years in a row - U.S. News & World Report.



■ * Our Values ❄️

1. Professional Development

By hosting “Ask Me Anythings”, Speaker series, and career events throughout the school year, Design at UCR provides its members with an opportunity to interact and connect with industry professionals within the world of design.

2. Community

As the first and only design organization on campus, Design at UCR is a platform for all students not just interested and passionate about design, but creativity. We provide endless opportunities for students hoping to learn more about the design field and the plethora of opportunities that align with their interests.

We host many social, collaborative, and career oriented events throughout the school year to provide our members with the experience to join the community of future designers and creators.

3. Networking

Possibly add more regarding the different career, and networking opportunities in regards to being able to collaborate with these professionals



Our Reach



900+

Followers across
all Social Media



120+

Active Members



450+

Social Media
Accounts Reached



10+

Weekly meetings
per quarter

AMA (Ask Me Anything Meetings)

A Q&A session held 2x a quarter with an industry professional about what a career in design looks like. Questions are about design, jobs, and lifestyle.



Starbucks
UX Designer



Quest Diagnostics
Sr. UX Designer



Soothe
UX Designer



Carvana
Jr. Product Designer



Intuit
Product Designer

Previous Events We've Hosted

UX Design Principles

Design Hangouts

Visual Design Principles

Designer's Panel

Web Prototyping with Figma

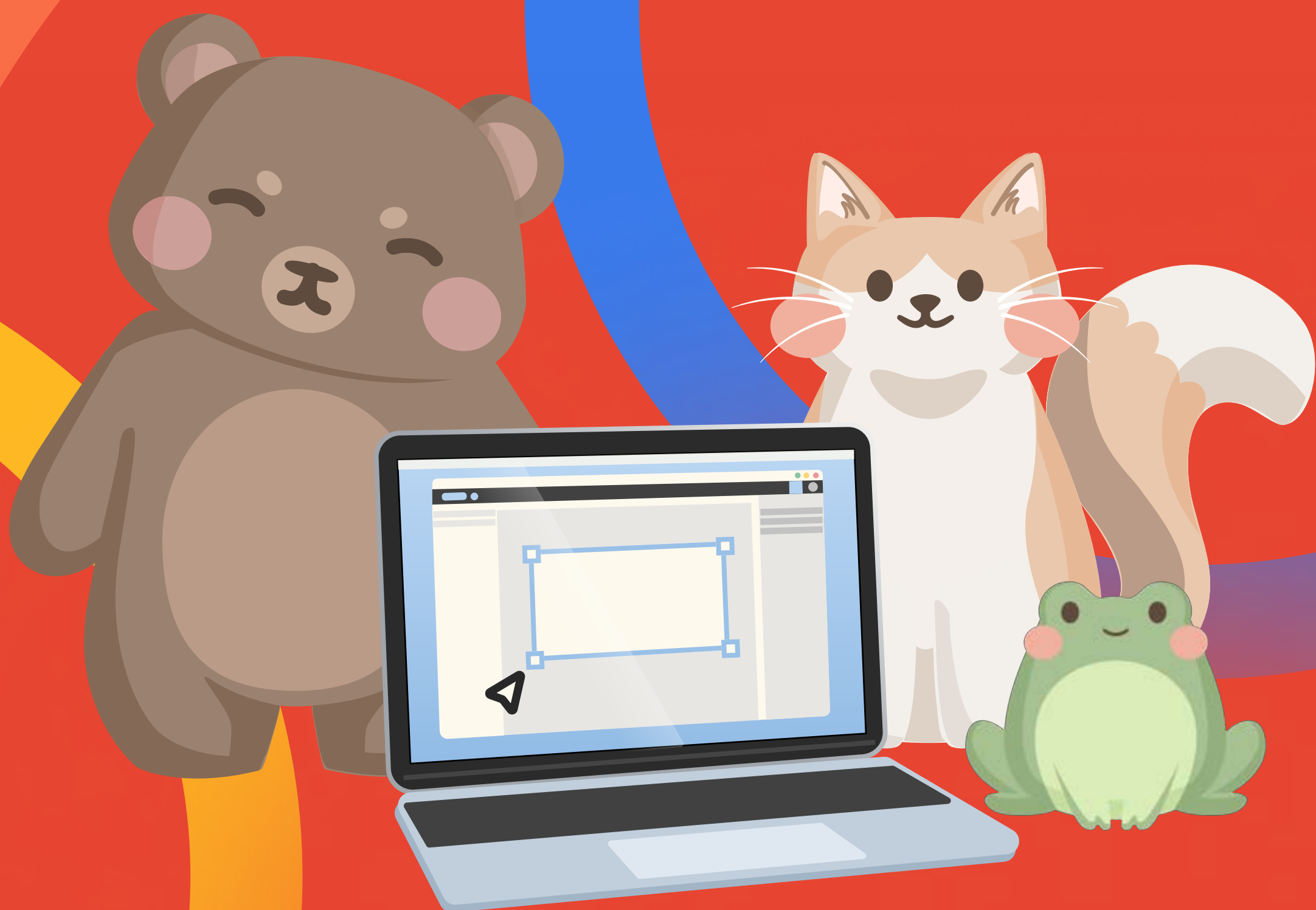
* Our First Designathon *

Design@UCR's First Designathon - Spring 2024

Design at UCR is planning a Designathon available to all university students and the general public who are interested in UI/UX design of all levels. A Designathon is like a hackathon but with designing, it will be a 24 hour beginner-friendly design competition where students work in groups to create a design (it can be an interface for a website or app).

There will be prizes for those who win certain categories and it is an opportunity to expand on user interface and user experience design skills. Unlike a hackathon, there will be little to no coding as the purpose is to focus more on designing the user interface. There will also be workshops throughout the day of the designathon to help with design skills.

This is planned to be Design at UCR's biggest event as we have started planning logistics since the summer of 2023. Since we are UC Riverside's only design organization, we hope to reach as many students interested in design as possible.



Demographics

Design at UCR is open to all undergraduate students of all majors at UC Riverside. Our organization has first, second, third, and fourth years. Some of our members' colleges and majors are:

Bourns College of Engineering (BCOE)

Computer Science with Business Applications

School Business

Business Administration

Marketing Concentration

Information Systems Concentration

Management Concentration

College of Humanities, Arts, and Social Sciences (CHASS)

Psychology

Sociology

Pre-business

College of Natural and Agricultural Sciences (CNAS)

Biology

Data Science



✧ Why Sponsor? ✧

Promotion

- Sponsor Fair
- Raise Profile of Company/Brand Exposure In Local Community, Media Exposure
- Logo Placement and Branded Giveaways
- Speaking Opportunities + Promotion (Detailed in Sponsorship Tiers)
- Partnership Opportunities
- Potential Tax Benefits

Recruit

- Recruitment + Talent Scouting, Networking**

Support

- Support Design Education
- Support Innovation
- Foster Creative Thinking

Sponsorship Tiers



BRONZE
\$500

SILVER
\$1000

GOLD
\$1750

BRAND PRESENCE

Marketing may include:

- Newsletters/emails
- Spotlights for speakers/products
- Marketing through relevant courses & classrooms
- Collaborations with other universities



Distribution of Promotional Material



Marketing on Designathon website



Marketing on Design@UCR website



Marketing in Social Media posts



Sponsor Table at Designathon



Opening/Closing ceremony



Career Fair Opportunities



EVENTS, WORKSHOPS, & TALKS

Event/Game Access

Mini

Extended

Workshop & running a workshop

**Workshop Access
Only (1-2)**

Both

RECRUITMENT

Promote job/internship opportunities



◆ ✖ Thank you! ■ ✨

Design@UCR appreciates your time and consideration. We look forward to working with you. For inquiries, please email us at designatucr@gmail.com and be sure to check us out on social media below!



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