



NUS Students' Computing Club

A Constituent Club of the NUS Students' Union

**SPONSOR KIT
2017**

WHO ARE WE?



NUS Students' Computing Club is the official student organization which undertakes to serve the interest and welfare of more than 2,000 undergraduates enrolled in National University of Singapore (NUS) School of Computing (SoC). Besides organizing both academic and social events on a regular basis, we also aim to promote IT literacy in every aspect possible.

THE SoC FAMILY



2000
UNDERGRADUATES

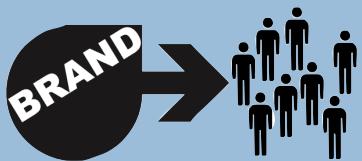


16000
ALUMNI



200
PROFESSORS

WHY SPONSOR US?



INCREASE BRAND AWARENESS



PROMOTE PRODUCTS OR SERVICES



REACH TARGETED CUSTOMERS

- ✓ Leading information technology school in Asia
- ✓ Large student pool for brand publicity, outreach, internship recruitment and corporate community partnership
- ✓ A variety of events and activities that can serve as platforms for publicity

Sponsorship Opportunities

Across the academic year and during the vacation, NUS Students' Computing Club organizes a range of events targeted at different groups of Computing students.

TIME PERIOD	EVENT NAME
October 2016	Halloween Celebration
November 2016	SoC Exam Welfare Pack Giveaway (Semester 1) #
January 2017	SoC Sports Camp
	Welfare Night
	Alumni Networking Session
February 2017	LoveBytes
	Homecoming / Chinese New Year
March 2017	Freebies Day
April 2017	SoC Exam Welfare Pack Giveaway (Semester 2) #
June 2017	Freshman Social Camp (FSC)
July 2017	Freshman Orientation Week
	Graduates' Farewell Party
	Interfaculty Games (IFG) Welfare
	Rag & Flag
	Academic Day
	SoC Bash
September 2017	Computing Day

*Disclaimer: All the dates and events are forecasted and may vary

#Description combined as they are the same event that happens bi-annually

Exam Welfare Pack Giveaway



WHAT IS THIS EVENT ABOUT?

Distributing of Exam Welfare Packs (EWP) to undergraduates before each semester's Final Examinations - an annual tradition since 2008.

WHAT IS ITS PURPOSE?

Provide comfort, support and a morale boost to our undergraduates, encouraging them to push through the difficult period of exam preparations. Our EWPs typically contain stationery and snacks, providing tangible support during their crucial period leading up to the examinations. That being said, the team is open to the inclusion of other items that may be useful to the undergraduates.

SPONSORSHIP OPPORTUNITIES?

- Food: Energy Bars, Healthier snacks such as nuts, dried fruit
- Drinks: Isotonic, Canned, Packet Drinks
- Stationery (notepads, foolscap paper, writing materials)
- Cosmetics and Toiletries samples
- Magazines
- Cash

SoC Sports Camp

JANUARY



WHAT IS THIS EVENT ABOUT?

Annual SoC Sports Camp during our winter break to expose our students to new sports and physical activities, creating opportunities for participants to bond through tough physical challenges

WHAT IS ITS PURPOSE?

The event aims to promote sports and encourage an active, healthy lifestyle within the student body, as well as increase cohesiveness within the faculty.

SPONSORSHIP OPPORTUNITIES?

- Food: Energy Bars, Healthier snacks such as nuts, dried fruit
- Drinks: Isotonic, Canned, Packet Drinks
- Toiletries Samples
- Shirts
- Prizes such as fitness wearables and Bluetooth earphones

SoC LoveBytes



WHAT IS THIS EVENT ABOUT?

Valentine's day activities such as a courier service, where student helpers deliver gifts and messages to friends and loved ones within NUS

WHAT IS ITS PURPOSE?

Avenue for staff and students to have fun amidst the stressful school term. The event provides a perfect opportunity for your company to increase brand exposure for food and gifts amidst the festive mood.

SPONSORSHIP OPPORTUNITIES?

- Food: Energy Bars, Healthier snacks such as nuts, dried fruit
- Drinks: Isotonic, Canned, Packet Drinks
- Stationery (notepads, foolscap paper, writing materials)
- Cosmetics and Toiletries samples
- Magazines
- Cash

Freshman Orientation Project (FOP)

WHAT IS THIS EVENT ABOUT?

Held annually, the Freshmen Orientation Project (FOP) consists of five subevents, namely Freshmen Social Camp (FSC), Freshmen Orientation Week (FOW), Receive and Give (RAG), FLAG Day and Bash.

BASH:
CELEBRATE!



WHAT IS ITS PURPOSE?

FOP serves as a platform for incoming freshmen to find out more about the school. Additionally, it provides the opportunity for freshmen to meet and befriend other freshmen and seniors, integrating them into our Computing family.

SPONSORSHIP OPPORTUNITIES?

- Food: Pre-packed, ready-to-eat food such as biscuits, energy bars, healthier snacks such as nuts, dried fruit
 - Drinks: Isotonic, Canned, Packet Drinks, Instant Drinks
 - Cosmetics/Toiletries Samples
 - Shirts
 - Prizes such as fitness wearables, Earphones, thumbdrives, movie tickets
 - Travel items: Pouches, Inflatable Pillow, Waterproof Mobile Phone Pouch, Travel Towels, Drawstring bags, Tissues/Wet Tissues
 - Cash
-
- RAG Specifics: Make up, materials such as paint, cardboards and tapes
 - BASH Specifics: Clothes/Accessories for contestants during photoshoot and finale
 - Makeup and hair service for contestants during photoshoot and finale

Freshman Orientation Project (FOP)

Freshman Social Camp (JUNE)



FSC is a camp in which freshmen are given the opportunity to meet and befriend fellow undergraduates before the official start of university life. Through games and other activities, participants bond with one another and forge long-lasting friendships.

Freshman Orientation Week (JULY)



FOW is a campus-wide event in which seniors help freshmen adapt to different aspects of university life. Apart from academic talks and preparatory courses, freshmen will get to play games to know their fellow freshmen better and familiarize themselves with the school.

RAG & FLAG (JULY/AUGUST)



The purpose of RaG performances is to show appreciation for the public for their donations on Flag Day and to let both freshmen and seniors bond over the long summer break. Our sponsors' logos are also highlighted on the float design.

BASH (JULY/AUGUST)



Conclusion to the Freshmen Orientation Projects, where freshmen, Orientation Group Leaders (OGLs) and committee members across the different FOP come together to crown the annual Mister and Miss. SoC and various other titles.

Interfaculty Games (IFG) Welfare

#FOREVER BLACK SHIRT
ARMY

JULY-AUGUST



WHAT IS THIS EVENT ABOUT?

Computing Club sends a group of students to represent the School of Computing in NUS Inter-Faculty Games (IFG), an annual sporting event that brings students from different faculties to compete in over 20 sporting events.

WHAT IS ITS PURPOSE?

The event aims to promote sports and encourage an active, healthy lifestyle within the student body, as well as increase cohesiveness within the faculty.

SPONSORSHIP OPPORTUNITIES?

- Food: Pre-packed, ready-to-eat food such as biscuits, energy bars, healthier snacks such as nuts, dried fruit
- Drinks: Isotonic, Canned, Packet Drinks, Instant Drinks
- Travel items: Pouches, Inflatable Pillow, Waterproof Mobile Phone Pouch, Travel Towels, Drawstring bags, Sunblock, Tissues/Wet Tissues
- Cosmetics/Toiletries Samples
- Shirts
- Cash

Computing Day

SEPTEMBER



WHAT IS THIS EVENT ABOUT?

Computing Day is a one day event to celebrate our presence in the Computing World as one School of Computing (SoC) family.

WHAT IS ITS PURPOSE?

Learn more about Computing in NUS , with showcases of technology-related booths and student projects, to fun-filled games. Get to understand the industry perspectives of the student population on-the-ground. Reach out to technology fans consisting of both NUS and non-NUS staff and students.

SPONSORSHIP OPPORTUNITIES?

- Lucky Draw Prizes (tech wearables and gadgets, movie tickets, cash vouchers)
- Snack booths
- Photobooth
- Cash

Publicity Channels Available

Sharing @ NUS Events

On Site Talks | Recruitment Talks | Information Booths | Integration of brands into event games & activities



Email Blast

Official email blast reaching out to 2000 undergraduates



Social Media

Facebook: /nuscomputing
Instagram: /nuscomputingclub



Website

www.nuscomputing.com



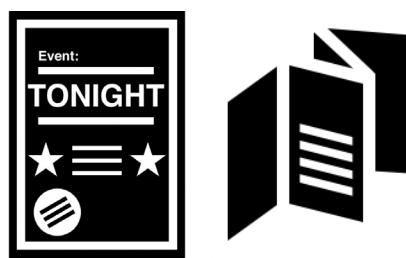
Logo Placements

Tshirts, Stickers, Laptop Sleeves etc.



Printed Posters/Brochures

Placed around noticeboards in SoC and/or distributed in Welfare Pack



Conclusion

NUS Students' Computing Club aims to create opportunities that are mutually beneficial to both our projects as well as your esteemed company.

Thank you for your time in reading through the proposal. We hope that you will support us by being part of our events. Please feel free to contact us at marketing@nuscomputing.com should you have any queries or need further clarifications regarding the various projects. We look forward to receiving a favourable reply from you soon!

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