



CodeNnection is a programming-focused event organized by IT Society MMU Cyberjaya that includes a series of workshops and competitions.

SPONSORSHIP PROPOSAL

DATE

10th, 12th, 19th
December 2021

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ABOUT CODENECTION

CodeNnection is a hackathon event organized by IT Society MMU Cyberjaya that is opened to students of all universities in Malaysia. **CodeNnection** aims to encourage a competitive mindset within the local programming culture, while also establishing connections with university students across Malaysia.

CHARACTERISTICS OF CODENECTION

- Non-profit event
- 100% free and open to all university students in Malaysia
- A teamwork-based hackathon event to approach solving programming-related problems
- A new initiative taken by IT Society MMU Cyberjaya and plan to organize every year from now on.

OBJECTIVES

- To cultivate a competitive mindset among young engineers and programmers in Malaysia.
- To help students develop a teamwork-based approach to solving programming-related problems.
- To educate university students with the necessary knowledge through our workshops so that they are well prepared for our hackathon event.
- To encourage participants to build connections with different university students across Malaysia.

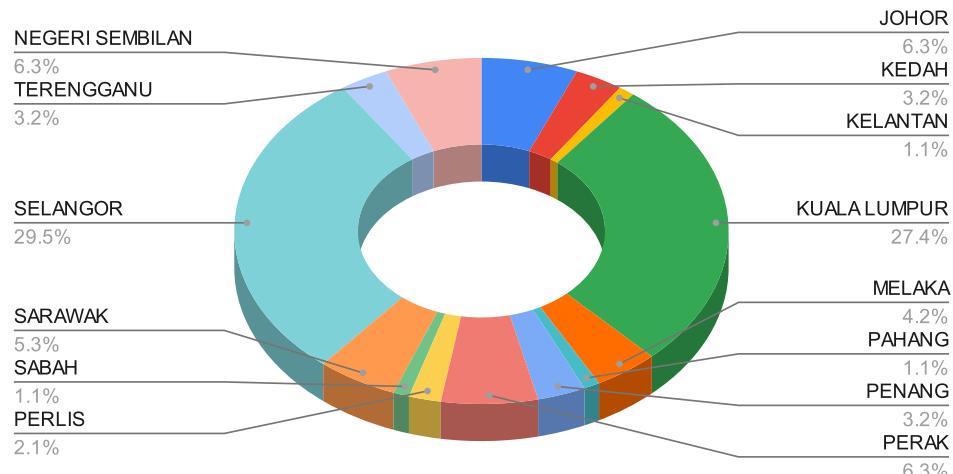
TARGET AUDIENCE

We aim to reach every university and college student across Malaysia that are studying courses related to Computer Science or Engineering, but we also encourage the participation of any student regardless of their field of study.

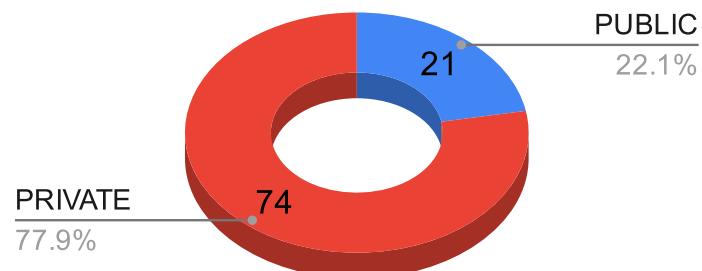
LIST OF INVITING UNIVERSITIES

We will be inviting over 95 university / college student across Malaysia to join our event: [PDF File List](#)

Inviting University Location Analysis



Inviting University Type Analysis



PLATFORMS

This year, **CodeNnection 2021** will be held virtually through two online platforms which are **Airmeet** and **HackerRank**



Airmeet is an all-in-one platform for virtual events with a social lounge to deliver a rich networking experience. In CodeNnection, we'll be using Airmeet to host the workshops, participants briefing and open ceremony.



HackerRank is a platform for students or engineers of all skill levels to use to advance their problem-solving skills or practice less traditional thinking. CodeNnection will be using Hackerrank as the platform for participants to have their contest and solution submission.

EVENT PLAN

CLOSED CATEGORY

Date: 10 December 2021

Target Audience: MMU Students

Open Ceremony & Briefing: 10:30am to 11:45am

Competition Duration: 12:30pm to 3:30pm (3 hours)

OPEN CATEGORY [PRELIMINARY]

Date: 12 December 2021

Target Audience: All university students in Malaysia

Open Ceremony & Briefing: 10:30am to 12:45pm

Competition Duration: 1:30pm to 3:30pm (2 hours)

OPEN CATEGORY [FINAL]

Date: 19 December 2021

Target Audience: Preliminary Round Finalists

Open Ceremony & Briefing: 9:30am to 11:45am

Competition Duration: 12:30pm to 5:30pm (5 hours)

ABOUT IT SOCIETY

IT Society MMU Cyberjaya is a faculty-based club run by a large group of students who are passionate about computer science and technology.



IT Society
Empowerment Through Technology



I/O Extended 2016 and 2017 with Google Developers Group



3 Days of Code 2018



VR Hackathon 2018



BarCamp Cyberjaya (2015 - Present)



Tech Career Days (2014 - Present)

WHY WE REQUIRED SPONSORSHIP

FOR THE STUDENTS, FOR THE FUTURE

Because **CodeNnection 2021** is free for every university student in Malaysia, we need your help to make it happen. Your kind sponsorship will enable us to further our objectives of helping Malaysia future young engineers and programmers to develop their teamworking and programming skills to solve difficult industry problems in the future.

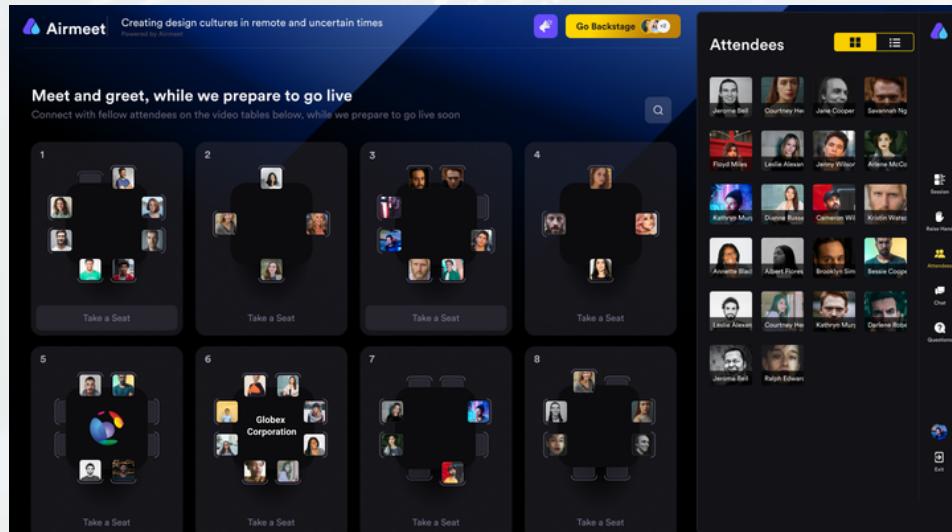
FOR YOUR COMPANY

CodeNnection 2021 will be open and invite all university student in Malaysia to join the event, which is an excellent chance to promote your company's products and services while also attracting young talents.

In **CodeNnection 2021**, we are able to promote your company with posters and videos through our CodeNnection and IT Society's social medias, advertisement during the event, website and hackathon kits recognition, etc. More benefits will be detailed in the later section.

WHERE THE MONEY WILL BE SPENT

- Event Platform [Airmeet]



In **CodeNection 2021**, we'll be using Airmeet to host the workshops, participants briefing and open ceremony.

Airmeet is an all-in-one platform for virtual events with a social lounge to deliver a rich networking experience. This is in line with **CodeNection's** objective to encourage students from different university in Malaysia able to interact and build connection with each other.

- Promotion [Social Media]

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.

WHERE THE MONEY WILL BE SPENT

- **Website Hosting**

CodeNection will be having its own website in order to promote the event, provide information to the public and enable students to register for their team through the website. In order to do that, we will require funds to purchase a website domain as well as cloud hosting services.

The image shows a composite view of the CodeNnection 2021 website. On the left, the main homepage features a dark blue header with navigation links like 'CodeNnection', 'About', 'Agenda', 'Leaderboard', 'Rules & FAQ', 'Sponsors', and 'Login/Register'. Below the header is a large banner for 'CodeNnection 2021 Competitive Programming Contest'. It includes a 'Register Now' button and a timer indicating 30 days, 30 hours, 30 days, and 30 hours remaining. The central part of the homepage has a stylized illustration of a person working at a computer with various icons like a gear, a wrench, and a map. On the right, a separate window displays the 'SPONSORS AND PARTNERS' section. This section is organized into five levels: TITLE SPONSOR (one entry), PLATINUM (three entries), GOLD (four entries), SILVER (five entries), and BRONZE (six entries). Each level has a corresponding colored ribbon banner above it. A 'Become a Sponsor' button is located at the bottom of the sponsor list.

WHERE THE MONEY WILL BE SPENT

- **Prizes**

CodeNnection 2021 will be having both Closed Category and Open Category contest for only MMU students and students from all university and college in Malaysia. In order to reward the winner teams, we will prepare different prizes for **Top 3 Team**, and **Best Female Team** [Open Category] to encourage the participation of females in programming contests.

- **Hackathon Kits**

CodeNnection 2021 will also prepare Hackathon kits to reward participants teams who successfully entered the final round. The Hackathon Kits include Event Shirt and Drawstring bag.

Companies Logo will also be printed on the products based on chosen Sponsorship package [refers to sponsorship packages in later section].

WHERE THE MONEY WILL BE SPENT

- Hackathon Kits Sample Preview



SPONSORSHIP PACKAGES



PLATINUM

RM 6000

- Write-Up on Website (Max 250 Words)
- Banner on Website
- Discount 20% on TCD 2022*
- Discount 15% on CN 2022*
- VIP Talk Invitation and Speaking Session for Open Ceremony
- Bonus Questions Contribution
- Verbal Ads during Event
- Plug-in Ads during Open Ceremony and Briefing Session
- Event Prize Recognition (Drawstring Bag)



GOLD

RM 4000

- Write-Up on Website (Max 150 words)
- Discount 10% on TCD 2022*

- **Access to Participants Resume and Details**
- Event Prize Recognition (Event Shirt)
- Custom Email Merchandise Ads
- Weekly Mail Ads
- Merchandise Ads on multiple Social Media
- Social Media Recognition
- Website Recognition and Logo on Mailing
- Video Advertisement during event breaks
- Discord Server Advertisement Post

*TCD 2022 - Tech Career Days 2022

*CN 2022 - CodeNnection 2022

SPONSORSHIP PACKAGES



SILVER

RM 2000



BRONZE

RM 1000

- Weekly Mail Ads
- Merchandise Ads on multiple Social Media

- Social Media Recognition
- Website Recognition and Logo on Mailing
- Video Advertisement during event breaks
- Discord Server Advertisement Post

Remarks

*TCD 2022 - Tech Career Days 2022

Tech Career Days is a tech career fair organized by IT Society (MMU Cyberjaya) that is open to public. This event will directly assist the internship students and final year students to secure a career in the IT industry.

The Tech Career Days 2022 event will be coming soon between January to March 2022, which will be beneficial to your companies if you are interested to explore talents from universities across Malaysia.

TCD Facebook: <https://www.facebook.com/tcdmmu/>

Previous TCD 2021 Website: <https://techcareerdays.com/>

SPONSORSHIP PACKAGES



Do you want to become a collaboration partner of **CodeNnection 2021** and jointly achieve the goal of cultivating a culture of competition among young engineers and programmers in Malaysia ?

Join us now as a **Topic Sponsor** to provide a better opportunity and future for the students and your company !

Interested to know more about the package?

Contact us via CodeNnection Email:

its.codennection@gmail.com

for further details and information.

SOCIAL MEDIA

CodeNnection has its own social media accounts including Facebook Page and Instagram Account. We will be constantly updating information and announcements for CodeNnection on our social media. Below are the links leading to our social media pages.



[CodeNnection](#)
[Facebook Page](#)



[CodeNnection](#)
[Instagram Account](#)

IT Society MMU Cyberjaya has its own social media accounts too.

We are constantly posting about events, workshops, and information for our IT students on our social media pages.



[IT Society MMU Cyberjaya](#)
[Facebook Page](#)



[IT Society MMU Cyberjaya](#)
[Instagram Account](#)

CONTACT US

This could be your organization'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:

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