

NEODEV LEAGUE

SPONSORSHIP PACKAGE



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October 2024
Google BRT1

ABOUT NEODEV

About Us

We are an organization that hosts competitive events created to inspire high school students to pursue engineering and build connections in a fun and competitive way. Our first event, the “NeoDev: WRDSB Dev Summit,” will allow teams of 8-10 students from various schools in a region to collaborate over an 8-hour development period to create a project and present it to a panel of judges, all being hosted at the Google BRT1.

Our Goal

We aim to redefine the world of programming competitions. We strive to reach as many students as possible and give them a unique opportunity to collaborate on an innovative project and showcase their coding skills. Our mission is to create an inclusive and inspiring environment where young programmers can learn and develop in a fun and engaging way. By offering diverse challenges, we can empower the new generation of tech innovators and leave a long-lasting impact on the world.



WHY NEODEV?

Our Key Initiatives:



Mission

NeoDev strives to create a dynamic environment where young minds can connect, collaborate, and challenge themselves. Through our competitions, we aim to redefine programming contests while maintaining the rigorous challenges that these contests offer.



Impact

NeoDev League empowers high school students by enhancing their technical skills, encouraging creative thinking, and reinforcing team-building skills through large-scale and collaborative competitions. We value success in the tech industry by offering valuable opportunities to network, connect, and develop impactful projects.



Reach

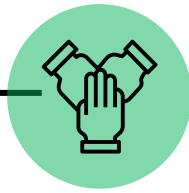
For NeoDev's first event, it will take place in Google BRT1, where we are reaching out to the entire Waterloo Region District School Board. Our goal is to then expand throughout the southern Ontario region, including major cities such as Toronto and Niagara, in hopes of challenging more high schoolers with our innovative and exciting challenges.



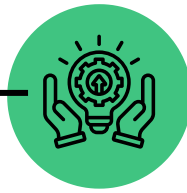
SPONSORSHIP TIERS



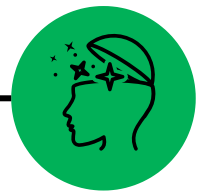
Pathfinder
\$250



Catalyst
\$500



Luminary
\$750



Visionary
\$1000+

BRANDING



Logo placement on website

small

medium

large

huge

Logo placement on t-shirts

small

medium

large

huge

Logo placement on banner

small

medium

large

huge

Social media promotion

story

post

post

PROMOTION



Speaking time at opening ceremony



Speaking time at closing ceremony



INVOLVEMENT



Mentors Sent

1

2

4

Sponsor Booth / Discord Channel



Company Judge(s) Sent



FUNDRAISING DISTRIBUTION

Prizes

Our events will include high-quality and attractive prizes which can incentivize student participation and competition. We will allocate funds to top winners, special categories, and participation prizes. About 30-40% of our funds will be assigned to prizes.

Food and Beverages

Food and beverages play a big role in keeping participants energized and competitive throughout the event. This will include lunch, dinner, refreshments and snacks throughout the event. About 30-40% of our funds will be used to provide food.

Event Materials and Supplies

Event materials and supplies include T-shirts, lanyards, stickers, swag bags, as well as any other necessary supplies for participants and volunteers. This will also cover operational costs such as software licenses, internet costs and any other miscellaneous expenses. 20-30% of our funds will be allocated to this.





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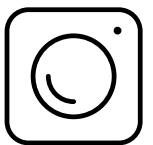
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