UNSW CSE Society

Sponsorship Proposal 2012

TABLE OF CONTENTS

WELCOME

Since its establishment in 1991, the University of New South Wales School of Computer Science and Engineering (CSE) has grown to become one of the largest schools within the university and of its kind in Australia. It is a part of the UNSW Faculty of Engineering, consistently recognised as the leading engineering school in Australia.

CSE graduates are highly sought after in the computing industry and many students, both past and present, hold a wide range of positions at leading local and international organisations such as Google, Microsoft and Atlassian.

UNSW CSE Society is an organisation of students run by students in an endeavour to meet the social and technical needs of the students which can't be fulfilled in class.

We thank you for considering our proposal and look forward to discussing it with you soon.

Sam Li and Sean Harris
2012 Co-Presidents

ABOUT US

The UNSW CSE Society (CSESoc), established in 2006, is the principal representative body for computing students on campus. CSESoc caters to over 1200 undergraduate and postgraduate computing students. Each year the society organises technical and social events, focusing on cutting edge technologies, developing professional skills and social networking.

CSESoc aims to create a close-knit community within the School of CSE and allow students to explore their technical interests with others who share them. It also provides them with opportunities to improve their social networking and leadership skills through participation in events and volunteering with the society itself.

In 2011, as recognition of the quality of the society, CSESoc was awarded the Constituent Club of the Year Award by Arc, UNSW's student union.

Sponsorship of CSESoc provides extensive exposure to our students and is a highly effective means of raising your company's profile.

TEAMS

Social

Our social team is our largest team of volunteers. It organises and runs all the social activities of the society including our weekly BBQs, first year camp, annual cocktail evening and regular social events. The team has been very successful in creating an active social community and attracting a large number of members to attend these events.

Tech

Our tech team focuses on providing quality technical events to our members including technical workshops, entrepreneurial talks, programming tutorials and Linux seminars. The aim of the team is to fulfill the technical needs of the members which can't be provided within regular course work at university.

Publicity

Our publicity team handles all our design and marketing to our students to ensure everyone knows about upcoming events. Their tasks include event photography, event posters, weekly emails, social media updates, logo designs and society branding.

TEAMS

Beta

Beta is our fortnightly publication which brings the latest news in the tech world and in CSE to our members. Our team of student editors and writers work hard to bring quality articles, news, interviews, puzzles and much more to our members.

Sysadmin

Our sysadmin team maintains and builds all the software and hardware required by our society like our website. Our servers host a variety of things from games to software repositories. A joint effort between the Tech and Sysadmin teams also involves the development of new software for administration purposes and applications for our members.

PUBLICATIONS

βETA

The CSE Society's fortnightly newsletter contains items such as articles relating to cutting edge technology, advertisements of events and profiles of academic research projects. Although written and produced by our students, βeta reaches across the university community.
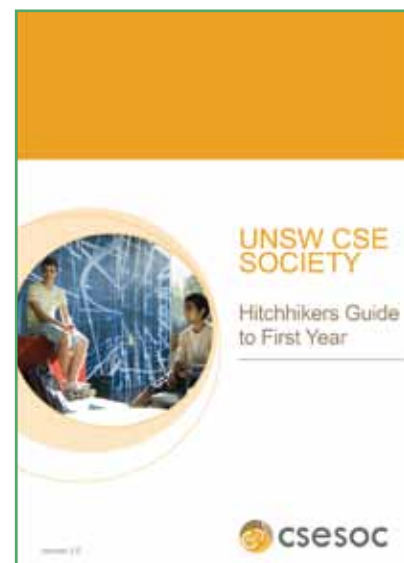
It provides an excellent opportunity for sponsors to advertise, contribute articles, and promote their internships and graduate programmes.

First Year Survival Guide

A guide for new computing students, covering student life, social events and resources available through CSE and UNSW. This guide is handed out at Orientation Week (O-Week, running from 20th to 24th of February 2012).

O-Week is the first experience of university life for new students. It is a great opportunity for sponsor companies to reach a broad audience and gain more exposure.

Sponsor companies who have signed on before O-Week have the option to include material in the First Year Survival Guide.

TECH EVENTS

Computing students are interested in the latest technologies and practical applications to their areas of study. We hold various technical events with the aim to further students' learning experiences outside of the classroom.

We organise a variety of tech events, including the following:

- Linux Installfests
- Linux Seminars
- Programming Seminars
- Code Jams
- Tech Talks

We encourage sponsors to come in and give tech talks on areas they work with and are passionate about. Running a workshop is a great way to give students practical experience with the technologies you use and get them excited about your company. This is a great way to motivate students and generate a large amount of interest in your company and any positions you have available.

SOCIAL EVENTS

Social events work to promote a close-knit community within the School of CSE, as well as assist students in developing greater social networking skills. They also provide an excellent opportunity for students to meet and network with employees of sponsoring companies in an informal atmosphere.

CSESoc organises a variety of social events, for example in 2011 we organised and ran:

- First Year CSE Camp
- 26 Weekly Barbecues
- 2 Poker Competitions
- Quake tournament
- Various Sporting Events
- 3 Cardboard (Card & Board) Games Nights
- Movie Nights
- Xbox Nights
- 3 LAN events
- Laser tag
- Rock climbing
- CSE Revue Outing
- 2 Trivia Nights
- Annual Cocktail Party
- Co-operative events with other engineering societies

Our events alone attracted a cumulative total of around 3300 people with an average of 101 people at each of our weekly BBQs which were restricted to our members only.

FIRST YEAR CAMP

First year camp was an initiative started in 2009. It targets first year students introducing them to the CSE community and providing them with the necessary social environment for them to make friends. Within camp various social activities are held including trivia, scavenger hunts and a dance party. The camp also provides students the opportunity to demonstrate and develop their leadership skills as camp leaders in following years.

In 2011, this event was awarded by Arc, UNSW's student union, runner up Event of the Year across all club and society events at UNSW.

Your company may wish to sponsor first year camp by naming the camp after your company and/or providing promotional material for students.

MERCHANDISE

Sponsor companies can increase exposure by advertising on merchandise distributed by the CSE Society. Some examples include shirts, DVDs, and posters.

As a sponsor, you will also have the opportunity to provide your own merchandise for us to distribute at our social or tech events.

This can be in the form of stationery and brochures at our O-Week stall, prizes at trivia nights, or any general merchandise for our other events.

SPONSORSHIP

Students' perceptions of companies are central to the career choices they make. The exposure provided by advertising with the CSE society helps students become familiar with sponsor companies and what they have to offer. You will be able to promote your organisation, product or service through our publications and wide range of events.

We offer two types of sponsorship options, event specific sponsorship and packaged sponsorship.

Event specific sponsorship allows for exclusive branding at one of our social or tech events. This provides a high level of exposure within a targeted context. Packaged sponsorship allows for branding throughout the year, and can be tailored to meet your specific needs and budget.

Our past sponsors include:
- Microsoft
- Macquarie Group
- Deloitte
- First rate
- Nicta
- Google
- IET
- Avanade

SPONSORSHIP OPTIONS

We are very flexible on sponsorship options, and are happy to negotiate with you. To give a rough idea of what we can offer, we have listed a few possible options:

Principal Sponsorship

Principal sponsorship is for sponsors who want to make an outstanding contribution to the culture and development of UNSW CSE students. It is available to sponsors who contribute over $3000.

Becoming a principal sponsor of the CSE Society is a significant advantage in terms of furthering a company's reputation to the future leaders in the technology industry. Your organisation will be prominently and frequently promoted to CSE students, who will remember your contribution to their university experience.

Principal sponsors are also provided with opportunities to liaise closely with students and distribute relevant promotional material.

SPONSORSHIP OPTIONS

Major Sponsorship

Major sponsorship is available to sponsors who contribute over $1000 and provides a high level of continual exposure throughout the year. It is the perfect investment for companies or organisations who wish to increase their profile amongst CSE students.

Affiliate Sponsorship

Affiliate sponsorship allows sponsors to pick and choose specific areas of the society that they would like to become involved with. Pricing for affiliate sponsors depends on the level of involvement and the specific interests of the company. Companies interested in this level of sponsorship are encouraged to talk to us to arrange a personalised agreement.

SPONSORSHIP BENEFITS

	Principal	Major	Affiliate*
Events			
Sponsor branded events A sponsor branded event may include naming of the event, displaying sponsor banner, distribution of sponsor merchandise or pamphlets, awarding sponsor provided prizes.	✓ Up to 3	✓ Up to 1	•
Technical event Your company will be given the opportunity to hold technical workshops or run tech talks.	✓	✓	•
Name and logo on posters Name and logo will appear on all our event posters that are printed for every event.	✓		
Sponsor hosted event Your company will be given the opportunity to host your own event for our students. Examples include professional skills workshops, cocktail night or a company tour.	✓		•
Website			
Logo Your company's logo displayed on the sidebar and sponsors page	✓	✓	•
Description A text description and hyperlink to your company's website displayed on our sponsors page	✓	✓	•
Feature page A featured web page describing your company and affiliation with CSESoc	✓		
Beta			
Advertisement An advertisement printed and distributed in an issue of your choosing	✓ Front Page	✓ Back Page	
Feature article on your company A feature profile about your company will be printed in an issue of your choosing	✓		
Name and logo on Beta website Your company name and logo on the Beta website	✓		
Name and logo in every Beta issue Your company name and logo on every fortnightly issue of Beta	✓		

* All affiliate sponsorship deals are flexible and negotiable and can include a variety of sponsorship options.

SPONSORSHIP BENEFITS

	Principal	Major	Affiliate*
First Year Survival Guide			
Name and logo Your company name and logo will be printed and distributed	✓ Full Page	✓ Half Page	
Advertisement An advertisement of your choice will be printed and distributed	✓	✓	
Noticeboards			
Name Your company name will appear on a sponsors list displayed on all CSE notice-boards	✓	✓	•
Posters Sponsor provided posters to be displayed on all CSE noticeboards	✓ A3 Size	✓ A4 Size	
Logo Your company logo will appear on a sponsors list displayed on all CSE notice-boards.	✓		
Publicity			
Sponsor email Your company can send an email to all our members	✓	✓	
Logo on every email Your company logo will appear on emails which are sent on weekly basis to all our members	✓		
Logo on shirts Your company logo will appear on any shirts created in the year	✓		
Logo on posters Your company logo will appear on all our event posters	✓		
Logo on event tickets Your company logo will appear on all our event tickets produced	✓		

CONTACT

If you would like any further information about the activities run by the CSE Society, or would like to discuss our sponsorship packages, please do not hesitate to contact us.

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