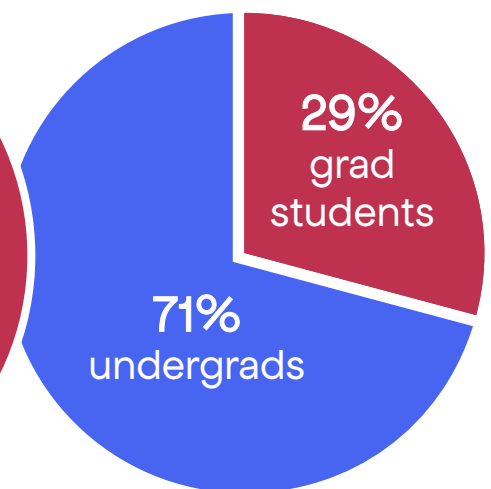./SoDA

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Sponsorship
Proposal

Who are we?

The Software Developers Association (SoDA) at Arizona State University is the largest software developer club, representing the most dedicated and talented programming students. Our mission is to provide members with opportunities to collaborate on projects, learn from industry professionals, and prepare for a successful career in software development.

Over **2500** members and a social media reach of approximately **4.2k** accounts

Historical max of **423** meeting attendees, with regular meetings drawing a minimum of **60**

29% grad students

71% undergrads

Benefits of Sponsorship

- **Direct Exposure:** Engage with up–and–coming software developers and prospective new hires.

- **Brand Recognition:** Increase your company's visibility within the ASU community through various branding opportunities.

- **Recruitment:** Access to a pool of talented students actively seeking internships and full–time positions.

- **Engagement:** Participate in events that foster technical and soft skill development among students.

Sponsorship Tiers

Silver — $1750/yr

- Event Participation:
  - Opportunity to present at 2 SoDA meetings per academic year.
  - Booth space at the Fall Hackathon and Spring Code Challenge Events.
  - Invite to all SoDA career fairs, hackathons, code challenges, and other major events.
- Brand Visibility:
  - Logo on annual SoDA t–shirts.
  - Sponsor shout–out on social media and newsletter.
  - Logo on official event marketing resources.
- Recruitment:
  - Access to event resume drop.
  - Curated Resume Book from SoDA members.

Gold — $2750/yr

Includes all Silver Tier benefits PLUS:
- Opportunity to present at 3 SoDA meetings per academic year.
- Increased booth space and promotional opportunities at the Fall Hackathon and Spring Code Challenge.
- Priority pick for meeting dates.
- Hosted meetings outside scheduled dates.
- Dedicated social media posts.
- Personalized recap packet for hosted events with pictures.
- Ability to personally promote capstone projects provided to the capstone coordination office at ASU.
- 10% discount on renewal.

Plat — $3750/yr

Includes all Gold Tier benefits PLUS:
- Opportunity to present at 4 SoDA meetings per academic year.
- Premium booth space and exclusive promotional opportunities at the Fall Hackathon and Spring Code Challenge.
- Ability to influence and/or host special events such as providing judges and/or the problem statement for the SoDA Hackathon, delivering custom challenges for SoDA code challenges, etc.
- Sponsor–specific recruitment events.

Event Sponsorship

If a full sponsorship package isn't suitable, you can sponsor individual events at a discounted rate of $550. Events include, but are not limited to:
- Technical workshops
- Panel Discussions
- Informational Sessions
- AMAs
- Lounge Hours

Action Items for Sponsors

To ensure maximum brand exposure and alignment with our events, sponsors are requested to provide:

- All versions of their logo.
- Branding requirements, including but not limited to:
- Acceptable background colors and correlating logo choice for t–shirts.
- Logo choice for the white background of the website and newsletter.
- Internship and job descriptions to enable SoDA officers to prepare workshops targeted at the technical skills required.

Contact us

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ASU SoDA

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