

**SPONSORSHIP  
PROPOSAL**

The image shows two young adults, a man and a woman, smiling at the camera. They are positioned in front of a grey wall covered with various informational posters and notices. On the left, there's a poster for 'optiver' with a QR code. Above them is a large poster for 'CSE SOC' featuring a stylized 'S' logo and the text 'Why are we here? We want code ninjas.' To the right of the students is a poster for 'freelancer.com' with the tagline 'BE GREATER THAN'. Further right is an 'Accenture' poster for 'Accenture Adventure' with a sunset silhouette. A notice board on the far right has a yellow header 'CSE Notice Board' and instructions for posting notices.

Why are we here?  
We want code ninjas.\*

Why are you here?  
You're a code ninja!

What do you want?  
A global scale system on which to exercise your code ninja skills.

... how convenient...  
we have one of those.

If you're a talented high achiever, looking for something more than a 9 to 5 in a boring corporate, love BBQs, and work best when located near fridge stocked with cold drinks (free as in beer!) and snacks - talk to us!

[www.freelancer.com/careers](http://www.freelancer.com/careers)  
[careers@freelancer.com](mailto:careers@freelancer.com)

\*Pirates also welcome.

**freelancer.com**

**accenture**  
High performance. Delivered

**Accenture Adventure**  
With over 200,000 consultants globetrotting each year, how can you stand out from the crowd? Accenture Adventure is your chance to jump ahead of the curve and secure your precious position in 2014.

Accenture Adventure is a dynamic experience where you will interact with interesting people and have the ability to demonstrate innovative thinking, can-do attitude, team spirit and leadership skills.

Apply now at [accentureadventure.com](http://accentureadventure.com)  
Twitter: [Unacademy](https://twitter.com/Unacademy)

**BE GREATER THAN**

This notice board has been installed by CSE and CSE affiliated.

Other notices may only be posted from the CSE Development Committee. Email [do@cse.unsw.edu.au](mailto:do@cse.unsw.edu.au) for more information.

Non-approved notices will be removed.

**Microsoft DreamSpark**  
Educate. Thrive. Create.

# CSESOC SPONSORSHIP PROPOSAL 2013



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# CSESOC SPONSORSHIP PROPOSAL 2013



## 1. Welcome

**Students' perceptions of companies are central to the career choices they make. Having students associate your company with interesting and challenging events they participated in at university makes them much more likely to consider further opportunities you present to them.**

The School of Computer Science and Engineering (CSE) is one of the largest schools within the University of New South Wales (UNSW), 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.

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, organising technical and social events, allowing students to explore their technical interests with others who share them and developing professional skills and social networking.

In 2011, as recognition of the quality and impact of the society, CSESoc was awarded Constituent Club of the Year by UNSW's student union. The exposure provided by advertising with CSESoc 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, and to interact with our students in personally crafted events of your choosing.

We look forward to discovering what we can both gain from a partnership.

Christopher Manouvrier and Beth Crane  
2013 Co-Presidents

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## 2. Publications & Promotions

### 2.1. βETA

Entirely run by a team of student editors and writers, βeta is CSEsoc's fortnightly newsletter containing a myriad of articles relating to cutting edge technology, advertisements of events, company features and profiles of academic research projects.

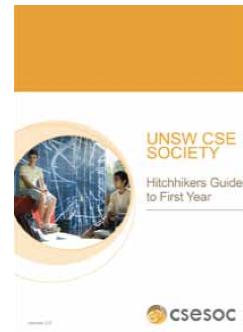
βeta provides an excellent opportunity for sponsors to advertise, contribute articles, and promote their internships and graduate programmes.



### 2.2. First Year Survival Guide

Our First Year Survival Guide for new computing students covers student life, social events and resources available through CSE and UNSW. This is our first communication with new members, raising awareness of included companies right from the start.

This guide is handed out at orientation Week (O-Week, running from 25th February to 1st March 2013) and sponsor companies who have signed on before O-Week have the option to include material in the guide.



### 2.3. Merchandise

As a sponsor you will have the opportunity to provide your own merchandise for CSEsoc to distribute at our events; this can be in the form of stationery and brochures at our O-Week stall, prizes at trivia nights, or merchandise at events.



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## 3. Technical Events

We encourage sponsors to run on-campus technical workshops in 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, motivating students and generating a large amount of interest in your company available positions.

Our tech team focuses on providing quality technical events to our members including technical workshops, entrepreneurial talks, programming tutorials and software seminars. The aim of the team is to fulfill the surplus-to-study technical needs of the members and is often more memorable than regular coursework.



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## 4. 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; in 2012 we organised and ran:

- First Year CSE Camp
- 26 Weekly barbecues
- Poker Competitions
- Cardboard (Card & board) Games Nights
- Movie Nights
- Xbox and LAN events
- Laser Tag
- Rock Climbing
- Ice Skating
- Trivia Nights
- Annual Cocktail Party
- Co-operative events with other engineering societies



Our events attracted a cumulative total of around 3300 attendees with an average of 100 members at each of our weekly BBQs.

### 4.1. First Year Camp



First Year Camp, established in 2009, introduces new students to the CSE community and provides an environment for building friendships within the society and with their peers. Students have the opportunity to demonstrate and develop their leadership skills as camp leaders.

In the past, this event has been awarded runner up Event of the Year across all club and society events at UNSW by UNSW's student union, and given grants for its tremendous contribution to student and community development.

Your company may wish to sponsor the camp with naming rights and/or by providing promotional material for students.

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## 5. Sponsorship

We offer two types of sponsorship options, event specific sponsorship and packaged sponsorship. All sponsorship is flexible and tailored; we will work with you to come to the best arrangement for your brand and budget.

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 ongoing branding throughout the year.

### 5.1. Principal Sponsorship: \$3000

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 CSESoc 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.

### 5.2. Major Sponsorship: \$1500

Major sponsorship is available to sponsors who contribute over \$1500 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.

### 5.3. Affiliate Sponsorship

Affiliate sponsorship allows sponsors to select 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.

### 5.4. Camp Sponsorship

Camp sponsorship is a new level of sponsorship only available before February; it allows for your company to be part of, or brand all of, CSESoc's First Year Camp. Please contact us to arrange an agreement on this type of sponsorship.

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## 6. Sponsorship Benefits

Affiliate Sponsorship deals are flexible and negotiable and can include a variety of sponsorship options selected from the table below.

	<b>Principal</b>	<b>Major</b>
<b>Events</b>		
<b>Social Event</b> - A sponsor branded event may include naming of the event, displaying sponsor banner, distribution of sponsor merchandise or pamphlets, awarding sponsor provided prizes.	x Up to 3	x Up to 1
<b>Tech Event</b> - Your company will be given the opportunity to hold technical workshops or run tech talks.	x	x
<b>Posters</b> - Your company name and logo on all our event posters	x	
<b>Sponsor Hosted Event</b> - 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.	x	
<b>Website</b>		
<b>Logo</b> - Your company's logo displayed on the sidebar and sponsors page	x	x
<b>Description</b> - A text description and hyperlink to your company's website displayed on our sponsors page	x	x
<b>Feature Page</b> - A featured web page describing your company and affiliation with CSEsoc	x	
<b>Beta</b>		
<b>Ad</b> - An advertisement printed and distributed in an issue of your choosing	x Front Page	x Back Page
<b>Article</b> - A feature profile about your company in an issue of your choosing	x	
<b>Logo</b> - Your company name and logo on every issue of beta	x	
<b>First Year Survival Guide</b>		
<b>Logo</b> - Your company name and logo will be printed and distributed	x	x
<b>Ad</b> - An advertisement of your choice will be printed	Full Page	Half Page

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Noticeboards	A3 Size	A4 Size
<b>Poster</b> - Sponsor provided poster to be displayed on CSE noticeboards		
<b>Logo</b> - Your company name and logo will be displayed on CSE noticeboards	x	x
Emails		
<b>Sponsor Email</b> - Your company can send an email to all our members	x	x
<b>Logo</b> - Your company logo will appear on every email sent out to the society members	x	
Shirts		
<b>Logo</b> - Your company logo will appear on any event-specific shirts created in the year	x	

The screenshot shows the CSESOC website homepage. At the top, there's a navigation bar with links for Home, About, Teams, Fun Stuff, Beta, Sponsors, and Contact Us. The main content area features a large banner for "2013 Heads + Freelancer Internships and Grad Jobs". Below this, there are two sections: "2013 Heads" and "Freelancer Internships and Grad Jobs". The "2013 Heads" section lists several heads and their roles. The "Freelancer Internships and Grad Jobs" section provides information about Freelancer.com and its global reach. To the right of the main content, there's a sidebar titled "Sponsors" which lists various sponsors with their logos, including ATC, Engineering, UNSW COMPUTING, Google, Macquarie, accenture, Deloitte, Megasealed, Robert Walters, and Servcorp.

# CSESOC SPONSORSHIP PROPOSAL 2013



## 7. 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.

Mail:

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K17 building  
University of New South Wales  
Sydney, 2052 NSW

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