



Spark SC Sponsorship Guide

for AT&T

AT&T at USC



As the hub for entrepreneurship, technology, and innovation at USC, Spark SC is well connected to USC's brightest and most ambitious students.

With years of experience hosting events that have reached thousands of students, we have the opportunities and knowledge to dramatically **grow AT&T's efforts to engage and recruit talented university students.**

Spark SC is a student organization on a mission to empower students to develop their entrepreneurial potential by fostering collaboration and igniting innovation. We launch many large-scale, high-impact projects every year, ranging from our career fairs to our weekly hack nights. Here are some of our numbers:



800

engineers attended **HackSC** from across the country in 2015.



1200

ideas pitched during the **1000 Pitches** event last year.



300

freshman attended **USC Hacker's** 2015 orientation.



900

students attended the **Startup Career Fair** of 25 local companies.

These initiatives are made possible by financial partnerships with sponsors like you.

Sponsorship Tiers

We're flexible, and want the partnership that *you* want.

To make it simple, we've thought of a couple options to get started.

\$15,000 EMPOWER TIER



Personalized Recruiting Event

Work with us to create the best recruiting experience possible on a college campus.

tech.LA

TechLA Fellowship

Join our summer fellowship program and have your positions featured on our tech.la internship platform.



PROJECT LAUNCH

Project Launch "Mission Partner"

Impact the lives of highly successful underprivileged inner-city high school students in downtown LA.



Your Personal Spark Team

Some of Spark's best will be on task to make sure AT&T maximizes its engagement on campus.



Custom Workshops

Make friends with curious USC students by teaching them something new.



The Inspire Tier also includes all of the perks of the Empower Tier, shown on the next page.

Empower Tier, Explained

Personalized Recruiting Event

We will work with you to make a highly tailored recruiting opportunity for AT&T.

In the past, our team has thrown hackathons with **700+ attendees**, career fairs launching **60 interns**, and pitch competitions receiving thousands of pitches.

Host a Workshop

We host several workshops every semester, gaining audiences ranging from 30 students to 100+ students. We will work with you to design and execute a workshop that **attracts the students you want to meet** the most.

Project Launch “Mission Partner”

You will be distinguished as a major supporter of Project Launch, as well as **the keynote speaker at “Mission Complete”** — Project Launch’s closing ceremony. You will announce and deliver the certificates of scholarship dedicated in your name to three students at the end of the program.

TechLA Fellowship

This spring, we are rolling out our TechLA Fellows program. TechLA Fellows takes the best students from USC, UCLA, Caltech, and more LA schools and places them in an immersive curriculum and internship with a premier Los Angeles tech company. By partnering with us, **AT&T will ensure its place as a TechLA fellows company.**

Your Personal Spark Team

Though there are great opportunities outlined in this packet, we would love to create a fully customized sponsorship strategy for AT&T. We will assemble a talented team of two to three Spark members to ensure that AT&T has the **best possible experience** working with us and engaging the USC community.

\$7,000 INSPIRE TIER



Access to Any of Our Events

Art festivals, startup workshops, hack nights, and more. You're invited to all of them!



TECH TOURS

Tech Tours

Bring USC students into your LA offices for a visit and tour, any day of the week; whatever works best.

facebook

Social Media

Reach the thousands of innovators who follow our Facebook, Twitter, and mailing list.



Premiere Feature on Shirts & Site

See your brand on our website and our t-shirts, thousands of which have been given to students on campus.



Get On Our Podcast

Send a representative to speak in a 30-45 minute long segment on our weekly podcast.



Spark SC Resume Book

View the resumes of the 37 movers and shakers that define USC's entrepreneurial environment.

Reminder: both the Empower and Inspire tiers are flexible. Items and prices are up for negotiation with Spark SC.

Inspire Tier, Explained

Tech Tours

Spark regularly brings students to visit companies around LA. We will select **25 of USC's brightest students to visit AT&T** and network with your representatives.

Access to Any of Our Events

You're welcome at any of our events. We'll let you know whenever we have an event you may be interested in, then you can send a representative or two over to **connect with attendees** and experience the event.

Social Media Blast

We will work with AT&T to develop Facebook posts, Tweets, and emails that **reach the USC innovator and tech communities**. We can highlight anything from the benefits of working at AT&T to how AT&T has built a long-lasting company.

Feature on Website & T-Shirt

AT&T's logo will be displayed on a variety of marketing materials, including **all of our websites, our T Shirts, and more.**

Get on Our Podcast

AT&T will have the opportunity to send a representative to speak in a **30-45 minute long segment on our weekly podcast**. We will work with AT&T to decide on an appropriate speaker.

Spark SC Resume Book

Our members are incredibly talented, driven, and intelligent. We will provide AT&T with **each of our members' resume**, and any other career-related information you request about our members.

ACCESS TO OUR RESUME BOOK

We'd love to provide AT&T access to our digital resume book. Our members are pretty talented and have done great work at amazing companies.



Event Timeline

FALL 2016

1000 PITCHES Kickoff Day Thur, October 6th	STARTUP CAREER FAIR Fall Career Fair Thur, October 25th	TECHLA FELLOWS Platform Launch Fri, October 28th	STATE OF THE ARTS Showcase Tue, November 1st
USC HACKERS Hacker Assembly Tue, November 8th	1000 PITCHES Closing Ceremony Wed, November 23rd		

SPRING 2017

PROJECT LAUNCH Ignition January	STARTUP CAREER FAIR Spring Career Fair February	USC HACKERS Hack SC February
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SUMMER 2017

UNITE Conference 2.0 July 15 - 17	TECHLA FELLOWSHIP Fellowship May - August
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RECURRING

SPARK XM Podcast Release Biweekly	USC HACKERS Hack Nights Every Thursday	1000 PITCHES Pitch Booths Oct & Nov, Twice a Week
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Thank you!