



The background of the image is a black and white photograph of a large outdoor event, likely a fair or exhibition, with many people gathered around tables and tents.

# SPARK SC

## Sponsorship Guide

# Sponsorship Overview

**A**s 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 grow your company's efforts to engage and recruit talented university students.

Spark SC is a student organization on a mission to empower students and 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 Hackers'** Hacker  
Orientation.

**900**

students attended the  
**Startup Career Fair**  
with 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.

## \$5,000 EMPOWER TIER



### YOUR COMPANY

#### Personalized Recruiting Event

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



### UNITE

#### Unite Keynote Sponsor

Connect with the leaders of student organizations across the country.



### DESIGN JAMS

#### Design Jam

Work with 30 students using design thinking to brainstorm solutions to a problem.



### SPARK SC

#### Your Personal Spark Team

Consult with a team of 3 to make sure your company maximizes its engagement on campus.



### YOUR COMPANY

#### Custom Workshops

Engage curious USC students by teaching them something new.



The Empower Tier also includes all of the perks of the Inspire 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 your company. In the past, our team has thrown hackathons with **700+ attendees**, career fairs launching **60 interns**, and pitch competitions receiving **thousands of pitches**.

## Design Jams

Design jams are biweekly **design thinking workshops** where we focus on a single problem space and ideate possible solutions. By sponsoring a Design Jam, your company will be able to get a fresh **perspective on a problem** space you are interested in while **connecting with USC's most creative thinkers** in a casual setting.

## 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**.

## Unite Keynote Sponsor

You will be distinguished as the lead sponsor of Unite, a three-day conference in San Francisco where top collegiate entrepreneurial organizations from across the nation gather to collaborate and learn. Includes opportunities for keynote speakers and personal engagement with leaders from Stanford, Princeton, UCLA, USC, and more.

## Your Personal Spark Team

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

## \$2,000 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.

## 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.

## XM

### Get On Our Podcast

Send a representative to speak for 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.

*While the sponsorship opportunities above are available for this semester, we frequently introduce new initiatives.*

# Inspire Tier, Explained

## 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 your company 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 your company to how your company spearheads innovation.

## Get on Our Podcast

Your company 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 you to decide on an appropriate speaker.

## Tech Tours

Spark often coordinates company visits. We will select **25 of USC's brightest students to visit your company** and network with your representatives.

## Feature on Website & T-Shirt

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

## Spark SC Resume Book

Our members are incredibly talented, driven, and intelligent. We will provide your company 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 access to our digital resume book. Our talented members have done great work at amazing companies.





*Thank you!*