



Sponsorship Proposal 2024-2025

Imperial College London | Department of Computing

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ABOUT US What is DoCSoc?

The Department of Computing Society (DoCSoc) is a student-run organisation aiming to enhance the experience and the employment prospects of students studying in the Department of Computing at Imperial College London (ICL). We achieve our mission through collaborative events, social functions, welfare initiatives, industrial connections, coding challenges, and our annual hackathon — IC Hack!

With over 1800 members, our society is the largest at ICL. This includes every undergraduate and postgraduate Department of Computing student at the university, as well as many students studying other subjects interested in computer science and working at technology-focused companies upon graduating. DoCSoc has one of the most active and dedicated committees in the country, composed of devoted students

who volunteer alongside their studies. In recent years, DoCSoc has grown rapidly and quickly established itself as an influential and well-known society across campus and the wider industry. As a team, our primary objective is to strengthen the student community, host and support events, ensure sponsors derive value from their sponsorships and give our students the best possible start to their careers upon graduation.

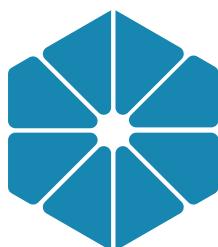
Please note IC Hack sponsorship is handled separately after general sponsorship closes.



OUR SPONSORS Who do we work with?

None of our events or initiatives would be possible without our vast sponsor network. DoCSoc attracts companies of all sizes and sectors, all with the aim of connecting more closely with our members, either for brand awareness or recruitment aspirations. In the past, we have welcomed companies from small

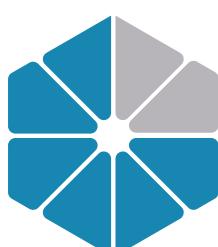
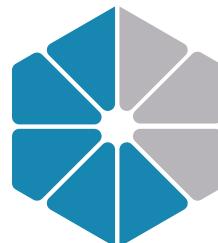
startups to huge multinationals — all of which reported a marked increase in student interaction and participation. We've been generously sponsored by over 35 companies since 2014, including the likes of Meta, Microsoft, Amazon, Bloomberg, Jane Street, Palantir, Revolut, Accenture, and more.



97% OF OUR MEMBERS
found DoCSoc useful for facilitating career opportunities

OVER 65%

were not aware of one of our sponsors until they became involved with us



73% OF OUR MEMBERS
were more interested in applying to a company after learning that they sponsored DoCSoc



**“ DoCSoc is the only reason
we have an office in London**

~ A recent Gold Sponsor



WHY SPONSOR US

Recruitment and Outreach

By partnering with us, you will be able to engage with some of the brightest students in the world, with ICL ranked as the 2nd best university worldwide in 2024. Through our position as one of the most active student societies in the country, we can help you achieve your recruitment and outreach goals, having hosted in excess of 60 events this year, with attendance of up to 160 students for weekly events. As a student-led, department-endorsed society, we are able to communicate information directly to all 1800 of our members, and facilitate in-person events such as tech talks and workshops to inspire future generations of Imperial graduates. Furthermore, our Sponsors' Portal will allow you to target your recruiting efforts more effectively, with the ability to advertise open positions for our members to apply directly through the portal to.

Technological Evangelism and Brand Awareness

Our tech talks, workshops and social media posts serve as an effective platform to promote your work, values and what your company is about. By sponsoring us you will have the chance to inspire self-motivated ICL students to learn more about your business area. Over the past years, we have helped our members utilise sponsors' technologies, such as APIs and web services, in academic projects, hackathon creations, and personal endeavours. Growing your brand image around ICL students is a great way to make a long-lasting

impression on some of the world's most promising engineers, with many former DoCSoc members now in senior decision-making positions in companies across a wide range of industries.

It's incredibly insightful to see what specialities companies focus on and that knowledge has helped me to broaden my horizons when applying for internships as well as seeing exactly where I can grow my technical interests

~ 3rd Year Computing Student

OUR SERVICES **What do we offer?**

DoCSoc sponsorship is split into three tiers: Bronze, Silver and Gold, each offering unique advantages tailored to meet your company's specific needs. From the Sponsors' Exhibition, to the DoCSoc 'Weekly Digest', to in-person talks and workshops, we offer a wide variety of services. Explore what our sponsorship packages can offer you:

Sponsors' Exhibition

The DoCSoc Careers Fair is a dedicated event hosted exclusively for our members as soon as university resumes, on Wednesday 9th of October. This is an excellent opportunity to expand your company brand on campus, talk directly with prospective candidates and distribute promotional material. Previous Sponsors' Exhibitions have consistently reached an attendance of over 550 students and 18 companies, ranging from small startups to multi-billion-dollar multinationals.



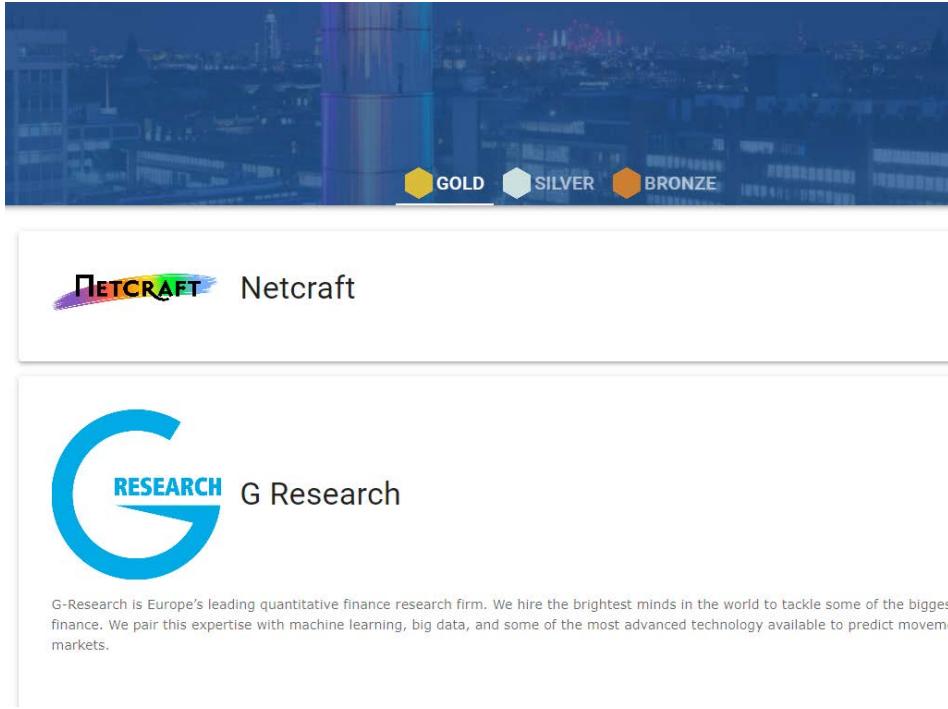
In-person Talks and Workshops

Join us on campus for a couple of hours to deliver talks or engage students with exciting activities. Promote your brand and company culture by interacting directly with students who also wish to learn more about you and are looking for opportunities just like yours. From interactive mini hackathons to Q&As to

product demonstrations, the time and space are exclusively yours to excite ICL students and inspire young minds! This is a unique opportunity to promote your company culture and business area and recruit from one of the world's top universities. Just let us know what you want to do and we will organise it for you!

Recruit via Our Sponsors' Portal

Our newly renovated Sponsors' Portal offers the opportunity to post job vacancies directly to all of our members. Applications with CVs can be submitted directly via the portal, and our aim is to make this the go-to recruitment space — for all of our members as well as for sponsors trying to pick the crème de la crème.



Promote Your Brand Through the DoCSoc 'Weekly Digest'

The DoCSoc 'Weekly Digest' is one of the key ways we make sure our community always knows what's going on. Through our weekly email blasts, we ensure our community knows everything that DoCSoc and our sponsors are up to.

Just let us know what you want posted, from marketing one of your events to promoting your own online hackathons, and even choose to have a featured position at the top — we'll get it done.

Instagram Story Posts — NEW!

Have the chance to take the spotlight with our Instagram Story Posts! DoCSoc is exclusively giving Gold sponsors the chance to takeover our largest social platform, Instagram ([@docsoc](https://www.instagram.com/@docsoc)), with over 2000 followers! With up to 10 story posts, take us through a day in the life of working at your company, promote your culture and technologies and appear on our Instagram Highlights! The stage is yours!

For a full list of everything we do and the perks of each sponsorship tier, please take a look at the Sponsorship Tiers on Page 8. And please do not hesitate to contact us if you have any questions at docsoc@ic.ac.uk!

OUR MISSION **What do we aim for?**

DoCSoc's mission is to ensure its members make the most out of their time at Imperial College London. As an independent society without funding from Imperial College Union, we rely on the support of our generous sponsors to subsidise the expenses of our various events — our members are consciously aware of this fact.

Sponsors have a substantial influence in achieving our goal; through corporate led events our members are given first hand contact with industry and the opportunity to further their career development. Beyond running a wide variety of industrial events, we also have core initiatives and programmes to increase the breadth of student life at ICL.

Diversity in Engineering

At DoCSoc, we believe in equal opportunity. One of our core objectives is to improve the opportunities for traditionally underrepresented groups in computer science. We work closely with the department's Women and Non-Binary Individuals in Computing group, aiming to promote gender equality, diversity and equal representation. From supporting AC Hack (Afro Caribbean Hack) to holding sessions for LGBTQ+ in Computing, we are always seeking new ways to increase engagement from students of all backgrounds.

Upskilling and Creating Opportunities

As a student-run society, DoCSoc is all about its members. We take pride in our ability to help our members upskill and find opportunities for growth. Not least through events such as our renowned "Internships 101", but also academic talks from researchers, lecture series on the Rust programming language, and

collaborations with other initiatives. This year, we are partnering with Kraft who aim to connect students to work on projects/ startup ideas together. We are excited to see the innovative and collaborative ideas that will emerge from this partnership!





SPONSORSHIP TIERS

Services included in our plans:	Bronze £ 1,500	Silver £ 5,000	Gold £ 8,000
Brand Development			
Distribution of promotional material and swag Distribute your merch any time and target any DoCSoc demographic	✓	✓	✓
Profile in Careers Handbooks Publicise your brand in our Careers' Handbook, a publication distributed widely at the beginning of every academic year	✓	✓	✓
Logo displayed on the DoCSoc website	✓	✓	✓
Logo printed on DoCSoc freshers' tote bags	—	✓	✓
Recruitment and Publicity			
Content in 'Weekly Digest' Newsletter Send us what you want to post and we will distribute it via email	✓	✓	✓ *
Recruiter contact details Advertise your company and add your recruiter contact details to our sponsors' portal	✓	✓	✓
Applications through Sponsors' Portal Members can submit their CVs for open positions advertised by you on our Sponsors' Portal	✓	✓	✓
Send your merchandise for distribution at Sponsors' Exhibition	✓	✓	✓
Host a stall at the Sponsors' Exhibition Talk directly to prospective candidates exclusively from our society, and advertise careers in a targeted, bespoke environment	—	✓	✓
Send bespoke mailshots to our members Send out emails to all of our 1800+ members or a specific demographic	—	5	✓
@docsoc Instagram Story Posts Reach out to our members, posting up to 10 stories over a 24 hour period (e.g. day-in-the-life videos, job promotions, etc)	—	—	10
Personalised event or workshop Have DoCSoc host you for a tech talk, workshop, branded bar night, or whatever else you'd like, organised by us, with feedback after the event	—	—	2

* Featured position

BESPOKE EVENTS AND ADDITIONAL SERVICES

We've tried to offer a wide selection of events and benefits we think our sponsors would be interested in, but if you'd like to run something outside

of it, please, let us know! We're always happy to have a conversation about what more we can offer, and we'll do our utmost to make it happen!

HOW WE SPEND OUR MONEY

We are committed to making the most out of the funding we receive to improve the student experience and promote career opportunities to our members. Last year, we invested in the following areas:

- Room bookings, food, and equipment for sponsors' and social events
- Subsidised tickets to external social events for our members
- Subsidised DoCSoc merchandise
- Formal events and the Summer Party
- Barnights
- And much more!

Thank you for taking the time to consider sponsoring DoCSoc, and we look forward to hearing from you soon! Contact us if you have any questions at docsoc@ic.ac.uk!

“ DoCSoc events provide a much better life-work balance and allow you to socialise more with other students. The industrial talks are an exciting break from day-to-day life and provide a fantastic platform to interact with companies I otherwise would never have heard of or had a chance to talk to.

~ 3rd Year Computing Student





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