



SPONSORSHIP POSSIBILITIES

Extended Reality @ Berkeley

This document outlines the various ways your organization may sponsor Extended Reality @ Berkeley. Numbers are ballpark figures; different sums can be negotiated.

ABOUT US

Our Mission

Founded in 2015 by a team of visionary undergraduates, Extended Reality @ Berkeley grew to become the largest XR student organization in the world. Our community consists of more than 50 members and 600 alumni, brought together by a common passion to free our experience from the boundaries of perception. As part of our efforts, we train new engineers in all aspects of Virtual and Augmented Reality, raise awareness about our technology's potential for humanity, and advance the field through state-of-art research and development initiatives.



1. Info Session

Description: Companies can present about their current research, show new products being developed, or discuss the current AR/VR industry. Students can ask questions about the field and what the company is working on.

Benefits: Companies will gain presence on campus. Students may find that they want to work on similar subjects as the talk and potentially apply to your organization for a job or internship.

Duration: 2 hours (Evening is best)

Typical Attendance: 50-100 students (depends on talk subject and company)

Sponsorship: \$800-\$1000

Sponsorship Goes To:

- Food (delivery reimbursement)
- Flyers/online advertising
- Base sponsor benefits
- Volunteer compensation



2. Workshop

Description: Companies can guide students through a small coding exercise or technical challenge, or other to encourage students to develop using their platforms.

Benefits: Companies will gain presence on campus. Students will engage actively with engineers and show off their skills in what is essentially a 2-hour long group technical screen. If requested, we will book interview rooms for you after the event.

Duration: 2-4 hours (Evening is best)

Typical Attendance: 20-30 students

Sponsorship: \$800-\$1000

Sponsorship Goes To:

- Food (delivery reimbursement)
- Flyers/online advertising
- Base sponsor benefits
- Volunteer compensation



3. Sponsored Project

Description: Companies can propose semester-long development, research, or consulting projects for students to work on. A project can be completely new, or build on an existing project. A list of existing projects can be found [here](#).

Some potential project formats include:

- Prototyping user interactions for a new SDK feature
- Creating a more complete prototype for a particular game or product feature
- Incorporating new hardware or software into an existing project and measuring its effectiveness compared to other solutions

Benefits: Companies will be able to set project requisites and final product expectations. Companies will also be able to view talent at UC Berkeley and better explore potential candidates for summer internships or post-graduation work. Students will be able to showcase their technical and problem solving skills as they explore real working scenarios.

Duration: 1 semester (4 months) or 1 academic year (8 months)

Sponsorship: On request

Sponsorship Goes To:

- Materials for project
- Developer compensation
- Supporting the club's core activities

