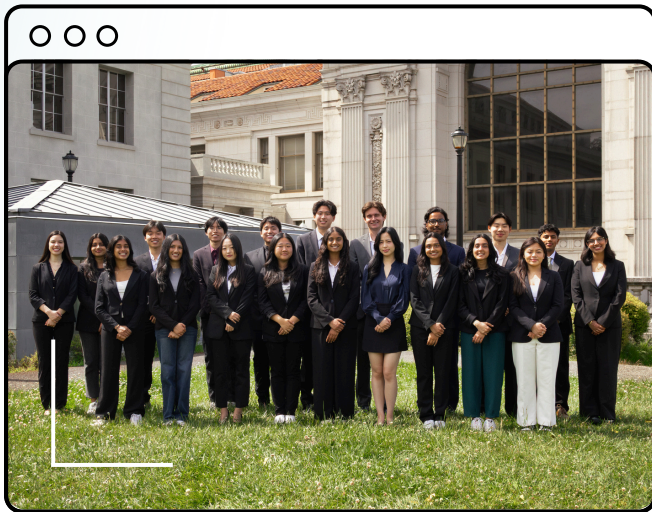# SPC
Software Product @ Cal

SPONSORSHIP PACKET

2025-2026

About Us

Software Product @ Cal is UC Berkeley's premier student-run product consultancy, where students gain real-world experience in product management by delivering **data-driven, actionable solutions** to clients. As the pioneering chapter of the International Software Product Management Association, we forge the next generation of product leaders.

Our Mission

To create a **thriving** learning environment that bridges the gap between academia and **real-world** applications in the product management industry.

Why Partner With Us?

Access Top-Tier Talent – Connect directly to our curated network of 50+ top-performing UC Berkeley students from diverse fields, all passionate about product management and technology.

Brand Visibility – Showcase your company's commitment to education and innovation while aligning your brand with one of the world's top universities.

Recruitment Pipeline – Build relationships with future product managers, engineers, and business leaders before they enter the job market.

SPC's Past Projects

01 **Amazon**
Built **GenAI** marketing tool and lifecycle roadmap for internal tool impacting **50M+ users**.

02 **Uber**
Developed Uber for Teens leveraging **1M+ data points** from focus groups and surveys.

03 **SweetGreen**
Designed internal pulse survey system projecting **15% retention lift** and **$300K** in cost savings.

And more...

We've successfully partnered with industry leaders across sectors, including Fortune 500 companies, innovative startups, and government agencies. Our portfolio includes collaborations with organizations like Uber, Amazon, Mattel, USDA, and Sweetgreen.

Package Perks

Club Benefits

Club Benefits	Package 1 $500	Package 2 $2K	Package 3 $5K
Logo on Website	●	●	●
Blurb on Newsletter	●	●	●
Blurb on Home Page		●	●
Social Media Post		●	●
On-Campus Infosession*			●
Fireside Chats			●

Berkeley SPC Summit** Benefits

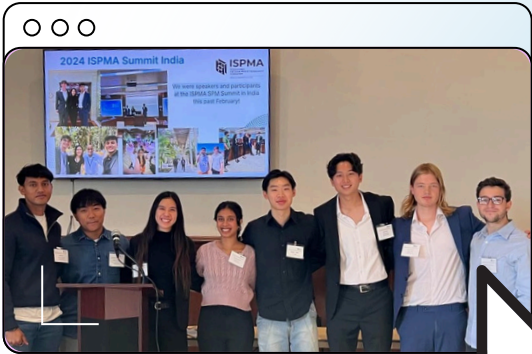| Berkeley SPC Summit** Benefits	Package 1	Package 2	Package 3
Sponsor Table	●	●	● 2x
Company Merch Allowed	●	●	●
Company Representative VIP Passes	● 2x	● 3x	● 6x
Logo on Event Website	●	●	●
Resume Book		●	●
Sponsor Highlight in Post-Summit Media			●
Blurb in Pre-Event Marketing Blast			●

🔍 **Recruitment Partnership Opportunities** 🎤 📷 🔍

🔍 Exclusive recruiting events and info sessions

🔍 Resume database access

🔍 Mentorship program participation

🔍 Interview and internship opportunities

🔍 **Event Sponsorship Opportunities** 🎤 📷

🔍 Brand visibility at student events

🔍 Speaking opportunities for your executives

🔍 Networking access with students and faculty

🔍 Social media promotion and recognition

*Expected Attendance: 50-100
**Expected Attendance: 200

![SPC - Software Product @ Cal logo]

THANK YOU

Please don't hesitate to contact our
sponsorship team at: **ispma.berkeley@gmail.com**