



Cubstart Sponsorship Packet

Fall 2022 - Spring 2023

Cubstart

UC Berkeley • Fall 2020 - Fall 2022

UC Berkeley's DeCal for builders and creators

Cubstart is a student-run course as part of the DeCal Program at University of California, Berkeley. We're run by members of Cal Hacks, the world's largest collegiate hackathon. We've been running since Fall 2020, with **200 students per semester**, with the aim of **supporting underrepresented minorities** and **beginner developers** in their journeys in STEM. We have 2 tracks, **iOS development** and **web development**, so students can choose the platform they prefer!



Throughout the semester, we provide mentorship and resources for students to learn how to build an app from start to finish: ideation, team-building, programming, pitching, and more. Our students hone these skills in a **month-long final project**, where they work in teams to develop an app! We end off with **Demo Day**, a mini-hackathon for students to show off their creations.



What is a DeCal?

The DeCal Program is an aggregate of student-run courses at the University of California, Berkeley – here, students create and facilitate their own classes on a variety of subjects, many of which are not addressed in the traditional curriculum.

Why sponsor Cubstart?

- Support efforts in diversity, equity, and inclusion. We partner with **3+ organizations involved in helping underrepresented minorities** (Hispanic Engineers and Scientists, Black Engineering & Science Student Association, Society of Women Engineers, and more along the way!). We also have made outstanding strides in diversity, with **~50% of our cohort being female or non-binary**.
- Increase your company's brand recognition by talking to our students and giving out company swag at **Demo Day**.
- Highlight your APIs and/or technology and promote innovative projects with prizes at **Demo Day**.

Standard Packages

Our standard packages to get you started!

Bronze

\$1000

The bronze package includes all the essential perks.

- **Broadcast Important Information**

Give students a glimpse into your company on Demo Day

- **Feature on our Website**

Become a part of the Cubstart legacy

- **Distribute Swag to Students**

On Demo Day, give students memorable items to take home

Silver

\$2000

The Silver package is the best way to establish your brand awareness for your company among hundreds of talented students and builders.

- **Everything from the Bronze package**

- **Guest Lecture**

Get a designated infosession to connect with students looking for internships (marketed within the Cubstart cohort and publicly!)

Gold

\$4000

The Gold package lets you extend your reach further and connect with as many as students as possible.

- **Everything from the Silver package**

- **Social Media Marketing**

Partner with Cubstart to spread your message

- **Dedicated Email Blast**

Reach every student individually

