

# BITWISE 2K9

## SPONSORSHIP BROCHURE

**COMPUTER SCIENCE AND ENGINEERING SOCIETY  
IIT KHARAGPUR**

# BITWISE 2K9

**ALGORITHMIC INTENSIVE TIME CONSTRAINED  
ONLINE PROGRAMMING CONTEST**



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### KEY FEATURES OF THE CONTEST

- Time constrained algorithmic intensive online programming contest.
- First such contest in India.
- Huge international participation. Teams from 54 countries had registered for Bitwise 2008.
- Reaches out to the best computer science brains from all over the world, including many programmers from TopCoder.

### ABOUT BITWISE

Bitwise is an annual time-constrained, algorithmic intensive online programming contest organized by the computer science and engineering society at IIT Kharagpur, one of the premier campuses of engineering in India. It was the first such competition to be started and has over the years established its stature, both at national and international level. With so many other colleges having followed suit, Bitwise has indeed renewed interest in algorithms and programming around the country, so central to the stream of computer science.

The contest runs for 12 hours every year on the second Sunday of February, from noon to midnight. This year we plan to have it on Sunday, February 8, 2009.





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Bitwise is acclaimed for its challenging problems and the transparent ranking mechanism. So much so, that on the day of Bitwise, usually the second Sunday of February every year, most computer science departments around the country and abroad, find their labs surprisingly full on Sunday with students frantically typing away at the keyboard.

## PARTICIPATION

We enjoy participation from the best computer science departments around the country, and the challenging nature of the contest means that bitwise winners are generally regarded as programming geniuses. Usually the top 5-10% of the computer science graduates around the country participate in this contest. We also have a large participation from fresh graduates employed in some leading software companies in the country. For the elite it is the contest to go for.

Apart from that, Bitwise attracts the best programming talent internationally. Participation spans over 50 countries, including teams from Germany, United States, Brazil, Singapore, Argentina and more.



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We also enjoy participation from the employees of top-notch companies. Our registrations reach around 3000 teams and almost 70% of them fight it out on the final day.

## VALUE PROPOSITION

We provide our sponsors the opportunity to associate themselves with the most celebrated programming contest organized by a university in India. The publicity related benefits of sponsoring Bitwise are enormous. The Sponsor's information would be prominently featured on the Bitwise website, our primary communication tool, and also on all the posters we send out all over the world.





### SUCCESS FORMULA

Bitwise owes its success to the relentless perseverance and dedication of the final year computer science students of IIT Kharagpur. From its inception in 2001, Bitwise has also benefited tremendously from the encouragement and support of the faculty and staff of the Department of Computer Science and Engineering.

Two hallmarks of Bitwise, which make it so popular, are the innovative nature of the problems and the transparent scoring mechanism which ensures absolute integrity in the results.

As Arindam Chakrabarti, the society president at the time of the first Bitwise, put it:

“Bitwise was an instant success because of two main reasons: One was the IIT Kharagpur brand name. Bitwise got instant recognition from the prospective sponsors and prospective participants because of the brand name that went along with it. The other was the dedicated work put in by the Bitwise team and the complete support and encouragement from the CSE department faculty.”

Bitwise in its own small way reflected the efforts and hard work put in by the entire IIT Kharagpur community over the years in making it one of the most prestigious technology schools world wide.

### **TITLE SPONSORSHIP BENEFITS:**

Sponsorship Amount: Rs. 2,00,000

- The Title Sponsor's name will be prominently associated with Bitwise 2009. It will be indicated that the Title Sponsor is presenting Bitwise. For instance, if our Title Sponsor is XYZ Corp., we would say XYZ Corp. and CSE Department Society, IIT Kharagpur presents Bitwise 2009.
- The Title Sponsor's logo would be placed on all the pages of the website along with the credits in the Sponsors section. Since the website is central to the competition, we are bound to get a lot of clicks on the main page. The logo would envelope a hyperlink to the Title Sponsor's website.
- The Title Sponsor's name and logo would also be featured in the Sponsor Ticker in the main page of the Bitwise 2008 website.
- The Title Sponsor's logo would also be prominently displayed in the publicity posters we send out all over the world and the Title Sponsor would be displayed as above.
- The Title Sponsor's name would be mentioned in the invitation emails we send out all over the world. We are sending thousands of invitation mails to institutions and programmers, both in India and abroad.





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- The Title Sponsor would be clearly visible on the prizes and paraphernalia. We usually give out good quality T-shirts/Pullover to the top 50 teams as well as the Bitwise teams, and our Title Sponsor would be prominently featured on the T-shirts/Pullover and any other prizes we might decide to give. The participants constitute some of the smartest young people in the realm of computer science and reaching out to them would be an appropriate publicity to our Title Sponsor.
- The Title Sponsor would be mentioned in all our correspondence with the participating teams, during the registration process, on the problems pages, on the emails we send out for all submissions, apprising the teams of the outcome of their submission. During the competition we handle well over a hundred thousand emails.
- Besides, we will extend to the title sponsor to make announcements on our website, if they wish to make any.
- We would also give the Title Sponsor prominence in the online forums we operate before and during the event.
- Any other additional Sponsorship benefits desired by our prospective Title Sponsor can be negotiated upon.





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### ASSOCIATE SPONSORSHIP BENEFITS:

Sponsorship Amount: Rs. 60,000

- The name and logo of Associate Sponsor would feature in the Main page of Bitwise 2009 website in the Sponsor ticket section. Since the website is central to the competition, we are bound to get a lot of clicks on the main page which would be the default page for access across the website.
- The Associate Sponsor would be mentioned prominently on the Sponsors page along with the logo and link to their website.
- The Associate Sponsor's name and logo would appear on the publicity posters sent to prime institutions all over the world. Our Associate Sponsors would get explicitly mentioned in the poster.
- The Associate Sponsor's name would be mentioned in the invitation mails we send out all over the world. We are sending out thousands of invitation mails to institutions and programmers, both in India and abroad.

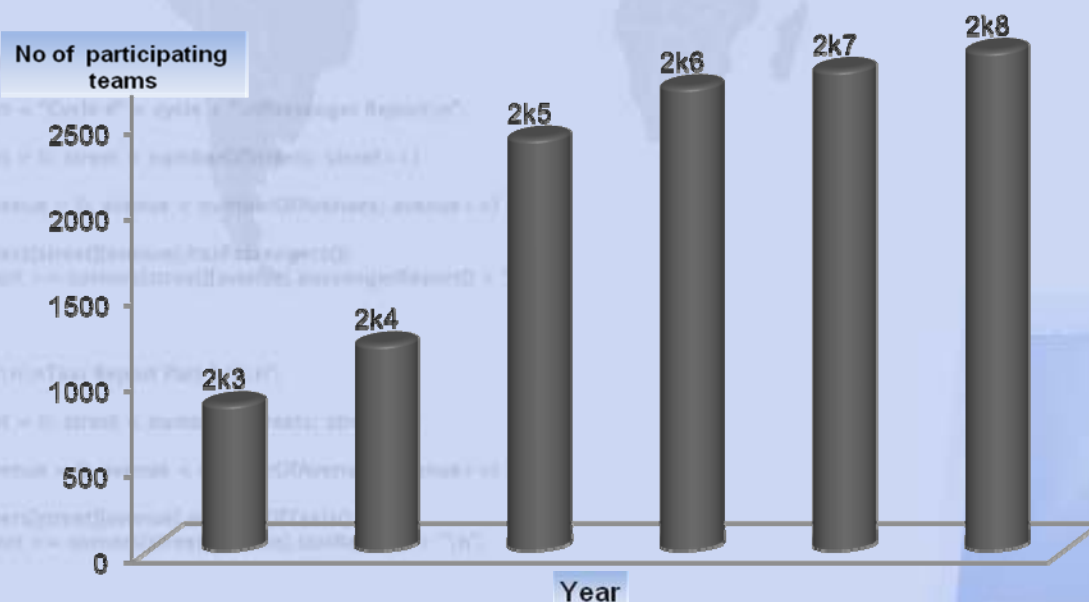
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The Associate Sponsor's logo would appear on the good quality T-shirts/Pullovers we give out for the top 50 teams as well as the Bitwise team. The winners constitute some of the smartest young people in the realm of computer science and would definitely provide great publicity to the sponsor.

Any other additional sponsorship benefits desired by our prospective Associate Sponsors can be negotiated upon.

## PARTICIPATION STATISTICS



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No of countries participated



Participation across the Globe



- Team from India
- Team from other countries





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### SPONSORS FOR BITWISE 2K8

#### TITLE SPONSOR:



#### ASSOCIATE SPONSORS:



#### MEDIA ASSOCIATES:





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