WHO WE ARE

The UNSW Computer Science and Engineering Society (CSESoc) is the principal representative body for computing students on campus and has been running for almost a decade. CSESoc caters to over 2100 undergraduate and postgraduate computing students. Students are enrolled in degrees including Computer Science, Software Engineering, Bioinformatics and Computer Engineering, with options for Masters, Honours and PhD work.

WHAT WE DO

Each year, CSESoc organises technical and social events, focusing on cutting edge technologies, developing professional skills and networking. We aim to create a close-knit community within the School of CSE and facilitate an environment and community in which students can explore their technical interests. It also provides them with opportunities to improve their social networking and leadership skills through participation in events and volunteering with the society itself.

In recognition of the quality of the society, CSESoc was awarded the Constituent Club of the Year award by ARC, UNSW's student union, in 2011. Sponsorship of CSESoc provides extensive exposure to our students and is a highly effective means of raising your company’s profile with some of the brightest technical students in the field.

You will be able to promote your organisation, products and services through our publication and wide range of events, and to interact with our students in personally crafted events of your choosing. CSESoc is able to provide the bridge to directly connect your organisation and the students of CSE.

“Since its establishment in 1991, the University of New South Wales School of Computer Science and Engineering (CSE) has grown to become one of the largest schools within the university and of its kind in Australia. It is part of the UNSW Faculty of Engineering, consistently recognised as the leading engineering school in Australia and the Southern Hemisphere.

UNSW CSE students and graduates are highly sought after in a wide range of industries. Many of our past and present students hold positions in a wide range of leading local and international organisations such Google, Microsoft, Atlassian, Macquarie Group, PwC and Jane Street.

CSESoc is the society run for CSE students by CSE students, in an endeavour to meet the social and technical needs of the students which cannot be filled by simply attending class.

We thank you for considering our proposal and look forward to discussing it with you soon.”

Oliver Tan and Davina Adisusila CSESoc Co-Presidents, 2015
THE CSE Student Network fosters a welcoming community for new computing students who are assigned to an older student mentor to guide them in the transition from secondary to tertiary education. This program also allows students to establish a social network with their cohort and gain support from experienced students.

PUBLICITY
Our publicity team handles all our design and marketing to our students to ensure everyone knows about upcoming events. Their tasks include event photography, event posters, weekly emails, social media updates, logo designs, creating merchandise and society branding.

SOCIAL
Our social team organises and runs all the social activities of the society. This includes our weekly BBQs, first year camp, annual cocktail evening and regular social events. The team has been very successful in creating an active social community and attracting a large number of members to attend these events.

STUDENT NETWORK
The CSE Student Network fosters a welcoming community for new computing students who are assigned to an older student mentor to guide them in the transition from secondary to tertiary education. This program also allows students to establish a social network with their cohort and gain support from experienced students.
Our Teams

Talkshops

The Talks and Workshops team liaises with sponsors to provide tech talks that promote your company and are extremely beneficial for engaging students in your recruitment program. This team also organises and runs exciting dev-related workshops, programming tutorials and seminars for our students to further their technical knowledge with the latest and greatest. The aim of the team is to fulfill the technical needs of the members which is otherwise not provided within regular course work at university.

Dev

The Dev team maintains and builds all the software and hardware required by our society including the society's website, and other student led initiatives. The Dev team also involves the development of new internal software for various administrative purposes. Furthermore, the Dev team work with the Tech team to run workshops, build skills that can help in these and other projects, and other parts of the community.

Devspace

DevSpace is the hub for developing student software projects that use specialised technical equipment including Oculus Rift®, MakerBot®, Arduino® and Kinect®. This allows students to utilise technologies not ordinarily available, enriching their experience at CSE.
Entirely run by a team of student editors and writers, Beta is CSESoc's fortnightly newsletter containing a variety of items such as articles relating to cutting edge technology, advertisements of events, company features and profiles of academic research projects.

Beta reaches across the university community so it provides an excellent opportunity for sponsors to advertise, contribute articles, and promote their internships and graduate programmes.

The First Year Survival Guide is designed for new computing students, covering student life, social events and resources available through CSE and UNSW. This guide is handed out at orientation Week (O-Week, running from 24th to 28th of February 2014). O-Week is the first experience of university life for new students.

This is a great opportunity for sponsor companies to reach a broad audience and gain more exposure. Sponsor companies who have signed on before O-Week have the option to include material in the First Year Survival Guide.
As part of CSE Soc’s commitment to enhancing students’ experience during university, we offer talks and workshops to students, going beyond what is taught in class and providing skills relevant to the industry.

**TECH TALKS**

As part of sponsoring CSE Soc, sponsors can hold talks about your company and opportunities available for students. This is a great way to motivate students and generate a large amount of interest in your company and any positions you have available. We hold these events in a dedicated seminar room and have high attendance rates, averaging 30 for each talk in 2014. We have also had tech talks with more than 100 students attending! We encourage sponsors to run on-campus technical talks in areas they work in and are passionate about.

**WORKSHOPS**

Running a workshop is a great way to give students practical experience with the technologies you use and get them excited about your company. Computing students are interested in the latest technologies and practical applications to their areas of study. We hold various technical workshops which aim to further students’ learning experiences outside of the classroom.

All workshops in the future will also have a dedicated website which has content available to students for extended future reference and learning.

We are offering sponsors the chance to get involved with student-run workshops with the Workshops Support add on.

We have organised a variety of student-run workshops in the past:

- Linux Installfests
- Web Development Workshops
- Hardware (Arduino) Workshops
- Git Workshops
- Code Jams
- Hackathons
- Entrepreneurial Talks
- Mock Technical Interviews
- Resume Seminars
Social events work to promote a tight-knit community within the School of CSE, as well as assist students in developing greater social networking skills. They also provide an excellent opportunity for students to meet and network with employees of sponsoring companies in an informal atmosphere.

CSESoc organises a variety of social events, for example in 2014 we organised and ran:
- First Year CSE Camp
- 26 Weekly BBQs, including two “Awesome BBQs”
- Annual Cocktail Party (Soctail)
- 2 Cardboard Nights (Card & Board Games)
- 2 Trivia Nights
- Touch Football Competition
- Laser Tag and Bowling Night
- Bake Off
- Rock Climbing
- Monte Carlo Simulation Evening
- Ice Skating
- Mystery Hunt
- Bike Ride
- Combined societal and inter university events

Our social events attract a large variety of students with different interests, attracting a cumulative total of around 3500 with an average of 140 people at our weekly BBQs (which are restricted to CSE students only) and about 40 at our other events.

Sponsors have access to any social event of BBQ to meet and greet students to promote their brand.
First Year Camp was an initiative started in 2009. It targets first year students, introducing them to the CSE community and providing them with the necessary social environment for them to form life-long friendships. Within camp, various social activities are held including trivia, scavenger hunts and a dance party. The camp also provides students with the opportunity to demonstrate and develop their leadership skills as camp leaders in following years.

In the past, this event has been awarded runner up “Event of the Year” across all clubs and society events by UNSW's student union, and received grants for its tremendous contribution to student and community development.

First Year Camp is a great opportunity for sponsor companies to reach a broad audience and gain more exposure. We offer a First Year Camp Support Add-on for sponsors to provide promotional material to be issued to students attending the camp.
Sponsor companies can increase exposure by advertising on merchandise designed and distributed by the CSE Society. Some examples include shirts, hoodies, stationery and flyers.

As a sponsor, you will also have the opportunity to provide your own merchandise to distribute at our social or tech events. This can be in the form of ‘swag’, stationery and brochures at our O-Week stall, prizes at trivia nights, or any general merchandise for our other events.
The High School Computing Club (CompClub) was established by CSESoc as an initiative to help high school students explore the depth and breadth of Computer Science. We reach over 300 schools within the Sydney region alone.

From competitions to computer games, the Computing Club aims to spark the interest of students who are just starting their journey with computing, whilst also providing depth for students who have excelled beyond what is taught in the classroom.

CompClub currently runs a range of weekly workshops teaching high school students programming in Python, C and shell scripting. CompClub also runs short talks and workshops at by visiting schools, as well as and also providing Summer and Winter School. The society is also actively involved in CS4HS.

Our High School initiatives continue to grow exponentially, and in 2015 we would like to extend this wonderful opportunity to sponsors through our High School Promotional Addon and High School Special Projects Addon. By sponsoring CompClub, companies will enjoy the satisfaction in knowing they are helping promote their profession to the young minds that will grow and thrive from our nurturing and educational environment into amazing minds that will then go on to innovate their industry.
CSESoc has many effective, wide-reaching materials for advertising. They raise awareness of CSESoc's events, and can also be an easy avenue to get your company's brand out to the students.

**WEEKLY SOC ANNOUNCE**

Our weekly society announcements reach out to all computing students. Sponsors can have their company featured in a society announcement. Furthermore, Principal Sponsors can choose to have their logo in all weekly announcements.

**FACEBOOK GROUP**

CSESoc maintains a Facebook group with a large, active community containing over 1,600 active computer science students. The group is regularly moderated to remove non-sponsor advertisements. Our Facebook Group's Cover Photo is regularly updated to contain cover photos for upcoming events, which include sponsor logos. As part of sponsorship, companies are able to promote their brand in our Facebook group through their own posts.

**EVENT POSTERS**

All events have associated posters, which are placed in high-visibility locations within the UNSW CSE building (K17), including the ground floor foyer and the basement, where most students congregate and have class. As part of sponsorship, your company logo will be placed on all event posters.
Students’ perceptions of companies are central to the career choices they make. The exposure provided by advertising with CSESoc helps students become familiar with sponsor companies and what they have to offer. You will be able to promote your organisation, product or service through our publications and wide range of events.

We offer two types of sponsorship options, event specific sponsorship and packaged sponsorship.

Event specific sponsorship allows for exclusive branding at one of our social or tech events. This provides a high level of exposure within a targeted context. Packaged sponsorship allows for branding throughout the year, and can be tailored to meet your specific needs and budget.

In 2014, our sponsors were:

**PRINCIPAL**

- Google
- Facebook
- freelancer.com
- Jane Street
- Accenture
- PwC

**MAJOR**

- Atlassian
- optiver
- Cisco
- Citi
- AT Kearney
- Palantir
- Deloitte
- Advanced Dermatology
- Printzone
Simply choose a **package, with optional add-ons**

## Principal Sponsorship

$3000

Principal sponsorship is for sponsors who want to make an outstanding contribution to the culture and development of UNSW CSE students. Becoming a principal sponsor of CSESoc is a significant advantage in terms of furthering a company's reputation to the future leaders in the technology industry. Your organisation will be prominently and frequently promoted to CSE students, who will remember your contribution to their university experience. Principal sponsors are also provided with opportunities to liaise more closely with students and distribute relevant promotional material. (See comparison table on page 14).

## Major Sponsorship

$1500

Major sponsorship provides a high level of continual exposure throughout the year. It is the perfect investment for companies or organisations who wish to increase their profile amongst CSE students. (See comparison table on page 14).

## Affiliate Sponsorship

NEGOTIABLE

Affiliate sponsorship allows sponsors to pick and choose specific areas of the society that they would like to become involved with. Pricing for affiliate sponsors depends on the level of involvement and the specific interests of the company. Companies interested in this level of sponsorship are encouraged to talk to us to arrange a personalised agreement.
ADD-ONS

Add-ons allow companies to customise their sponsorship with areas of particular interest. See page 16 for table with details.

**COMPCLUB SUPPORT AND PROMOTION $500**

This add-on nurtures the future of the computing industry. CompClub provides high school students invaluable skills unattainable in the classroom. It sparks students’ interest in pursuing a career in computing. They will be able to provide a lasting image to future bright talents who may eventually work in the companies that have helped them with their first insight into the computing world. CompClub reaches over 300 schools in the Sydney region alone and this sponsors with this add-on will have access to this audience base.

**COMPCLUB SPECIAL PROJECTS NEGOTIABLE**

This add-on is focused on bridging the gap between industry and freshest generation of computing students in high school. This add-on offers consulting services on how to approach schools and come up with innovative and attractive activities. Sponsors can collaborate with CompClub special projects or create new projects, stimulating recognition of sponsor companies by UNSW and the media.

**FIRST YEAR CAMP SUPPORT $300**

This add-on is for companies wanting to reach out to first year students. The camp add-on provides sponsors the naming right of the camp and the ability to include sponsor’s promotional material in the camp info pack which all students will get when they are at camp. (Please note this add-on is only available before February).

**DEVSPACE SUPPORT NEGOTIABLE**

DevSpace is the hub for developing student software projects that use specialised technical equipment support. This add-on is enriches the technological sector for CSE students. We greatly value equipment, new or donated. All equipment sponsored by you will be named after you and will allow students to gain expertise with your technology.

**STUDENT-RUN WORKSHOPS SUPPORT NEGOTIABLE**

Workshops are mostly student written and presented, and will be available as a self-paced exercise on the CSESoc website after the workshop. Sponsorship for specific student-run workshops allow you to provide your own resources for the workshop, allowing students to be trained in the skills you desire. Furthermore, we will place your company’s logo in central locations on the web page, to increase brand awareness.
# SPONSOR PACKAGES

## PRINCIPAL & MAJOR SPONSORSHIP

<table>
<thead>
<tr>
<th>Events</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Event - A sponsor branded event may include naming of the event, displaying sponsor banner, distribution of sponsor merchandise or pamphlets, awarding sponsor provided prizes. Popular events to advertise include one of our Weekly BBQs or Trivia Nights</td>
<td>✓ Up to 4</td>
<td>✓ Up to 2</td>
</tr>
<tr>
<td>Tech Event - Your company will be given the opportunity to hold technical workshops or run tech talks</td>
<td>✓ Up to 4</td>
<td>✓ Up to 2</td>
</tr>
<tr>
<td>Posters - Your company name and logo on all our event posters</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Sponsor Hosted Event - Your company will be given the opportunity to host your own event for our students. Examples include professional skills workshops, cocktail night or a company tour</td>
<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Website</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company's logo displayed on the sidebar and sponsors page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Description - A text description and hyperlink to your company's website displayed on our sponsors page</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Feature Page - A featured web page describing your company and affiliation with CSESoc</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Beta</th>
<th>Front Page</th>
<th>Back Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad - An advertisement printed and distributed in an issue of your choosing</td>
<td></td>
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</tbody>
</table>
## Sponsor Packages

### Principal & Major Sponsorship

<table>
<thead>
<tr>
<th>Publicity</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Poster - Sponsor provided poster to be displayed on all CSE noticeboards</td>
<td>A3 Size</td>
<td>A4 Size</td>
</tr>
<tr>
<td>Logo - Your company name and logo will be displayed on all CSE noticeboards</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Soc announce - Your company events and opportunities will be advertised in our society's weekly email sent to all society members.</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>CSE Soc Facebook group and page - Your company events and opportunities will be advertised in our Facebook group and page</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Emails</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor Email - Your company can send an email to all our members</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo - Your company logo will appear on every email sent out to the society members</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shirts</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company logo will appear on any event-specific shirts created in the year</td>
<td>✓</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Camp</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will appear on all our camp posters</td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>First Year Survival Guide</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will be printed and distributed to all first year students</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad - An advertisement of your choice will be printed</td>
<td>Full Page</td>
<td>Half Page</td>
</tr>
</tbody>
</table>
## CompClub Promotional Material

<table>
<thead>
<tr>
<th>Description</th>
<th>✔️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will appear on all our high school promotional material and slides used during workshops</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor workshop/talks – Your company will be given the opportunity to hold workshops or run talks at UNSW during UNSW HS summer/ winter school.</td>
<td>✔️</td>
</tr>
<tr>
<td>Sponsor travelling package – Your company will be given the opportunity to hold workshops or run talks in external schools which are partnered with CompClub</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotional material – Your company can issue promotional material to students attending our workshops</td>
<td>✔️</td>
</tr>
</tbody>
</table>

## CompClub Special Projects

<table>
<thead>
<tr>
<th>Description</th>
<th>✔️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting service - CompClub will offer advice on innovative activities that will attract high school students and staff.</td>
<td>✔️</td>
</tr>
<tr>
<td>Joint special projects - Collaboration with CompClub on big projects that reach numerous schools e.g. CS4HS, Travelling Package.</td>
<td>✔️</td>
</tr>
<tr>
<td>Own special project - Gaining assistance and increased exposure on projects you currently run or what to run in future.</td>
<td>✔️</td>
</tr>
</tbody>
</table>

## Camp Pack

<table>
<thead>
<tr>
<th>Description</th>
<th>✔️</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will appear on all our camp promotional material and will also be featured in camp</td>
<td>✔️</td>
</tr>
<tr>
<td>Naming rights – Your company will have the naming right of our first year camp</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotional material – Your company can issue promotional material to students at camp</td>
<td>✔️</td>
</tr>
</tbody>
</table>
## ADD-ONS

### DevSpace Support

<table>
<thead>
<tr>
<th>Feature</th>
<th>✔</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will appear in the DevSpace area and room.</td>
<td>✔</td>
</tr>
<tr>
<td>Equipment - Equipment funded or donated by you will be named and branded after your company.</td>
<td>✔</td>
</tr>
</tbody>
</table>

### Workshops Support

<table>
<thead>
<tr>
<th>Feature</th>
<th>✔</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo - Your company name and logo will appear in Workshop material and advertising. Workshops will also be named after your company.</td>
<td>✔</td>
</tr>
<tr>
<td>Resources - Ability to contribute resources that are tailored to your company's needs.</td>
<td>✔</td>
</tr>
<tr>
<td>Promotional website - Workshops will have their own website with promotions and workshop content material in which reference to your company will be included.</td>
<td>✔</td>
</tr>
</tbody>
</table>
If you would like any further information about the activities run by CSESoc, or would like to discuss our sponsorship packages, please do not hesitate to contact us.

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