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.

CSESoc was established in 2006 to represent the student body of CSE students at UNSW, and is run for CSE students by CSE students. We endeavour to meet the social and technical needs of the students which cannot be filled by simply attending class. Many of our past and present students hold positions in a wide range of leading local and international organisations such Google, Microsoft, Atlassian, Facebook and The Commonwealth Bank.

We thank you for taking the time to read and consider our proposal, and we look forward to discussing it with you soon.

Adam Tizzone and Nicola Gibson
CSESoc Co-Presidents, 2017
About Us

Who We Are

The Computer Science and Engineering Society (CSESoc) is the principal representative body for computing students at UNSW and has been running for over a decade. CSESoc caters to over 2900 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.

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.
Our Teams

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 such as trivia and games nights. The team has been very successful in creating an active social community and attracting a large number of members to attend these events.

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, social media updates, logo designs, creating merchandise and society branding.

Industry
The industry team liaises with sponsors to provide talks and events that promote your company and are extremely beneficial for engaging students in your recruitment program. This includes, but isn’t limited to, sponsored BBQs, workshops, hackathons, site visits and practice interviews.
Our Teams

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.

Workshops
The workshops team organises and runs exciting dev-related workshops, programming tutorials and seminars for our students to further their technical knowledge with the latest and greatest. This helps give students practical, real world skills, which benefits both our students, and our sponsors who would be looking to hire them. As students are always looking to learn new skills, this is a key area of how we engage with our members.

Dev
The Dev team maintains and builds all the software and hardware required by our society, such as the society’s website. The Dev team also involves the development of new internal software for various administrative purposes, including a timetable importer, event attendance tracker, and student hackathons.

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.
Our Teams

CompClub
The High School Computing Club (Comp Club) is an initiative to help high school students explore the depth and breadth of Computer Science. We reach over 300 schools within the Sydney region, and run a range of weekly workshops teaching high school students programming in Python, C and shell scripting.

Beta
Beta is our fortnightly publication which brings the latest news in CSE and beyond to our members. Our team of student editors and writers publish quality articles, news, interviews, puzzles and more to our members. Sponsors will have the opportunity to write articles for Beta as well.

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.
Promoting Your Brand

Tech Talks and BBQs

By sponsoring CSESoc, you can join us for BBQs and 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.

Students can engage with engineers and recruiters one-on-one at BBQs, and listen to talks about working at your company and the problems you solve day-to-day. We hold these events talks in a dedicated seminar room and have high attendance rates, averaging 30 students for each talk in 2016.

We encourage sponsors to run on-campus technical talks in areas they work in and are passionate about.
Promoting Your Brand

Workshops and Hackathons

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

Hackathons and coding competitions are a fun way to get students a taste of industry, and to think critically about real-world problems relevant to your company. Winners of these competitions are often rewarded with small prizes to further excite them about your company. We have had sponsored coding competitions with more than 100 students attending!
Promoting Your Brand

Social Events
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. In 2016, we organised and ran:

- First Year Camp 150 attendees
- 26 Weekly BBQ's 100 attendees each week
- Annual Cocktail Party 150 attendees
- 2 Cardgame nights 40 attendees
- 2 Trivia Nights 50 attendees
- Laser Tag and Bowling Night
- Bake Off
- Ice Skating Night
- Skyzone Trampoling Night
- Other co-operative events with other UNSW and Inter-university engineering societies

Our social events attract a large variety of students with different interests, with a cumulative total of around 3500 people and an average of 100 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 to meet and greet students and promote their brand.
Promoting Your Brand

Merchandise

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.
First Year Camp is an initiative started in 2009 to target first year students, introducing them to the CSE community and providing them with the necessary social environment for them to form lifelong friendships. In 2016, there were 120 attendees. Within camp, various social activities are held including trivia, scavenger hunts and a dance party.

The camp also provides students 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.
Comp Club

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 2016 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, reaches out to all 2900 undergraduate and postgraduate computing students through email. 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 3000 core members and alumni. The group is regularly moderated to remove non-sponsor advertisements. As part of sponsorship, companies are able to promote their brand in our Facebook group through their own posts.

**Website and Facebook events**

Logos from all sponsors are featured on our website in a banner to the site of the content on every page. There is also a ‘Sponsors’ section of the website in which sponsors can elaborate on their company in a short paragraph. All social and workshop events have associated Facebook event, where students in the publicity team design banners to go on the event. All event banners will contain principal sponsor’s logos.

**Beta articles**

Principal sponsors will have the opportunity to write articles about their company or other topics of their choosing for our fortnightly Beta newsletter. Beta is distributed at every second one of our weekly BBQs, with over 80 copies printed and handed out, as well as more left around the school of computer science for students to browse. Betas are also available through our website and soc announce, with more students reading them online.
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. In 2016, our sponsors were:

**Principal**
- Accenture
- Canva
- Atlassian
- Facebook
- Google
- Freelancer.com
- Jane Street
- Microsoft

**Major**
- Palantir
- Optiver

**Affiliate**
- Woolworths Limited
- BCG
- Blackbird Ventures
- iress
- digi.cash
- stratton
- Covata
- Advanced Dermatology
Sponsorship Packages

Principal

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 CSE Soc 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.

Major

1500

Major sponsorship provides a high level of continual exposure throughout the year, and provide a significant contribution to CSE students.

This level of sponsorship is the perfect investment for companies or organisations who wish to increase their profile amongst CSE students.

Affiliate

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, and can be organised through personalised packages.
<table>
<thead>
<tr>
<th>Events</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Events</td>
<td>Unlimited</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Ability to name the event, display the sponsor banner and distribute sponsor merchandise.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tech Events</td>
<td>Unlimited</td>
<td>Up to 2</td>
</tr>
<tr>
<td>Ability to name the event, display the sponsor banner and distribute sponsor merchandise.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor Hosted Events</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Ability to name the event, display the sponsor banner and distribute sponsor merchandise.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Publicity**

<table>
<thead>
<tr>
<th></th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company's logo displayed on our website in the sidebar, and a text description and hyperlink to your company's website displayed on the sponsors page</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Events</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td>Company name and logo displayed on all Facebook cover photos.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Soc Announce</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company events or job opportunities advertised to our mailing list.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook Group</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Your company events or job opportunities advertised to our facebook group.</td>
<td></td>
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</tbody>
</table>
**Sponsorship Comparison**

<table>
<thead>
<tr>
<th></th>
<th>Beta</th>
<th>Principal</th>
<th>Major</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Article</strong></td>
<td>✓ A feature profile about your company in an issue of your choosing.</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td><strong>Front Page Ad</strong></td>
<td>✓ Your logo or a relevant image on the front of Beta</td>
<td>✓ With accompanying article</td>
<td>X</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>✓ Your company name and logo on every issue of Beta.</td>
<td>✓</td>
<td>X</td>
</tr>
<tr>
<td><strong>First Year Camp</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Fliers</strong></td>
<td>✓ Your logo will go on all fliers and other promotional material.</td>
<td>✓</td>
<td>X</td>
</tr>
</tbody>
</table>
Add-ons

Add-ons are designed for companies who not only want to make a contribution to the culture and development of UNSW CSE students, but would also like to provide further support for the next generation of computer scientists and engineers. These packages will also increase your company’s reputation throughout the education sector.

CompClub Sponsorship

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 Sponsorship includes:
- Logo - Your logo on all our high school promotional material and workshop slides
- Sponsor workshop/talks – Hold workshops or run talks at UNSW
- Sponsor travelling package – Hold workshops or run talks in external schools
- Promotional material – Your company can issue promotional material to students attending our workshops

CompClub Special Projects

Focussed 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.

CompClub Special Projects includes:
- Consulting service - Advice on activities that will attract high school students and staff.
- Joint special projects - Collaboration with CompClub on big projects that reach numerous schools e.g. CS4HS, Travelling Package.
- Own special project - Increased exposure on your projects, both current and future
Workshops Support

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.

Workshops Support includes:
Logo - Your company name and logo will appear in all workshop material and advertising. The workshop will also be named after your company.
Resources - Ability to contribute resources that are tailored to your company’s needs.
Promotional website - Workshops will have their own website with promotions and workshop content material in which reference to your company will be included.

First Year Camp Support

This add-on is for companies wanting to reach out to first year students. The camp pack allows you 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).

First Year Camp Support includes:
Logo - Your logo will appear on all our camp promotional material and will also be featured in camp.
Promotional material - Your company can issue promotional material to students at camp.

DevSpace Support

DevSpace is the hub for developing student software projects that use specialised technical equipment and technical 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.

DevSpace Support includes:
Logo - Your company name and logo will appear in the DevSpace area.
Equipment - Equipment funded or donated by you will be named and branded after your company.
Contact Us

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 at csesoc.copresidents@cse.unsw.edu.au

We look forward to hearing from you!