SPONSORSHIP PROSPECTUS

_ csesoc _
UNSW

2019
CSE Soc is the student organisation that represents and empowers students undertaking Computer Science, Software Engineering or Computer Engineering degrees (as a single degree, or in combination with another degree as a double).

We work towards building a greater community, helping to develop our members both personally and professionally; enhancing their university experience.

Sponsors play an integral role in this process. Without the monetary support, job opportunities and experience of our sponsor companies, CSE Soc would not be able to achieve as much as it does.

Most, if not all decisions we make throughout the year will be a direct consequence of one of our principal sponsors. For sponsors, the biggest difference would be events that focus on being more accessible to students - resulting in better engagement and interest. Along with this, our focus on the personal and professional development will give sponsors ample opportunities to help students grow in these areas.

Thank you for taking the time to consider our proposal. If you have any questions please don’t hesitate to contact us. We look forward to working with you throughout the year!
WHAT’S NEW THIS YEAR?

In 2019, the new CSESoc Executive Team is eager to continue to improve the society and collaborate with sponsors in new and exciting ways through some of the following changes:

- Flexible and personalised sponsorship packages, tailored to the goals of each sponsor.
- Comprehensive event opportunities and calendar for 2019.
- Organisational changes to the weekly BBQs to allow for more meaningful student-sponsor engagement.
- More interactive workshop events (with exercises, mentors, etc.).
OUR STATS

#1 in Australia for engineering & technology
2018 QS World University Rankings

#41 in the world for computer science
2018 QS World University Rankings

91%+ of employers are happy with UNSW graduate technical ability
ESS 2017 National Report

"More technology entrepreneurs than any other university in Australia"
Crunchbase Report 2013

Facebook Page: 2,680+ followers

Facebook Group: 5,200+ members

Weekly newsletter sent to ~3,000 CSE students
BENEFITS

Reach Australia's Best Computing Graduates

By partnering with CSESoc, you’ll gain access to Australia’s best computing graduates. Many of our past members have gone on to work at our previous sponsor companies including Google, Facebook, Jane St and Commonwealth Bank. What unites our graduates is their technical excellence.

Interact with our Huge Active Community

CSESoc is the primary source of professional and social activities for computing students at UNSW. We have an extremely active community of ~3000 CSE students, achieved through our offering of career, social and educational events. Sponsors are able to reach our members in person or via our social media, email and website channels.
This year, we’re giving you the chance to pick and choose the events that you would like to take part in - allowing you to decide how you want to make an impact. You can pick from various events, depending on your package, to personalise your sponsorship the way you see fit!

By supporting CSESoc, you get the chance to take part in deciding the kind of skills that we expose our members to. You can start honing the skills that you look for in future employees from as soon as they enter university by collaborating with CSESoc to organise events that promote and inculcate both technical and professional skills.

Your support goes towards creating the next generation of coders. Each year, our volunteers run CompClub, which is a series of high school workshops that encourage school kids including minority and underrepresented groups to get involved with programming.
CSESoc offers a wide variety of events designed to create opportunities for both you and our members. Whilst the below events have been designed by our executive and have a proven track record of success, we’re also happy to work with you on planning and hosting a custom event tailored to your exact requirements.

### SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>Principal</th>
<th>$4000</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 1x Deluxe Sponsored BBQ</td>
<td></td>
</tr>
<tr>
<td>• 1x Site Visit</td>
<td></td>
</tr>
<tr>
<td>• 1x additional <strong>Gold Event</strong> (May include a second Sponsored BBQ)</td>
<td></td>
</tr>
<tr>
<td>• <strong>Unlimited</strong> access to all <strong>Silver Events</strong></td>
<td></td>
</tr>
<tr>
<td>• <strong>Unlimited</strong> access to all <strong>Bronze Events</strong></td>
<td></td>
</tr>
<tr>
<td>• <strong>Unlimited</strong> and priority placement of job offerings and company events on social media and newsletter</td>
<td></td>
</tr>
<tr>
<td>• Prominent logo on all publications</td>
<td></td>
</tr>
<tr>
<td>• Priority access to preferred BBQ time slots.</td>
<td></td>
</tr>
<tr>
<td>• Priority access to host an event on site (i.e. networking night, trivia)</td>
<td></td>
</tr>
</tbody>
</table>

### Example

- Sponsored BBQ
- Site Visit
- Exclusive Networking Night
- CSESoc Hackathon
- Tech Talk
- Trivia Night w/ Sponsors
- Panel Guest
- Podcast Guest
- Featured Beta Article
SPONSORSHIP PACKAGES

**Major**

- **Unlimited** job opening posts
- **1x Gold Event** *(Regular Sponsored BBQ)*
- **2x Silver Events**
- **Unlimited** access to all *Bronze Events*

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**Example**

- Sponsored BBQ
- Tech Talk
- Trivia Night w/ Sponsors
- Panel Guest
- Podcast Guest
- Featured Beta Article
**SPONSORSHIP PACKAGES**

<table>
<thead>
<tr>
<th><strong>Affiliate</strong></th>
<th><strong>$500</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>+$250 for an extra event</td>
</tr>
</tbody>
</table>

- **Unlimited** job opening posts
- **1x Silver Event** and **1x Bronze Event** OR **3x Bronze Events**
- Purchase one additional Silver or Bronze event for $250

**Example - 1x Silver, 1x Bronze**

- Professional Development Series Workshop
- Panel Guest

**Example - 3x Bronze**

- Career Mentoring
- Podcast Guest
- Featured Beta Article

- ✔ Great option for overseas companies
## NON-SPONSORSHIP OPTIONS

### One-Off Post

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x Facebook post</td>
<td>$300</td>
</tr>
<tr>
<td>Non-prominent job listing in SocAnnounce (weekly email) for <strong>2 weeks</strong></td>
<td></td>
</tr>
<tr>
<td>Non-prominent job listing on CSESoc Jobs Board until applications close</td>
<td></td>
</tr>
<tr>
<td>Logo <strong>NOT</strong> displayed on website or publications</td>
<td></td>
</tr>
</tbody>
</table>

+$150 per additional post
## PACKAGE BREAKDOWN

<table>
<thead>
<tr>
<th></th>
<th>Principal</th>
<th>Major</th>
<th>Affiliate</th>
<th>One-Off Post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD EVENTS</strong></td>
<td>3</td>
<td>1</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>SILVER EVENTS</strong></td>
<td>∞</td>
<td>2</td>
<td>1</td>
<td>x</td>
</tr>
<tr>
<td><strong>BRONZE EVENTS</strong></td>
<td>∞</td>
<td>∞</td>
<td>1</td>
<td>x</td>
</tr>
<tr>
<td><strong>SPONSORED BBQ</strong></td>
<td>✔</td>
<td>✔</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>SITE VISIT</strong></td>
<td>✔</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td><strong>UNLIMITED JOB ADVERTISING</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td><strong>LOGO DISPLAYED</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
</tr>
<tr>
<td><strong>OFFICIAL SPONSOR</strong></td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>x</td>
</tr>
</tbody>
</table>

### All Official Sponsor Packages Include:

- **Unlimited** job opening posts, advertised until applications close:
  - Social Media Post
  - Newsletter
  - CSESoc Jobs Board
- Logo on website and publications
- Company merchandise handed out at O-Week and other events
EVENT CATEGORIES

**Gold Events**

Gold Events will have the **biggest impact** on students and are typically the most memorable and celebrated events of the year.

From barbecues at UNSW to site visits, these events play an invaluable role in **fostering interest in your company** and **influencing future employment decisions** students might make.

Gold Events will also allow you to have a **personalised event**, enabling you to make an immense impact in exactly the way you want.

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**SPONSORED BBQ**

**SITE VISIT**

T1-T2 break & T2-T3 break

**PERSONALISED EVENT**

Past Examples: Canva Diversity Night, Jane St Trading Competition

*Please find the full event descriptions in the Event Descriptions section*
Silver Events

Silver Events, although not as influential as Gold Events, will still allow you to directly interact with a large percentage of our talented members by being a part of highly popular events which they look forward to each year.

Silver Events provide the opportunity for you to attend events with multiple sponsors, including one of our biggest events, the annual Hackathon. You could also choose to have a smaller event dedicated specifically to your company brand, which will allow you to reach a more focused group of students.

PROFESSIONAL DEVELOPMENT SERIES

Present 1 of 3 workshops: CV/Resume, Interviews, LinkedIn/Online Presence/Prof. Communication

CSESOC COMPETITIONS

Hackathons, Product Design Competition, Coding Competitions (judge/mentor)

TECH SHOWCASE / NETWORKING NIGHT

With multiple companies presenting (e.g. 2018 Data & AI Night)

TECH TALK / WORKSHOP

Presenter (and mentors)

PERSONAL PROJECT ADVICE SESSION

Mentor

TRIVIA NIGHT WITH SPONSORS

Attendee

*Please find the full event descriptions in Event Descriptions section
Bronze Events

Bronze Events are accessible by all sponsors and typically involve multiple sponsors in each series of events. These offer both **direct and indirect interaction** a varying percentage of our members - from one-on-one meetings as a mentor in our new Careers Mentoring Program, to an interview podcast or featured article **distributed to all 3000 CSE students in UNSW** through our promotional channels.

While these events are not as impactful as the Gold and Silver events, they will still allow your company to reach every member of our huge society. If your company is based outside Sydney, these events are a great way to connect remotely.

<table>
<thead>
<tr>
<th>CSESOC PODCAST GUEST</th>
<th>Great for non-Sydney based companies</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEATURED CSESOC BETA ARTICLE</td>
<td>About the company. (great for non-Sydney based companies)</td>
</tr>
<tr>
<td>PANEL GUEST</td>
<td>Ex-Intern Panel, Product Manager Panel, Start-up Panel</td>
</tr>
<tr>
<td>CAREER MENTORING PROGRAM</td>
<td>Possible for non-Sydney based companies</td>
</tr>
</tbody>
</table>

*Please find the full event descriptions in Event Descriptions section*
EVENT DESCRIPTIONS

The following catalog provides a description of some of our major events in the coming year, some of which may be subject to change depending on sponsor availabilities. A comprehensive list of events with detailed scheduling will be provided to you at the start of each of the three academic terms.

Sponsored BBQs

Consistently popular with over 200 attendees, our weekly BBQs provide the ideal platform for you to reach out to a large number of the brightest students in Australia.

This year, CSESoc aims to maximise interaction between sponsors and students through improved an structure of our sponsored BBQs. All efforts will be made to ensure your representatives are given ample opportunities to engage in discussion with BBQ attendees.

By meeting and interacting with students directly, these BBQs are a great way for your organisation to discover talent and improve awareness of your company's culture and products, as well as your internship and graduate roles.

You can also contribute directly to the food supplied at the BBQ, which has been historically proven to significantly increase attendance rates.

Deluxe BBQs will be marketed a lot more strongly than regular ones - with personalised Facebook events. They will also have a larger variety of food when compared to a regular BBQ.

Site Visits

Site visits are exclusive to principal sponsors and a highlight of the year for most students, especially those who are actively applying for intern and graduate roles. In the past, we’ve had a lot of students attribute them applying to a company to a successful and engaging site visit.

A typical site visit will also give you the opportunity to host workshops, talks and competitions which will allow for more meaningful engagement with students. Site visits are also a powerful tool to give students a taste of the work culture and environment unique to your company.

This year, we plan to have 2 site visits - both during the breaks between trimesters.
**Personalised Event**

By becoming a principal sponsor, you will also have the flexibility of running a custom event for a whole evening as compared to workshops and talks that usually last only for an hour; the event would also be tailored to your organisation's needs.

In 2018, personalised events included Jane Street’s Electronic Trading Challenge and Canva’s Diversity Night.

Custom events will be hosted and promoted through CSESoc to attract a large audience made up of extremely talented and excited students. By personalising your event, you will be able to display your brand in whatever way you see fit, and leave a lasting impression to participants. CSESoc will provide all assistance required to design, plan and run the event.

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**Hackathon + Competitive Events**

The CSESoc hackathon was one of our biggest events last year with over 200 students and 20 sponsor representatives attending. The event was extremely impactful for students as they not only received mentoring from sponsors but also got a chance to work on and present some of their ideas. This year, we hope to increase attendance and have smoother logistics, with various improvements for sponsor interaction as well. We are also planning to host additional competitive events in areas such as product design and hardware, which aim to address our students’ diverse range of skills and interests.

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**Professional Development Series**

CSESoc is proud to announce our pilot Professional Development Series aimed at upskilling and enhancing our student’s capabilities and skills. This will be a perfect opportunity for you to engage with students at the seedling of their practical education.

This amazing opportunity will also allow you to reach out to a large number of career-driven and talented UNSW students and encourage them to apply for positions with your company.
Tech Talk

Sponsor talks are a great way to get students excited about working at your company within a short amount of time. While tech talks have historically been run immediately after sponsored BBQs, this year you will have the ability to choose any available time for added flexibility and attendance. Typically running for 30 - 60 minutes on campus, sponsor talks allow you to present insights to your company via a topic of your choosing. Our society executives will assist you in devising a presentation which appeals to our constituents.

Workshop

Our members are always searching for hands-on opportunities outside of class, especially when they involve learning, coding, and/or problem solving. Technical workshops target this interest by providing students with a chance to learn and demonstrate their skills while interacting closely with your company representatives. This makes workshops highly effective in engaging students and increasing their interest in your organisation. Like talks, workshops are usually 30 - 60 minutes in duration and you can also choose your own topic to present.

Tech Showcase/Networking Night

Following last year’s sold out Data and AI Industry Night with more than 100 attendees, CSESoc is planning to run more networking nights targeted at specific industries in collaboration with our sponsors throughout 2019.

This will provide you the opportunity to showcase your company’s innovative developments to students with a passion in these fields.

The showcases will be followed by a networking session where you can connect with students interested in your internships and graduate positions and foster a new relationship with many others.
Personal Project Advice Session

Many students take on a personal software project during their spare time in order to learn more about system design, aspects of programming, and to showcase their skills to a potential employer. The personal project advice session is an opportunity for your company’s representatives to learn about what sort of projects students work on in their own time and give them advice about how to overcome any obstacles they might come across, technical or otherwise. This session is a highly valuable opportunity for sponsor representatives to network naturally with motivated students. It’s a great chance to encourage them to learn skills that will be useful in their professional lives, especially skills that would be of use to your company.

Podcast Guest

All of our sponsors will be given the opportunity to be featured as a guest on our new podcast series, which will be broadcasted to all CSE students via social media and email. Podcasts will involve a company representative speaking about various topics with CSESoc’s team in a conversational format - ranging from their company’s culture and values to general tech discussions. CSESoc will provide all assistance required to produce a professional product.

Trivia Night with Sponsors

Last year, our trivia night held with sponsors was highly successful with sold-out attendance, and we plan to continue this initiative this year. Students and sponsors are split evenly into small groups to encourage active communication and each group must work closely to earn prizes. Trivia nights are usually followed by time to network over food, thus they provide a fun and easy way for you to form lasting relationships with students in a casual setting.
Panel Guest

This year, CSESoc is planning to host multiple panel events which allow students to seek answers to their questions from a diverse group panelists. Each event will be hosted in a Q&A format and centred around a common theme - for example, product management. Prepared questions will be asked first before questions are accepted from the audience. As a panel guest, your company representative will be a highly valued source of advice for our students. Thus, participation at a panel event will be a simple way for you to promote your company's brand within CSESoc members.

Featured CSESoc Beta article

All sponsors have a chance to publish an article on CSESoc's blog, Beta (previous sponsors might recall this as being our fortnightly newsletter). Articles about an employee's experience at a company are very popular and receive huge engagement, whilst vastly improving the employment value of said company in the eyes of students. Articles will be posted on an online blog and shared via Facebook among other channels. They will also be marked as sponsored.

Career Mentor Program

In 2019, CSESoc aims to foster lasting connections between our sponsors and members through our inaugural Career Mentoring Program. Upon joining this initiative, each of your company representatives will be matched with a student based on their career interests. Each mentor and mentee pairing can then schedule regular one-to-one communication over the program's duration through meetings, phone calls and emails. This will be an invaluable opportunity to interact directly with passionate students and provide them with career advice and a deeper insight to your company.
# CSESOC Calendar

## Term 1
18th Feb - 18th May

<table>
<thead>
<tr>
<th>11 - 15 Feb</th>
<th>Professional Development Course</th>
<th>Personal Projects Advice Session</th>
<th>Events, workshops, and more...</th>
<th>6 - 18 May EXAMS</th>
</tr>
</thead>
</table>

**Site Visits**
19th May - 2nd Jun

## Term 2
3rd Jun - 31st Aug

<table>
<thead>
<tr>
<th>16 - 31 Aug</th>
<th>EXAMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Events, workshops, and more...</td>
<td></td>
</tr>
</tbody>
</table>

## Term 3
16th Sep - 14th Dec

<table>
<thead>
<tr>
<th>11 - 13 Sep</th>
<th>Professional Development Course</th>
<th>CSESoc Hackathon</th>
<th>Events, workshops, and more...</th>
<th>29 Nov-14 Dec EXAMS</th>
</tr>
</thead>
</table>

**Site Visits**
1st Sep - 15th Sep

**O-Week**
Professional Development Course

**O-Week**
Professional Development Course
FAQ

Q. What is the difference between a “Tech Talk” and a “Workshop”?

A. Tech talks are a great opportunity for sponsors to deliver a presentation on an area of technology which their company is passionate about. They may involve showcasing the technology behind a company's product, the day in the life of an engineer at the company, or an area of computer science. Successful tech talks will usually include at least 10-15 minutes of networking time at the end to allow eager students to chat with company representatives.

Workshops are more interactive and aim to help students learn a skill which is valuable in the technology industry. This year we plan to balance instructional presentation and practicing the skill with an activity during the workshop. Successful workshop will enlist the help of mentors to aid the presenter in teaching the attendees (which CSESoc can help with). Allocating 10-15 minutes of networking time at the completion of the workshop is also helpful in getting the most impact out of the event.

Q. What happened to the traditional BBQ + Tech Talk?

A. While a combined BBQ and Tech Talk might sound like a great proposition for students, we found that more often than not, Tech Talks placed immediately after BBQs would have poor attendance when compared to standalone Tech Talks. To make it easier to address this issue, we've decided to try and improve both events separately - which means more engaging BBQs and more accessible Tech Talks. Of course, if you wish to still hold a Tech Talk after a BBQ, we're happy to do so too.

Q. Is it possible to negotiate a custom sponsorship package?

A. Certainly! We understand that companies are unique and may want a mix between two different sponsorship tiers. Please send us an email and we are more than happy to work out a customised sponsorship package and negotiate an appropriate price.
TERMS AND CONDITIONS

- No product promotion will be explicitly marketed: company & sub-company job positions and development opportunities only.

- “Access to all” refers to having access to book or organise at least 2 of the event type with CSESoc. All efforts to organise additional events will be made, however are subject to availability and CSESoc resources. Companies which secure their sponsorship first will be given priority to events and their preferred dates/times.

- First access to BBQs are provided on a first come first serve basis.

- The event catalog provides a description of some of our major events in the coming year, some of which may be subject to change depending on sponsor availabilities. A comprehensive list of events with detailed scheduling will be provided to you at the start of each of the three academic terms.
The following are just some of the companies that sponsored us last year.