Association for Computing Machinery

Corporate Packet 2019-2020
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Dear Valued Sponsor,

Thank you for your interest in the Penn State student chapter of the Association for Computing Machinery!

The ACM is the world’s largest educational and scientific computing society, delivering resources that advance computing as a science and a profession. Our student chapter strives to offer experiences and an environment to learn skills and topics not typically found in the classroom. We offer career development resources, technical talks, workshops, social activities, and a collaborative environment for students to learn and work together.

Our chapter is growing and averages 45 active members at our weekly meetings and significantly more at our events. CodePSU, our flagship tournament, for instance, brought in more than 500 students from multiple campuses last semester. Taking into account all students that attend, however, our total number of members amount to more than 650 students. We are predominantly undergraduates, with approximately 80% studying Computer Science or Computer Engineering, and the rest split between Electrical Engineering, Data Science, IST, Mathematics and Business.

None of this would be possible without the financial support of corporate partners. Sponsorships pay for everything to keep the club up and running, from server costs to food for meetings. Our bigger events, such as CodePSU, require significantly more funds to cover for materials, including prizes and apparel. Detailed below is information on how your company can support our chapter, and how we can help your company in return. In working with sponsors, one of our main objectives is to also make your presence known among the Computer Science and Engineering students at Penn State.

Thank you so much for your time. For any information on the Penn State ACM and how you can get involved, please get in touch with me at corporate@acm.psu.edu.

Sincerely,

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Overview of Sponsorship

Given the nature and scope of our events, particularly our flagship tournament, CodePSU, we decided to provide separate sponsorship plans for our primary event and our other programs. As CodePSU can already be a large commitment for the year, we wanted to provide more options and flexibility for our partners to choose from and to work with. You can reference these in the following sections.

CodePSU Sponsorship Plan

CodePSU is a coding competition, open to students of all majors and skill levels that is based on the ACM’s International Collegiate Programming Contest (ICPC). Students, in groups of at most 3 people, are challenged to both find and code solutions to seven algorithmic problems in a time span of four hours. While prizes are awarded to the top performing teams, our focus is to give all competitors a glimpse into the CS world. As our biggest event, many companies use this event for recruiting since many competitors, especially our top performing teams, prove to be highly qualified for internships or full-time opportunities.

- Networking session with all competitors - better table (location)
- Company’s logo on our website and t-shirts - larger logo
- 5-minute pitch at the start of the event - extra time for pitch
- Exclusive competitor resume book
- Sponsor prize for all first place winners
- Personalized snapchat filter and logo

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General Sponsorship Plan

**Platinum**

$2750

- Opportunity for internship/full-time listings on our emails
- Showcased on our list of sponsors on our website
- Sponsor and attend a regular event (select two)
  - Great opportunity to meet our students
- Receive the official Penn State ACM members resume book
- Become Sponsor of the Year
- Granted CodePSU Pro benefits or primary apparel sponsor status

**Gold**

$1000

- Opportunity for internship/full-time listings on our emails
- Showcased on our list of sponsors on our website
- Sponsor and attend a regular event (select two)
  - Great opportunity to meet our students
- Receive the official Penn State ACM members resume book

**Silver**

$500

- Opportunity for internship/full-time listings on our emails
- Showcased on our list of sponsors on our website
- Sponsor and attend a regular event (select one from list below)
  - Great opportunity to meet our students

**Bronze**

$250

- Opportunity for internship/full-time listings on our emails
- Showcased on our list of sponsors on our website
Regular Events and Apparel Details

🔹 General Meetings/Technical Workshops
  
  Weekly

The ACM general meetings allow our members to stay up-to-date on our chapter’s ongoing and upcoming events and activities. It is one of the most important sponsorship opportunities. These meetings include career development activities, academic or industry guest speakers, and student-taught workshops. The goal is to prepare students for career opportunities and offer the chance to learn about real-world software or hardware engineering. Sponsorship provides money for food and beverage. In return, the company will be featured on our website and advertised at the meeting.

We are always interested in technical speakers as well. Contact us if you would like to present a technical talk or workshop whether you are on campus or remote.

🔹 DevPSU
  
  Throughout the year

In conjunction or in place of general meetings, DevPSU is a boot camp-like program that gives students exposure to real world applications of a computer science degree. **DevPSU-Learning** is a 10-week program intended to teach core competencies of collaborative software development in a peer-driven environment. This program gives students the opportunity to gain valuable experience and interactions outside of the classroom, in preparation for a career in industry or research. After completion of DevPSU-Learning, students continue on to **DevPSU-Startup**, in the following semester, where they create and implement company-backed software projects in small, collaborative teams.

🔹 Puzzleday
  
  Once per semester

The Penn State Puzzleday is a daylong event in which teams compete to solve logic, word, and math puzzles. The event is modeled after the Microsoft Intern event with the same name and is intended to test teams’ problem solving, communication, and lateral thinking skills. Sponsors will be able to present before or after the contest and have access to the contest mailing list and competitor resumes. In-kind sponsorships for prizes and giveaways are also welcome.
**Study Breaks**

*Once per semester*

At the end of every semester, our ACM chapter hosts a series of “study breaks” which offer students a time to de-stress from finishing projects and preparing for final exams. Sponsorship covers the cost of coffee and snacks for ACM members and other students who stop by. Advertising before and during the events features the sponsor’s name and logo.

**Social Events**

*Twice per semester*

Outside of our general meetings, we host social events to allow our members to socialize in an informal setting. We frequently partner with another engineering organization such as the Institute of Electrical and Electronics Engineers (IEEE). This is a great way to reach out to multiple organizations at one event. In the past, we have hosted Broomball and video game nights. In-kind sponsorships for prizes and giveaways are also welcome.

**Apparel**

*Yearly*

Our ACM chapter provides free T-shirts to all active members to increase our own presence on campus. They are worn at official club events, when members travel to external conferences or competitions, and when recruiting. Your company’s logo will be featured on the shirts in addition to our own.