



# FroshWeek 2014 Sponsorship Guide

SFU

Computing Science Student Society  
Simon Fraser University





## What is FroshWeek?

FroshWeek is the ultimate introductory experience for Computing Science students at Simon Fraser University. Organized by the Computing Science Student Society, in partnership with the School of Computing Science, it is a week of fun-filled activities designed to orient, entertain and educate new university students with a Computing Science twist.

Held during the first week of the Fall semester at SFU, FroshWeek is organized by students, for students. Incoming students receive: an in-depth introduction to the facilities available to them as Computing Science students; many entertaining on- and off-campus challenges and diversions to motivate, amuse, and connect them with other students; valuable advice from their elders with respect to courses and the university experience in general; and some free food and tools to make the transition to university much smoother.

Now in its eleventh year, Computing Science's Froshweek has matured into one of the most well received and recognized student-organized events at Simon Fraser University. It is a memorable and cherished week for participants and organizers alike.

# Why Sponsor FroshWeek?

FroshWeek is the largest event on the Computing Science department calendar. Its organization and execution involves dozens of upper year Computing Science volunteers, and it is advertised to over 200 incoming students. Furthermore, as Computing Science FroshWeek is one of the few events of its kind on campus, it has wide exposure throughout the university.

It is also an excellent way to reach out to potential future employees as Computing Science at SFU has a very strong co-op program. Supporting FroshWeek is the easiest way to ensure that your company is known and recognized by SFU Computing Science students from the first day they set foot on campus. Your involvement in the most memorable and fun event Computing Science students will experience is a sure way to leave a strong impression on both them and the rest of the SFU community.

We are seeking financial contributions to cover the cost of food, prizes and supplies for competitions, as well as logistical items and other resources required for our events to be successful. In addition, we are also looking for contributions to the "Frosh Kit", a goodie bag given to all FroshWeek participants filled with cool swag, nifty tools, and useful gadgets. Detailed descriptions of available sponsorship options are available on the next page.



# Sponsorship Packages

## Gold Sponsor

With a \$500 contribution, you will receive:

- Your logo on our standard-issue FroshWeek t-shirt
- Recognition in our “University Survival Guide” with your logo
- Recognition on the FroshWeek website with your logo

## Silver Sponsor

With a \$250 contribution, you will receive:

- Recognition in our “University Survival Guide” with your logo
- Recognition on the FroshWeek website with your logo

## Bronze Sponsor

For our bronze package, contribute at least 100 items of small toys, gadgets, or other merchandise of your choosing and branding to our FroshKit. Make a lasting impression by giving the incoming students something they will enjoy for months to come. In addition, your organization’s name will also be listed on the FroshWeek website.



# How to Sponsor FroshWeek

First, we thank you for your interest in sponsoring our event! Events of this size are not possible without generous sponsors like you. The next step, of course, is to get in touch with us. Please email our sponsorship coordinator Kenneth at [kennethk@sfu.ca](mailto:kennethk@sfu.ca) with the following information:

- Name of your organization, as to be used for all sponsor recognition
- Name, email, and phone and fax numbers of the person we should be in contact with regarding the sponsorship

Additionally, we also require the following from our Gold and Silver sponsors:

- For Gold sponsors, a high-resolution one-colour EPS image of your organization's logo to be used for the t-shirt
- A good quality colour image to be displayed on our website (EPS, or PNG)
- Optionally, a greyscale image to be used on printed black-and-white materials (EPS or high-resolution PNG)
- Invoicing information for the sponsorship fee

For contributions to the FroshKits, pickup arrangements can be made. Also, please note that the deadline for sponsorship submission is August 20th, 2014 so that we may have adequate time to add your information to the t-shirts and other printed materials. Again, we thank you for your interest in FroshWeek.

**Alysha van Duynhoven**  
FroshWeek 2014 Chair

**Corbett Gildersleve**  
President, Computing Science Student Society