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# SPONSORSHIP PROPOSAL

2023-24

Computer Science Society at  
The University of Birmingham



# About Us

CSS is one of the largest departmental societies at the University of Birmingham, with a large online and physical presence in the School of Computer Science. With students back on campus, we have access to a large, talented and enthusiastic member base who are passionate and engaged with the local tech community.

We pride ourselves on our strong industry links - from our connections with the local tech community and the British Computer Society (BCS) to working with companies like yours. With these links, we're able to provide our members with fantastic access to tech talks, career advice sessions, careers fairs and much more to prepare them for the world outside of university. We also provide a wide range of regular social events for students, such as movie nights, quizzes, LAN parties and, of course, our annual CSS Ball and Summer BBQ.

Over the course of the Coronavirus pandemic, lots of university activities were disrupted as we locked down and stayed apart. Nonetheless, we adapted well to the disruption, moving all of our events online and fostering an online community on our Discord server. Over the course of the last couple of years, our server has become the central hub for Computer Science students here at UoB with over 2,500 members. It's thanks to the success of our virtual events that we were able to keep our engagement so high in our return to in-person events. Following the pandemic in 2021/22, the academic year was capped off fantastically by our first in-person CSS Ball since before COVID. We had more than 170 members all gathered together celebrating the end of the year in style!

This year, with your help, we are aiming to expand our links with industry and foster better relationships with both nearby universities and the local tech community. To this end, we endeavour to run regular events with the help of our sponsors - continuing to ensure that our members have the best university experience possible.

# Awards

Our hard work has been recognised both through the EPS Societies Awards—a celebration of the thousands of people who make up the College of Engineering and Physical Sciences. More recently, we were nominated for and won an Award from the Guild of Students, recognising our impact across the University as a whole. For many years in a row, CSS has won or been shortlisted for awards recognising our commitment and passion for offering CSS members a unique university experience. You will be sponsoring a society that has ultimately brought the feeling of ‘belonging to a family’ into the Computer Science department—a society that actively works towards improving and growing each year through diversifying events and bringing in opportunities that benefit both our members and the local tech community.

Our efforts have been recognised with the following awards:

- Outstanding Contribution to Academic Excellence (2022)
- The Great Achievement in EPS, Tom Goodman, CSS Secretary (2020)
- Community Award, Tom Goodman, CSS President (2019)
- Society of the Year (2017)
- Outstanding Event Award for HackTheMidlands (2017)
- Outstanding Event Award for Women In Technology Conference (2017)  
*Joint award with WISE, the Women In Science & Engineering society*
- Inspirational Committee Member, Jack Wearden, CSS President (2016)

As a society in the last few years, CSS has been regularly nominated and shortlisted for the Society of the Year award, other society awards as well as individual awards for many of our committee members. These include nominations at the Guild Awards and EPS Awards for:

- Bounce Back Award (2022)
- Inspirational Committee Member (2021, 2017)
- Volunteer of the Year (2020, 2019)
- Sports Personality of the Year (2019)
- Diversity and Inclusion Award (2019)
- Industrial Award (2017)

# Sponsorship benefits

We want to make your company part of the CSS community and sponsoring us will bring you closer to a range of highly talented students and provide you with benefits such as:

## Opportunities to recruit top individuals

The University of Birmingham is home to the 3rd best Computer Science department for research<sup>1</sup> in the UK and CSS members consistently place highly in coding competitions, hackathons and Capture The Flag competitions. This means our members are amongst the brightest STEM students in the country and, as a CSS sponsor, you will have the opportunity to promote company recruitment schemes to these highly skilled individuals. In fact, many CSS members do just that—joining grad schemes or going on Year in Industry placements with CSS' sponsors. Our members aren't just undergraduates either—PhD students and those doing Masters courses also make up a core part of the CSS community and are often looking for companies to join after graduation. The department's PhDs and post-doctoral researchers lead the way in Computer Science internationally and you will be able to engage with these CSS members who are at the forefront of their fields.

## Excellent student engagement rates

In 2022/23, we reached an all-time high of 408 members, a massive achievement. We aim to continue our steady growth and engagement with more in-person events, more technical events and more events with our sponsors. Additionally, we've got one of our largest and most diverse committees this year—accomplished only through making our members feel like a part of something larger. The attendance rate of our events has grown over the years, as we started to target all available social media channels, build up our Discord community and make use of our strong bond with the School of Computer Science. We ran a new event last year - TeX Talks - involving speakers talking on a subject that interested them, reaching a high of over 70 attendees, an incredible new record for talks.

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<sup>1</sup> According to the Research Excellence Framework (REF) 2021

## Promote your company to a diverse group of students

CSS believes that Computer Science should be accessible to all—regardless of who they are. To this end, we have an Equality, Diversity and Inclusion rep on our Committee and we engage with the wider university community to aspire for a better approach to diversity in STEM. While a majority of our members are from the UK, we bring together Birmingham students from all across the globe; from first-year undergraduates to PhD students. While the tech sector as a whole has poor gender representation, CSS is proud to be working with organisations such as Women in Tech to give women and non-binary students the confidence to be an integral part of our community. We have specifically run events for International Women’s Day and Pride Month, aiming to make all of our members feel welcome. The next stage of this is to develop stronger partnerships with our sponsors to ensure that everyone feels supported when applying for jobs after graduation.

## Showcase your cutting-edge technology

Technology makes up the core of what we at CSS are interested in and we are always keen to do more! You will have the chance to demonstrate any technologies that your company uses by sponsoring tech talks, hackathons or any other kind of event. This means that you can engage with the UoB tech community in a fun and creative way, whilst showcasing the technological capabilities of your company. The University of Birmingham has a strong cyber security research group as well as world-leading researchers in formal proof, quantum computing and artificial intelligence. Talks and events related to these topics are likely to go down well with our members and researchers, especially if you can show off your company’s tech.

# Sponsorship Tiers

Company Perk	Bronze (£500)	Silver (£1000)	Gold (£2000)
Logo on CSS promotional materials (excl. stickers)	Website Only	Limited	All
Mailshot in our termly newsletter	0	1	Multiple
Immediate mailshots per month	0	0	1
Promotion of company events, jobs and schemes (e.g. internships, placements, grad schemes etc.) over CSS social media	1 promotion	2 promotions	Multiple
Company-hosted CSS events throughout the year	1	2	Multiple

*NB: Tier prices are quoted excluding VAT and all sponsorship packages are negotiable within reason*

## Promotional Materials

- Your logo on our annual free T-shirts for members.
- Posts on our social media, including announcements in our community Discord server.
- Your logo displayed on our website, as well as newsletters, and social media. All tiers will have their logo on the “Sponsors” page on our website.
- Company banners showcased at events such as hackathons, tech talks and quizzes.
- Company stickers and merchandise, offered for free as part of regular events.

## Previous Sponsor-Led Events

- IBM quantum workshop and Hackathon.
- ARM talk on security, followed by a networking event.
- Google DeepMind neural networks talk.
- Nationwide talk on cybersecurity.
- Futureboard pub quiz.
- Capgemini talk on microservices architecture.
- ‘Life of a Software Engineer’ talk with Kainos.
- ‘Legal Applications of Tech’ talk from the BCS.
- ‘Palantir 101’ interactive talk on problem-solving.
- ‘How to crack the technology assessment process at AmEx’ from American Express.

# Contact Us

For more information regarding sponsorship opportunities and other events, please contact us through the CSS contacts listed below, or one of our committee members - we're always up for a chat!

## Main CSS Contacts

**in** <https://www.linkedin.com/company/cssbham/>

✉ [css@guild.bham.ac.uk](mailto:css@guild.bham.ac.uk)

Archer Weston - President (they/them)

✉ [lxw231@student.bham.ac.uk](mailto:lxw231@student.bham.ac.uk)

Ella Gardner - Secretary (she/they)

✉ [exg046@student.bham.ac.uk](mailto:exg046@student.bham.ac.uk)

Charlie Wilson - Vice-President (he/they)

**in** <https://www.linkedin.com/in/charles-wilson-92b772251/>

✉ [cxw304@student.bham.ac.uk](mailto:cxw304@student.bham.ac.uk)

Holly Packer - Industrial Liaison (she/her)

**in** <https://www.linkedin.com/in/holly-p-0ab68819b/>

✉ [hjp183@student.bham.ac.uk](mailto:hjp183@student.bham.ac.uk)

**You can follow our activity on our social media or through our website:**

🖱 <https://cssbham.com/>

**in** <https://www.linkedin.com/company/cssbham/>

📷 [@CSSbham](https://www.instagram.com/CSSbham)

🐦 [@CSSbham](https://twitter.com/CSSbham)

**f** <https://www.facebook.com/groups/CSSUoB/>