



SPONSORSHIP PROPOSAL

2023-2024



WHO WE ARE

Hoppers: Diversity in Informatics

- The official society for **Diversity in Informatics at The University of Edinburgh**, named after pioneering computer scientist Grace Hopper.
- Approximately **600 members**, ranging from First Years to PhD students. We can contact every informatics student of a gender minority through our mailing list provided by the university.
- Organises professional development (talks/workshops) and social events for members with our industry partners.
- **Every informatics student of a gender minority** is easily able to become a member of Hoppers by signing up on the student union site **for free** (we have no membership fee to ensure all students can join).



WHY SPONSOR?

SKILLED STUDENTS

- We offer the opportunity for companies to establish connections with the next generation of highly talented graduates

EXPOSURE

- Showcase your company as an industry leader and technological pioneer, as well as promoting job openings and industry events

LASTING IMPACT

- By providing funding, workshops, and talks, you will be recognised by students as a company investing in the future



WHAT WE USE FUNDING FOR

TECH EVENTS

Workshops, talks, interview coaching, networking, campus recruitment visits

FLAGSHIP EVENTS

Ada Lovelace day (including AdaHack) and International Women's Day

SOCIALS

Opportunities for members to network with each other and receive mentorship

MISC.

Providing catering for events, merchandise, event space and other expenses

PAST EVENTS

From the 2021/2022 academic year



Early Careers



VIRTUAL CHAT DROP-IN SESSION

17/02/2022, 2-4PM



CV FEEDBACK & ADVICE, HOW TO STAND OUT DURING THE APPLICATION PROCESS, AND MORE!



hash code

24/02/2022
17:30-21:30



THE CLOUD REVOLUTION IN BANKING

A TALK BY  Thought Machine

03/11/2021, 5PM



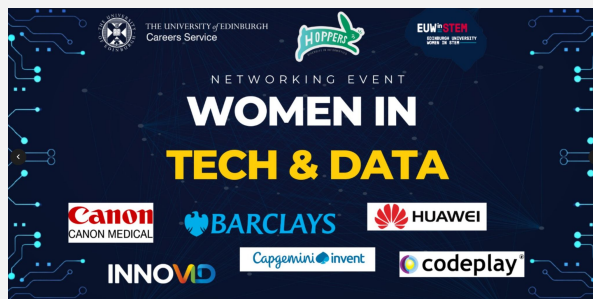
Tech Interview Workshop

with 

27/10/2021, 12-13:30

PAST EVENTS

From the 2022/2023 academic year





ADAHACK



- Every year, **Ada Lovelace day** celebrates the international achievements of women in STEM.
- In honour of this important day, Hoppers hosts a **hackathon** that caters to gender minorities to encourage **diversity in tech** and **break down boundaries** between Informatics and non-Informatics students.
- We aim to provide a safe and welcoming space to encourage **collaboration and creativity** no matter your background!
- Last year we had **over 100** participants with **over 50% being a gender minority** in computer science (however, all are welcome to participate), in our first in-person, **12-hour** hackathon since the pandemic.
- Join us this year to provide mentorship, judging, suggest challenges, host workshops, and provide prizes and swag!



- To celebrate **international women's day**, Hoppers hosted a day-long **conference encouraging diversity and inclusivity** with key highlights being our industry partners' Influential involvement.

- We were able to accomodate **60+ students** just from Hoppers, alongside a great turnout from the other societies and departments.

- In last year's event on 18th March, **our sponsors** (including Huawei, Bloomberg, aleios, and Skyscanner) held **workshops** on socket networking, sustainable design, and location awareness indoors. In addition, we then had a workshop presented by Senior PALS. We also hosted insightful **discussion panels with faculty members** including Prof. Jane Hillston, Head of the School of Informatics.

- We would appreciate any support by providing speakers and mentors, or funds for catering, venue, and merchandise expenses!



Hoppers Society presents our

International Women's Day Event!

March 18th 2023 | Informatics Forum



Bloomberg

 **Skyscanner**



INTERNATIONAL WOMEN'S DAY

SPONSORSHIP TIERS 2023-2024



	Gold £1500	Silver £1000	Bronze £750
Dedicated event manager	✓	✓	✓
General support with planning and organisation	✓	✓	✓
Logo on our website	✓	✓	✓
Career opportunities advertised	✓	✓	✓
Advice & Feedback	✓	✓	
Guaranteed opportunity for talks	✓	✓	
Gold sponsor for the International Women's Day event	✓	✓	
Access to member communications	✓		
Guaranteed opportunity for workshops	✓		

EMAIL & SOCIAL MEDIA PROMOTIONAL PACKAGE



We also offer our sponsors an email and social media promotional package.

What's included?

This package includes the distribution and promotion of:

- **Sponsor Events**, e.g. workshops, spring weeks, talks
- **Career Opportunities**, e.g. internships, graduate roles, full-time positions
- **Other relevant communications.**

Via **customisable** emails and social media posts to Hoppers members, as per the sponsor's needs and goals.

The email and social media promotional package has a standalone price of **£200**.

For **£300**, this standalone package can be upgraded to also include **a guaranteed Hoppers workshop opportunity**.

The email and social media promotional package will be included **free of charge** upon purchasing any of **our tiered packages**.

INDIVIDUAL SPONSORSHIP PACKAGES



- We are also able to offer individual customisable packages that are adjustable to fit the needs of your company
- This is particularly aimed at startups, however we are happy to negotiate the best possible agreement with any companies interested in getting involved
- For more information, please get in touch with us at edinburghhoppers@gmail.com



THANK YOU!

We would love to have you on board :)

For questions, please email your contact person:

(mabelwxng@gmail.com)

or Hoppers directly: (edinburghhoppers@gmail.com)