ICPC North America Championship Sponsorship Opportunities 2021

HISTORY
The International Collegiate Programming Contest (ICPC) is the premier global programming competition conducted by and for the world’s universities since the 1970s. The first competition was hosted by pioneers of the Alpha Chapter of the UPE Computer Science Honor Society. The initiative spread quickly within the United States and Canada as an innovative program to increase ambition, problem-solving aptitude, and opportunities for the strongest students in the field of computing. Over time, the contest evolved into a worldwide collaborative of universities hosting regional competitions that advance teams to the annual ICPC World Finals event.

TALENTS
The contest fosters creativity, teamwork (teams of 3), and innovation in building new software programs, and enables students to test their ability to perform under pressure. Most importantly, the competition produces leaders in artificial intelligence and cybersecurity who are creating the essential fabric of the digital world.

NORTH AMERICA CHAMPIONSHIP
By establishing the ICPC North American Championship (“ICPC NAC”), we create a place and an environment for a larger community of diverse computing talent, and training stronger teams for the future. We anticipate 40 top teams (teams of 3 + coach) will participate in the NAC as well as up to an additional 20 teams for the North America Programming Camp (NAPC).
We are seeking sponsorships to host this ICPC NAC. Based on the budget developed, we need approximately $1 million each year to execute this event. Sponsors will be able to host events and interact with some of the top computing talent in the country all in one location.

NORTH AMERICA PROGRAMMING CAMP
The United States is facing a global competitiveness crisis in computer science. If left unaddressed, the U.S. will likely face 1.8 million unfilled technical jobs in just a few years. ICPC is seeking to address this national workforce crisis with a new initiative: a week-long training camp guided by top trainers open to any Level-A or aspiring Level-A programming student competition teams in North America.

WHY BECOME A SPONSOR?
Sponsors will have access to some of the world’s brightest computer science students, their professors and their respective institutions, in total over 40 teams. Those events are a unique opportunity for industry and government organizations to gain premier access to recruit the brightest competitive computer programmers in North America and help them to become World Champions.
ICPC North America

2 COUNTRIES
11 REGIONS
50 STATES

431 COACHES
5,033 STUDENTS
3,755 COMPETING ON-SITE

62 SITES
421 UNIVERSITIES
Since 1970

11 Regionals > 5 Semi-Finals > 1 Championship (NAC)

North American Talent: ICPC NAC 2020 Top 15

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<th>RK</th>
<th>TEAM</th>
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<td>Massachusetts Institute of Technology</td>
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<td>2</td>
<td>Georgia Institute of Technology</td>
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<td>6</td>
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<tr>
<td>14</td>
<td>California Institute of Technology</td>
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<td>15</td>
<td>The University of Texas at Dallas</td>
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ICPC North America Championship (NAC) + North America Programming Camp (NAPC)

- August 2021
- Hosted by the University Central Florida and Georgia Institute of Technology
- Between 40-60 teams on-site
- Career Fair open to all participants and UCF Engineering & Computer Science students
- Teams attending a 3 day training followed by competition
- Online broadcast of selected events
  (over 600K followers on social media)

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<th>Sponsorship Level</th>
<th>Recognition (including pre/post event)</th>
<th>Sponsor Level Specific Benefits</th>
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</table>
| Titanium (200,000 USD/Year) | - Website presence  
- Marketing Collateral  
- Email Blasts  
- Press Release  
- Logo featured on all digital and printed materials  
- Event Banners  
- Branding (in accordance with the level of sponsorship)  
- Thank you emails Post Release | - Competition Premier Sponsor  
- On stage presence for awards announcements & photography  
- Keynote speaker for Opening & Closing ceremonies  
- Up to 16 seats for the Opening & Closing ceremonies  
- Exclusive dinner event with participants  
- Booth at registration/check-in  
- Table at Career Fair  
- Opportunity to interview participants  
- Daily on-site presence |
| Platinum (100,000 USD/Year) |  | - Tech Talk with camp and competition participants  
- On stage presence for awards announcements & photography  
- Brief introduction at the opening/closing ceremony  
- Up to 12 seats for the Opening & Closing ceremonies  
- Booth at registration/check-in  
- Opportunity to interview participants  
- Table at Career Fair  
- Daily on-site presence |
| Diamond (75,000 USD/Year) |  | - Tech Talk/dinner with camp and competition participants  
- Up to 8 seats for the Opening & Closing Ceremonies  
- Brief introduction at the opening ceremony  
- Table at Career Fair  
- Daily on-site presence |
| Gold (50,000 USD/Year) |  | - Tech talk/dinner with camp and competition participants  
- Up to 6 Seats for the Opening & Closing Ceremonies  
- Recognition as lunch sponsor each day  
- Recognition as sponsor of Computers (in-kind)  
- Sponsor coach training & info session  
- Table at career fair |
| Silver (25,000 USD/Year) |  | - Recognition as breakfast sponsor each day  
- 4 seats for the Opening & Closing Ceremonies  
- Host a problem solution session or a Tech Talk  
- Table at Career Fair |
| Bronze (15,000 USD/Year) |  | - 2 seats for the Opening & Closing Ceremonies  
- Energy breaks from the sponsor: opportunity to interact with participants  
- Table at Career Fair  
- Recognition as photography sponsor |
For more information about sponsorship:

Veronika Soboleva  
ICPC Foundation  
veronika@icpc.global

Sean Farrell  
UCF Advancement  
407-823-1507  
sean.farrell@ucf.edu

Brad Hastings  
Georgia Tech Advancement  
404-894-8383  
brad.hastings@cc.gatech.edu

ICPC Foundation Web Site: https://icpc.foundation  
ICPC HQ Website: http://ICPC.global  
Policies-and-Procedures  
Fact Sheet  
ICPC Official Video