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# IEEE**X**TREME

## PROGRAMMING COMPETITION<sup>6.0</sup>

### 2012 Sponsorship Opportunities

For more information, visit:  
[www.ieee.org/xtreme](http://www.ieee.org/xtreme)



## IEEE Xtreme Competition Sponsorship

### What is IEEE Xtreme?

IEEE Xtreme is a 24-hour, worldwide, online computer programming contest in which teams of IEEE student members compete against each other to solve a set of programming problems. Teams of up to 3 IEEE student or graduate student members are supported by an IEEE Student Branch, and are advised and proctored by an IEEE Member. Schools or branches may have more than one team participate.



**IEEE Xtreme 6.0 will take place on Saturday 20 October, 2012** beginning at 00:00:00 GMT and last for 24 hours. It is anticipated that participation will once again reach a record high.

View sample problems from past competitions, rules, past winners and more at [www.ieee.org/xtreme](http://www.ieee.org/xtreme).

### Sponsorship has its benefits

- Reach an unprecedented number of top talent students through our publications, social media outlets, and competition platform!

**What's New for Students:** 200,000

**Potentials:** 105,000

Facebook Fan Page: 9,500+ Total Likes

Sponsored Problems: Over 5,000 Expected Participants

- Have your products, services, and brands highlighted to all IEEE student and graduate student members

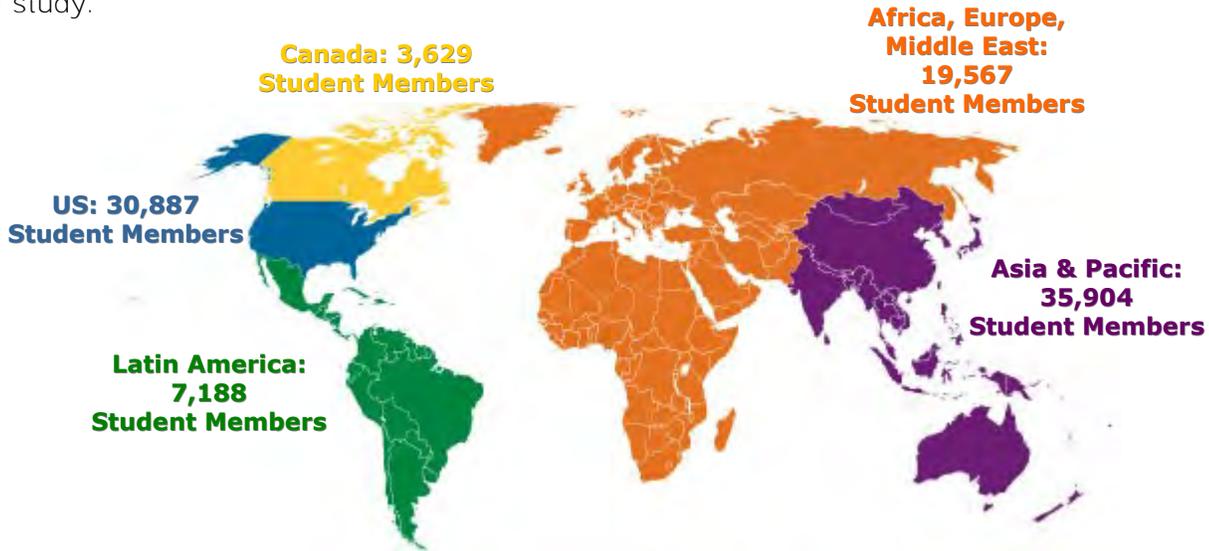
- Sponsorship of IEEE Xtreme includes advertising opportunities for branding before, during the 24-hour competition itself, and continued recognition of your support following the event!

Logo on IEEE Xtreme website  
Social Media Posts



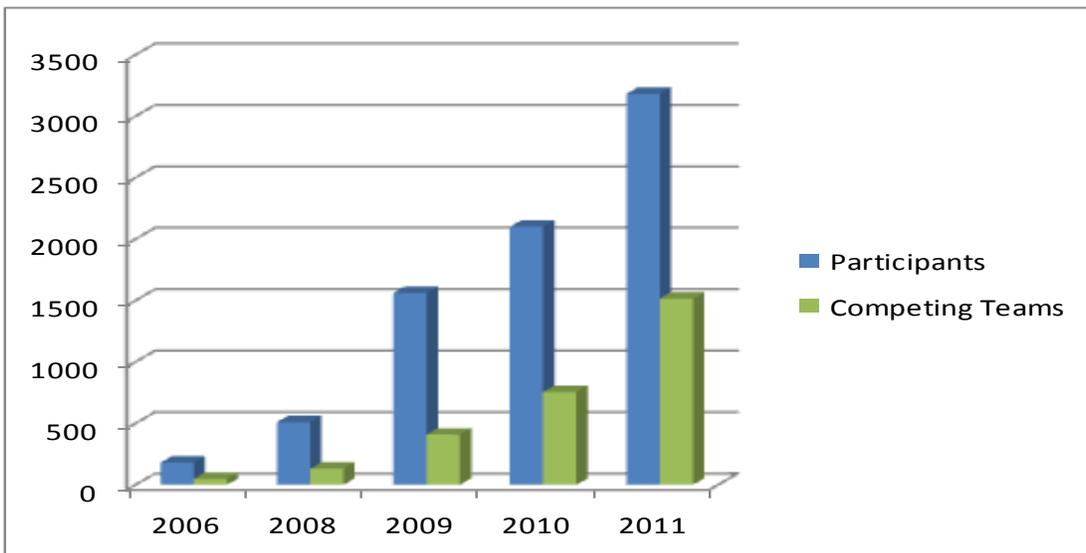
## IEEE Student membership at a glance

Our more than 100,000 student members attend universities in over 130 different countries. They participate in both undergraduate and graduate programs in various fields of study.



Membership data as of 31 December 2009

Since the first IEEEExtreme competition in 2006, participation among IEEE Student members has increased exponentially. The first IEEEExtreme competition had 47 teams with over 150 participants. By IEEEExtreme 5.0, we saw over 3,000 students with 1,515 teams participate.



## Sponsorship Options

The following bundles are available for IEEE Xtreme 6.0. Companies can package bundles together to become a truly comprehensive sponsor. There are only a limited amount of bundles available which are denoted in the parentheses.

### Recruitment Bundle\*(3)

**\$10,000**

- 🌐 Communication through IEEE with the Top 50 teams
- 🌐 Option of accessing top teams based on geographic location
- 🌐 Teams that have opted in for 3rd party information will be directed to your company's specific details and positions available

### Advertising Bundle (4)

**\$8,000**

- 🌐 Recognition in all print/electronic advertising and outreach including but not limited to the Benefits Bulletin, IEEE.tv
- 🌐 Banner or button ad on IEEE Xtreme Competition home page
- 🌐 Half-page corporate ad in one issue of *Potentials* magazine. Publication Deadlines apply - see Terms & Conditions
- 🌐 Logo or banner ad in the What's New for Students e-newsletter\*\*
- 🌐 Social Media Posts on the Xtreme and IEEE Student Facebook pages

### Technical Bundle(5)

**\$5,000**

- 🌐 Naming rights to a problem (i.e. The IEEE Problem)\*\*\*
- 🌐 IEEE Xtreme Technical Platform Advertising
- 🌐 Banner or button ad on Technical Platform that links to your company website
- 🌐 Social Media posts on the Xtreme Facebook fan page

### University Bundle (5)

**\$2,500**

Exclusive for Academic Institutions

- 🌐 IEEE Xtreme Home Page Advertising
- 🌐 Naming rights to a problem (i.e. The IEEE Problem)\*\*\*
- 🌐 Social Media Posts on the Xtreme and IEEE Student Facebook pages

### Gift Bundle

**\$500**

- 🌐 Prize package item for contestants

\*Specifics regarding recruitment bundle shall be done with IEEE Staff and confirmed before package is sold \*\*Limited Banner Space, IEEE reserves the right to determine the issue which the sponsored ads will be placed. Publication Deadlines Apply for targeted issues. \*\*\*Limited Naming rights for problems. First come, first serve basis.

## Sponsorship Vehicles

### ***What's New for Students e-Newsletter***

This bi-monthly e-newsletter is delivered to 150,000 active IEEE students and IEEE Graduate Students members and former IEEE student and graduate student members dating back to 2008. Its purpose is to keep student members informed about their member benefits, through product/service announcements, benefit highlights, event notification, and Q&A forums.

### **IEEE Xtreme Facebook Fan Page/Student Global Facebook Page**

Open to the general public as well as participants, the official event page on Facebook becomes the central point of communication spot before, during and after the competition, where participants ask questions and share photos. Moderators post updates as well. There are over 13,000 likes combined and the pages see continuous growth.

### **IEEE Member Benefits Bulletin**

The Benefits Bulletin is a monthly e-newsletter that is distributed to over 300,000 active professional grade IEEE members. It serves as a vehicle to promote awareness of the many benefits members have access to.

### ***Potentials Magazine***

IEEE *Potentials* Magazine is the publication dedicated to undergraduate and graduate students and young professionals. *Potentials* explores career strategies, the latest in research and important technical developments. Through its articles, it also relates **theories to practical applications, highlights technology's global impact and generates** international forums that foster the sharing of diverse ideas about the profession. IEEE *Potentials* is published bi-monthly starting in January, six times a year. All IEEE student members in the US receive a print copy of the magazine with their IEEE membership. Outside of the US it is available to students on a subscription basis. Individual IEEE *Potentials* articles are available to all 400,000 members through IEEE *Xplore*.

### **IEEE.tv**

IEEE.tv is an internet based television network made possible by the members of IEEE. IEEE.tv produces and delivers special-interest programming about technology and engineering for the benefit of IEEE's members and the general public, with more than 250 programs currently available.

## **For more information or to discuss customized sponsorship opportunities, please reach out to Lisa Delventhal:**

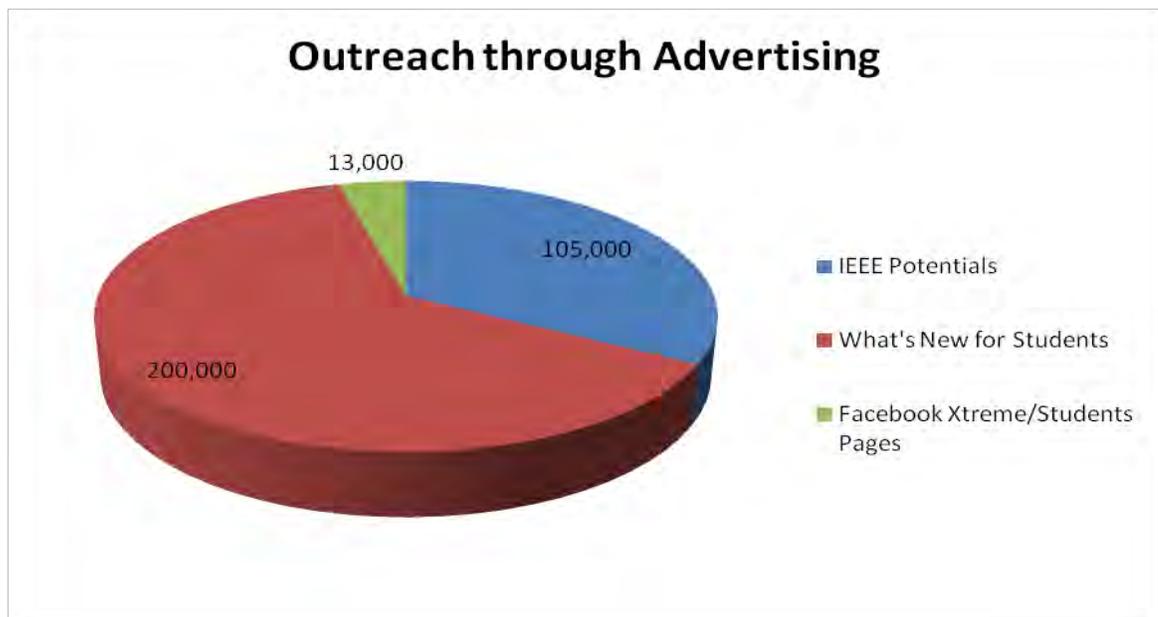
Call +1 732 465 6443

Email [l.delventhal@ieee.org](mailto:l.delventhal@ieee.org)

Or simply complete and return the IEEE Xtreme Sponsorship Agreement and Terms & Conditions on the following pages.

### Snapshot of Xtreme 5.0 Top Participating Countries

	Country	Number of Teams
1	India	674
2	USA	227
3	Sri Lanka	128
4	Pakistan	39
5	Canada	38
6	Egypt, China	35



How “Sponsoring a Problem” Works
Platform will release problem with “Sponsored by” heading
Facebook posts will announce the release of problem that will reach thousands of students
Students can be directed to company representative on Facebook who can provide information

## IEEE Xtreme Sponsorship Agreement

This contract is for sponsorship of the IEEE Xtreme Programming Competition 6.0, inclusive of the items included in this agreement and supporting documents. The Sponsor agrees to comply with all the Terms and Conditions which appear in this contract and which are part of this contract, and further agrees that this contract is binding on all parties and can be amended only in writing by both parties hereto.

**Company Name:** \_\_\_\_\_

**Send Signed Contract To:**

Contact: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Send Invoice to (if different):**

Contact: \_\_\_\_\_  
Tel: \_\_\_\_\_  
Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Accepted as binding for Sponsor:**

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Name \_\_\_\_\_  
Title \_\_\_\_\_

*The individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named sponsor.*

**Accepted as binding for IEEE:**

Signed \_\_\_\_\_ Date \_\_\_\_\_  
Name \_\_\_\_\_  
Title \_\_\_\_\_

**Participation Level:**

Recruitment \$10,000    Advertisement \$8,000    Technical \$5,000    University \$2,500  
 Gift \$500  
  
 Other \$ \_\_\_\_\_

**Payment Method:**

Please Charge My Credit Card:       Check Enclosed  
 Visa     MasterCard     American Express

Account Number \_\_\_\_\_ Exp Date \_\_\_\_\_  
Name on Credit Card \_\_\_\_\_  
Billing Address \_\_\_\_\_

**Mail, email or fax this agreement along with the Terms & Conditions (on back) to:**

**IEEE**  
**Attn: MGA/Lisa Delventhal**  
**445 Hoes Lane**  
**Piscataway, NJ 08854**  
**Fax +1 732 465 6443**  
**Email l.delventhal@ieee.org**

## IEEE Xtreme Sponsorship Agreement—Terms & Conditions

1. Sponsorship fees are due with receipt of this contract. Sponsorship level is not considered guaranteed and participation in any sponsorship activities will not be allowed without payment in full.
2. Sponsorship packages are available on a first come, first serve basis, and are subject to the limited availability specified in this document.
3. IEEE and members of the IEEE Xtreme committee reserve the right to reject at any time, any sponsor which in its opinion is objectionable to the members or other Sponsors. No liabilities or damages whatsoever against IEEE or any of its agents and employees shall be incurred because of such rejection.
4. It is understood that IEEE will use best efforts to market the IEEE Xtreme competition to its membership but cannot guarantee attendance.
5. Platinum sponsors are responsible for meeting the advertising deadline for *Potentials* magazine. IEEE will not be held responsible or liable in the event a Platinum sponsor fails to submit their ad in the timeframe specified. Deadline for ad submission is September 30 for the November/December issue.
6. Platinum Sponsors will be provided with the contact information for the top team by 31 December 2012. Sponsor agrees not to sell to a third party or otherwise misuse the information other than intended for internship, educational or recruiting purposes
7. All sponsor advertising and artwork is subject to the approval IEEE for appropriateness and size/space limitations.
8. In the event the Sponsor cancels any or all of the sponsorship package contracted herein, the Sponsor must do so in writing. A Sponsor who cancels will be liable for liquidated damages equal to the amount of this Sponsorship agreement. Liquidated damages are to compensate for the inability to replace canceling Sponsors, promotion undertaken on behalf of the Sponsor and other damages which cannot be accurately calculated.

### Accepted as binding for Sponsor:

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

*The individual signing this contract represents and warrants that they are duly authorized to execute this binding contract on behalf of the named sponsor.*

### Accepted as binding for IEEE:

Signed \_\_\_\_\_ Date \_\_\_\_\_

Name \_\_\_\_\_

### Mail, email or fax this form along with the Sponsorship Agreement to:

**IEEE**

**Attn: MGA/Lisa Delventhal**

**445 Hoes Lane**

**Piscataway, NJ 08854**

**Email [l.delventhal@ieee.org](mailto:l.delventhal@ieee.org)**