



MCMMASTER SOFTWARE ENGINEERING SOCIETY

SPONSORSHIP
PACKAGE

2024 | 2025

maces@mcmaster.ca

WHO ARE WE?

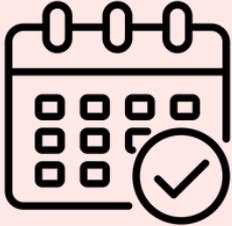


The **Software Engineer Society (SES)** at McMaster University is a student-driven organization focused on enriching the academic and professional lives of software engineering students. The SES **bridges the gap** between classroom learning and real-world experience through **engaging events** and hands-on workshops, providing a platform for students to connect with industry professionals, faculty, and peers.

This year, we are thrilled to introduce several new initiatives aimed at enhancing student exposure to sponsors, the **SFWR 101** series workshop, company-specific **Tech Talks**, and an **Open Source Contribution Workshop**. All these events have unique opportunities for sponsorship input and engagement, which you may read about in the Event Overviews section of this sponsorship package. Thus, we look forward to your partnership this year.

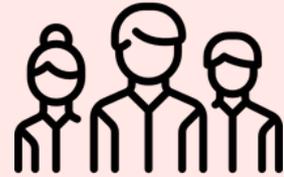
By sponsoring the SES this year, you will play a **crucial role in shaping** the educational journey of aspiring software engineers. Your support not only provides essential resources and **learning opportunities** but also places your brand at the forefront of the minds of the next generation of tech leaders.

SES IN 2023-2024



5 individual events per year

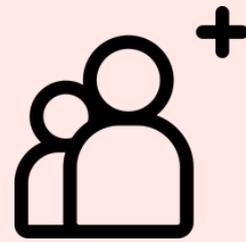
+ other McMaster
collaborations and
conferences



30 - 60 people per event



10 delegates sent to the Canadian Undergraduate Software Engineering Conference representing McMaster



600 Instagram followers and **500** students within faculty



20 executives with **75% visible minority** representation

EVENT OVERVIEWS

The SFWR101 Series Workshop

This biweekly **workshop** series is tailored for **first-year software engineering students**, equipping them with essential tools and skills such as **GitHub, APIs, and deployments**. You will have the opportunity to host **custom workshops** highlighting your tech stack and/or technologies that you offer. This **increased company exposure** to students will engage students early in their careers and outfit them with skills that would make them **desirable interns**.



Tech Talks

This event gives you the opportunity you to host a **custom keynote event** featuring your representatives along with past co-op students who may share their experiences and projects.

Sponsoring this event will help you to increase company visibility and also give you the chance to speak about topics like common business practices, trends and innovations in your field.



EVENT OVERVIEWS

Open Source Contribution Workshop

In collaboration with DigitalOcean's Hacktoberfest, this workshop will encourage students to contribute to **open-source projects** and learn about the processes involved in successful contributions in your company. Sponsoring the SES will allow you to **support these activities**, and gain direct access to students actively developing their coding and collaborative skills.



P³ - Profs, Papers & Pizza

A special networking event designed to create meaningful learning opportunities between students and esteemed McMaster software engineering professors. P³ is an excellent platform for students to gain insights into cutting-edge research and explore potential research interests beyond the scope of their degree. Supporting the SES will enhance research engagement and promote faculty-student relations.

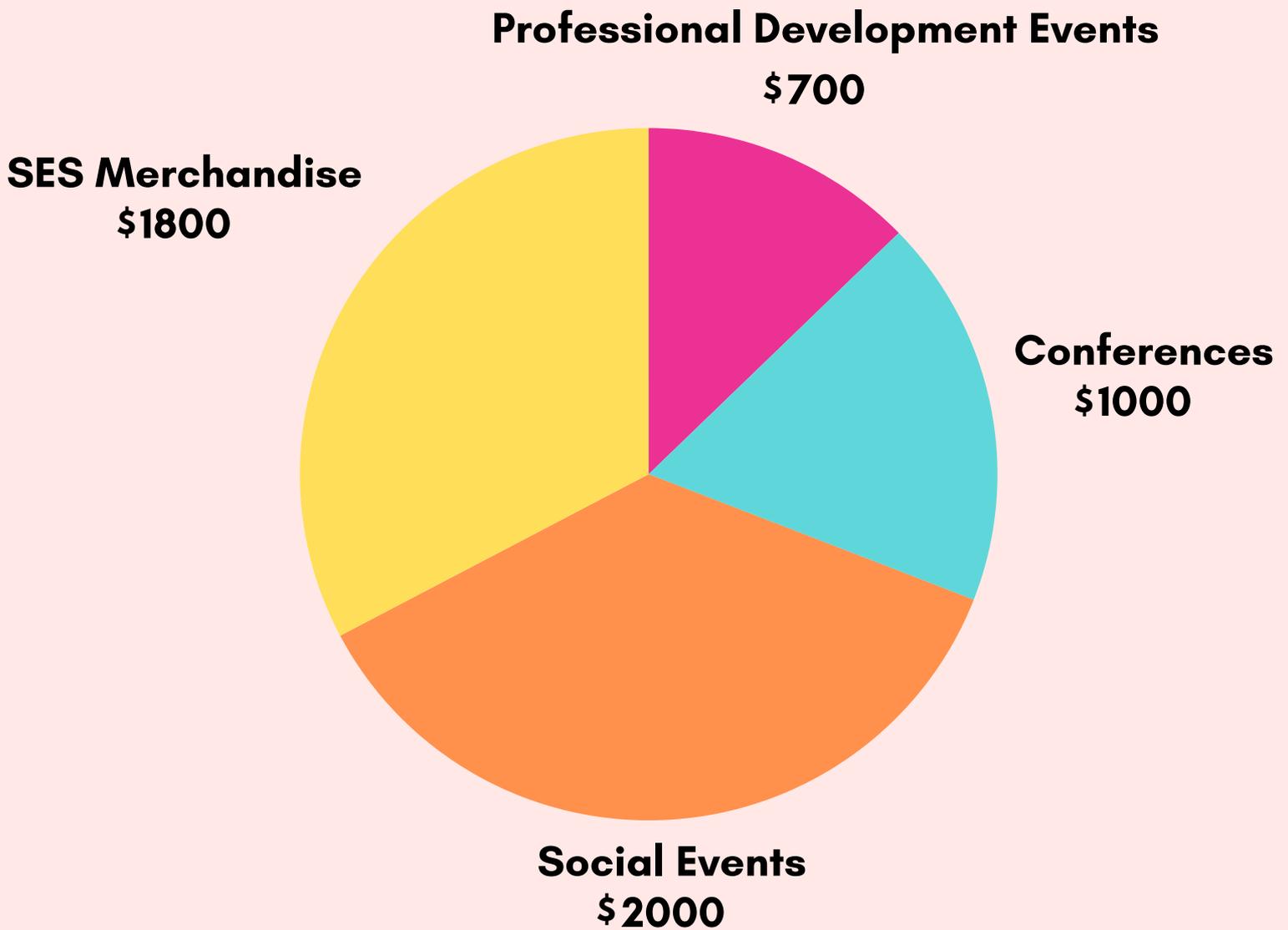
SPONSORSHIP TIERS

Bronze \$250	Silver \$500	Gold \$750
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Shoutout Through
Host a SFWR101 Series Workshop
(Tech Talk) Host a Custom Keynote Event
Company representative at the Co-op Panel
Exclusive Resume Bank

<ul style="list-style-type: none"> • Society website • Instagram spotlight 	<ul style="list-style-type: none"> • Society website • Instagram spotlight • Co-op Panel shoutout 	<ul style="list-style-type: none"> • Society website • Instagram spotlight • Co-op Panel shoutout
		
		
		
		

EXPENSES BREAKDOWN



A Personal Message from the President

Hi!

The Software Engineer Society (SES) is dedicated to **fostering innovation**, creativity, and excellence among software engineering students. By sponsoring our initiatives, you play a **crucial role in shaping the future** of tomorrow's leaders.

Our sponsorship packages are designed to offer **maximum visibility** and engagement with the brightest minds in engineering. Your support will not only enhance your brand's presence but also **contribute to the development of talented engineers** who will lead the industry.

We would love for you to be a **Gold-tier** sponsor and help us run awesome events while getting access to a **curated resume bank** of talented students!

Thank you for considering this opportunity. Together, we can inspire and empower the next generation of engineering leaders.

Sincerely,
Nawaal Fatima
President,
Software Engineer Society



CONTACT US



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Software Engineering Society