2012 Sponsorship Opportunities
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.

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.

Since the first IEEE Xtreme competition in 2006, participation among IEEE Student members has increased exponentially. The first IEEE Xtreme competition had 47 teams with over 150 participants. By IEEE Xtreme 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

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

<table>
<thead>
<tr>
<th>Country</th>
<th>Number of Teams</th>
</tr>
</thead>
<tbody>
<tr>
<td>India</td>
<td>674</td>
</tr>
<tr>
<td>USA</td>
<td>227</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>128</td>
</tr>
<tr>
<td>Pakistan</td>
<td>39</td>
</tr>
<tr>
<td>Canada</td>
<td>38</td>
</tr>
<tr>
<td>Egypt, China</td>
<td>35</td>
</tr>
</tbody>
</table>

### Outreach through Advertising

![Pie chart showing outreach through advertising](chart.png)

### How “Sponsoring a Problem” Works

<table>
<thead>
<tr>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Platform will release problem with “Sponsored by” heading</td>
</tr>
<tr>
<td>Facebook posts will announce the release of problem that will reach thousands of students</td>
</tr>
<tr>
<td>Students can be directed to company representative on Facebook who can provide information</td>
</tr>
</tbody>
</table>
IEEEXtreme Sponsorship Agreement

This contract is for sponsorship of the IEEEXtreme 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: ____________________________ Send Invoice to (if different): ____________________________
Contact: __________________________________ Contact: ____________________________
Tel: ____________________________ Tel: ____________________________
Fax: ____________________________ Fax: ____________________________
Email: __________________________________ Email: __________________________________
Address: __________________________________ 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
IEEEExtreme 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 IEEExxxtreme 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 IEEExxxtreme 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