



01 **SPONSORSHIP  
OPPORTUNITIES**

Connect with Cornwall's fast-growing tech community







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●●● SOFTWARECORNWALL.ORG

Software Cornwall represents one of the fastest growing tech clusters in the UK. Software Cornwall connects, promotes, represents and supports Cornwall's digital tech community. We aim to be the best way to plug into this fast-growing community.

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Since 2015, we have built a community of individuals, businesses, support providers and educators to help tackle the barriers to growth for Cornwall's tech sector. We provide a space for people to network, collaborate and support each other in their goals. We work with local schools and colleges to showcase career pathways in Cornwall's tech industry for young people and adults.







# Recent Successes

with thanks to our members, partners, sponsors & community

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## Community Events

We've hosted 50+ events for our community across a range of subjects and formats including mini conferences, socials and meet-ups.

## Career Pathways for Young People

350+ young people aged 14-16 have taken part in our award-winning Mission to Mars work experience programme in Cornwall, learning to code in an Agile environment for 1 week.

## Training for Businesses

We've delivered specific skills training for 115+ individuals employed in Cornwall-based businesses on topics that range from Agile Leadership to Behaviour Driven Development with this number growing every month.

## Introduction to Coding

We've delivered free Tech Jam events with thanks to our volunteers to 600+ individuals, providing introductory coding experiences to kids and adults across Cornwall.

## Workshops for Schools

We've provided tech and coding workshops in schools and colleges to 800+ students and showcased Cornwall's tech industry at 50+ careers fairs.

## A Growing Community

We've grown our community to 80+ businesses representing at least 1500 individuals in Cornwall's tech industry.





# Why sponsor Software Cornwall?

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## Engage with Cornwall's tech community

Promote your brand to this niche audience.

## Increase your reach

Network with customers, partners and educators in the tech community and forge relationships. Identify new business opportunities and areas for growth.

## Promote Cornwall's tech industry

Demonstrate your commitment to supporting education and career pathways into tech in Cornwall at a grass-roots level.

## Support continuous learning

Contribute to the development of the tech community and its access to industry knowledge, experience & skills.





# Our Digital Community

Followers, subscribers, audience.

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**Newsletter 1500+**

Members, partners, supporters, enthusiasts, volunteers, friends.



**LinkedIn 900+**

Members, partners, professional network, lurkers.



**Twitter 2800+**

Conker champions, cat lovers, friends, fans...who knows?



**Slack 500+**

Exclusive to Software Cornwall members.



**Facebook 700+**

Volunteers, supporters in our community, parents/educators.



**Instagram 350+**

Individuals & friends from the local tech community.



**Meetup 950+**

Individuals from Cornwall's tech & digital community seeking events.



**Website 1500+**

Unique monthly visitors seeking jobs, news, events, training and support for education.





# Sponsorship Packages 2022

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**In addition to individual package perks, ALL sponsors will benefit from:**

- Your company logo and profile listed on the 'Sponsors' page of our website for 1 year. (Supports video)
- A login for our website to be able to post your news, jobs and events for 1 year.
- A feature in our community newsletter and on social media channels.

## Tech Connect Event Sponsorship

Our Tech Connect events are our flagship events throughout each year, welcoming members and non-members to a tech topic-led event.

## Education Outreach Sponsorship

Careers fairs, assemblies, career carousels and workshops to promote career pathways within the tech community for young people.

## Mission to Mars Sponsorship

Our award-winning work experience programme for 14-16 year olds, teaching them to code in an Agile environment for 1 week.

## CEO / Director Peer Groups

Exclusive meetups/dinners/peer groups for founders, executives and directors from Cornwall's tech, digital and software companies.

## General Sponsorship

Non-specific sponsorship for 1 year for brand exposure across everything we do for our business community. Excludes education outreach.







# Tech Connect Sponsorship

£2000 + VAT (per Tech Connect)

Tech Connect events are mini-conferences held quarterly welcoming 50 - 100 tech professionals and business leaders to a venue in Cornwall. They are our most popular events and are great for networking, collaboration and learning, not to mention, they're fun! Event themes are steered by speaker submissions from the community and hot topics from the wider digital / tech industry.

## Sponsorship includes:

- Event collaboration on a sector specific event
- Your branding and company profile across promotional material for the event
- A speaker slot at the event
- Space for a banner stand and marketing collateral at the event
- Optional: Space for an exhibitor table at the event (venue permitting)
- Use of our 'Proud sponsor of Software Cornwall' logo for 1 year

Custom packages available.

Contact [info@softwarecornwall.org](mailto:info@softwarecornwall.org)







# Education Outreach Sponsorship

£2000 + VAT (for 1 year)

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Custom packages available.

Contact [info@softwarecornwall.org](mailto:info@softwarecornwall.org)



Each year, we get invited to speak and/or deliver an activity at 100+ careers fairs/carousels, assemblies and workshops to promote career pathways within the tech community to young people. We even help them learn to code. We don't receive any funding for our education outreach activity but it's a key part of what we do. Sponsorship can help us continue this work, buy equipment to deliver coding and tech workshops and showcase an exciting industry to young people (and their parents and teachers) in Cornwall.

## Sponsorship includes:

- Your branding at our education outreach events:
  - Your logo on our banner stands which accompany us to all of our education outreach events
  - Your branding on any digital assets used by the Software Cornwall host during workshops including desktop backgrounds & slides
  - Your branding on the Education Outreach pages of our website
  - Use of our 'Proud sponsor of Software Cornwall' logo for 1 year





# Mission to Mars Sponsorship

£2500 + VAT (for 1 mission)

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Custom packages available.

Contact [info@softwarecornwall.org](mailto:info@softwarecornwall.org)



Mission to Mars is our award-winning week-long work experience programme, designed to provide young people aged 14-16 with the chance to experience what it's like to work within a software team in an Agile environment. Using our specially designed Mars Rovers, our budding software developers programme the Rover to navigate the harsh terrain of Mars, avoid obstacles and succeed in its mission. Participants learn to code whilst practising teamwork, budgeting, presenting and Agile games and workflows. Many of our Mission to Mars alumni have gone on to become junior software developers at Cornish companies or have chosen an academic route into computer science.

## Sponsorship includes:

- Your branding at your sponsored Mission to Mars and all promotional comms leading up to and during the event.
- Your branding on any digital assets used by the host
- Your logo on a Mars Rover flag! Photos used in social media.
- Use of our 'Proud sponsor of Software Cornwall' logo for 1 year
- Come and volunteer with us on your sponsored mission!





# CEO / Director Peer Group Sponsorship

£2500 + VAT (for 1 event)

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Custom packages available.

Contact [info@softwarecornwall.org](mailto:info@softwarecornwall.org)



Newly launched for 2022, our invite-only CEO/Director peer groups are designed to bring local tech business leaders together in a relaxed and trusted environment. The peer groups, hosted over lunch or dinner will provide the opportunity to network, share challenges, ideas, opportunities and explore areas for collaboration and support. The event will allow time for talks from sponsors and attendees on a topic relevant to attendees. The delegate list will be shared with all attendees and sponsors ahead of the event to help you make connections.

## Sponsorship includes:

- A speaker slot at the event
- Your branding across all promotional material leading up to and during the event
- Access to the delegate list ahead of the event
- Use of our 'Proud sponsor of Software Cornwall' logo for 1 year





# Global Sponsorship

£2500 + VAT (for 1 year)

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Custom packages available.

Contact [info@softwarecornwall.org](mailto:info@softwarecornwall.org)

If raising the profile of your brand amongst the tech community in Cornwall is your main priority, our general sponsorship option could be the best opportunity for you. This gives you non-specific sponsorship for 1 year across everything we do for our business community. This excludes education outreach and Mission to Mars.

## Sponsorship includes:

- Your company logo and profile listed on the 'Sponsors' page of our website for 1 year. (Supports video)
- A login for our website to be able to post your news, jobs and events for 1 year.
- A feature in our community newsletter and on social media channels.
- Use of our 'Proud sponsor of Software Cornwall' logo for 1 year







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# Contact Us

For any questions about our sponsorship packages, or to explore a custom package to suit your goals, contact us.

## Email Address

[info@softwarecornwall.org](mailto:info@softwarecornwall.org)

## Website

[www.softwarecornwall.org](http://www.softwarecornwall.org)

