

SUMMER 2021

WESTERN CANADA'S FIRST DESIGNATHON

# VXP.

## Venture XPerience

Sponsorship Package



# VXP Protothon

VXP Protothon is Western's Canada's first marathon for aspiring UX designers to **connect, learn, and create.**

This event is hosted by VentureXPerience, a student-run club at Simon Fraser University. It is scheduled to take place virtually at **28th August 2021.**

It will be a 24 hour **virtual celebration of design and creativity.** There will be a range of activities throughout the event, consisting of:

## Workshops

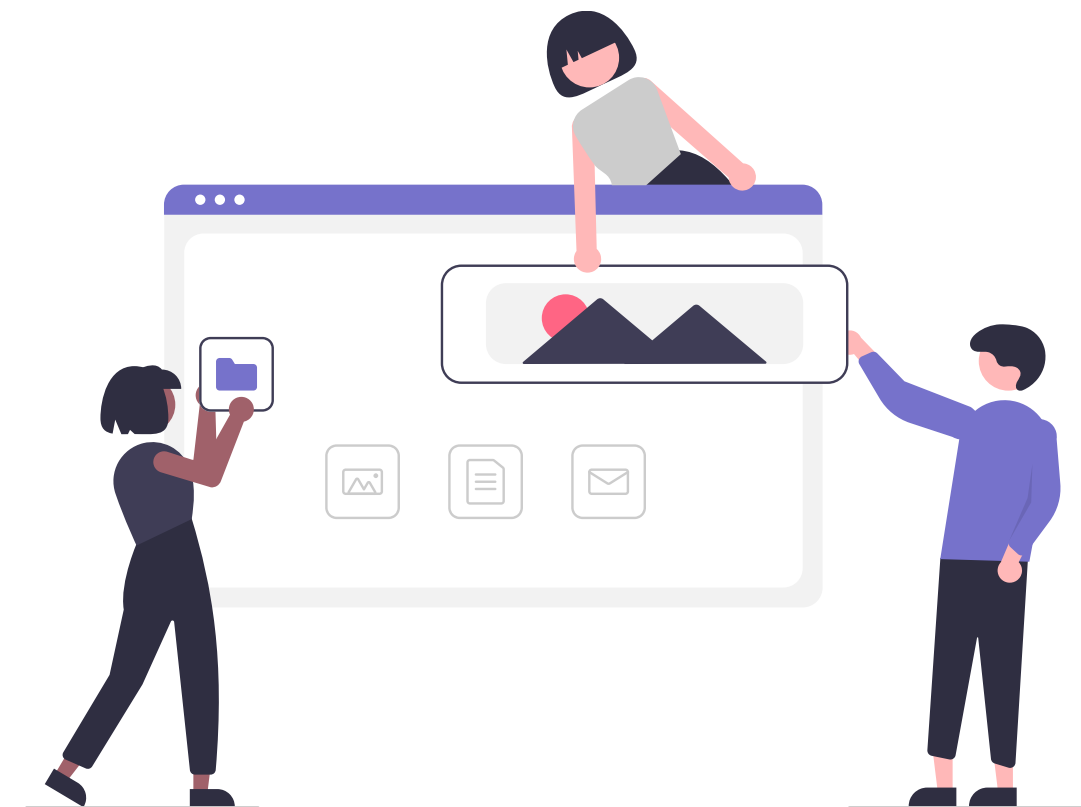
Workshops for beginners to intermediate participants

## Networking Events

Networking with industry professionals and recruiters

## Speaker Panels

Webinars from experienced guest speakers



The event will culminate in a **24-hour competition** where teams of designers collaborate to solve specific prompts provided by the VXP team and our sponsors, all under the 2021 main theme: **Mental Health.**

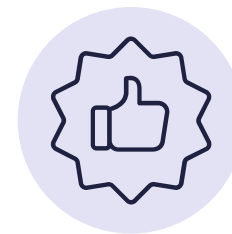
# Sponsor Benefits

Partnering with VXP Protothon is an easy way to stay at the forefront of design and innovation in Canada. We are expecting over 100 prospective designers and aspiring entrepreneurs to compete and attend our celebration of design.

This is the perfect opportunity for your organization to get involved, whether you are interested in expanding your influence in the world of UI/UX or in the recruitment of up and coming designers from the top schools in North America.

We want to work with like-minded organizations interested in pioneering UX designs. We understand the diverse needs of every company and would be open to building custom partnerships with the right people

As a partner, you may host workshops to demo your products for our attendees, and potentially provide customized prompts for the Protothon event to generate greater publicity and receive feedback.



Raise awareness to  
over 200+ attendees



Western Canada's  
first design-focused  
hackathon



Audiences from all  
over North America



Interact with top  
talent



Recruiting  
opportunities



Contribute to the  
future of designs

# Events Overview

SAT 21 AUG | WORKSHOP WEEK

Intro UX/UI Workshops

10am - 6pm

SAT 27 AUG | COMPETITION WEEK

Opening Ceremony

8am - 9am

Open Networking

10am - 8pm

Workshops

10am - 8pm

Panels

10am - 8pm

Sustainability & Mental Health Panel

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SUN 22 AUG | WORKSHOP WEEK

Intro UX/UI Workshops

10am - 6pm

SUN 28 AUG | COMPETITION WEEK

Submission Deadline

10am

Judging

10:30am - 1:30pm

Open Networking

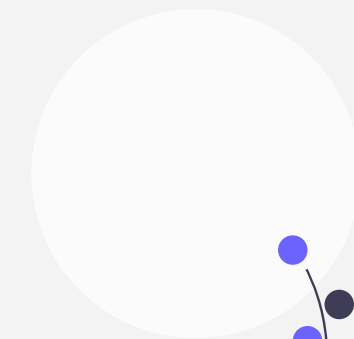
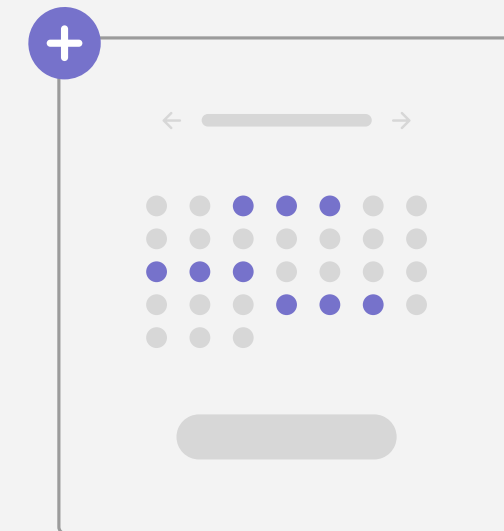
8am - 2pm

Sponsors Panel

11am - 1pm

Awards & Closing Ceremony

2pm - 3pm



# Sponsorship Tiers

	BENEFACTOR \$1,500	PATRON \$800	SUPPORTER \$300
<b>BRANDING BENEFITS</b>			
Logo and name displayed on the event website	●	●	●
Logo and name displayed on the event website	●	●	●
Watermark on the Twitch livestream background (main stage)	●	●	
Keynote speaker in opening event	●		
<b>ADVERTISING BENEFITS</b>			
Credit mentions in the opening and closing ceremony	●	●	●
Send experienced mentors for participant support and engagement	●	●	●
Sponsor introduction on our social media campaigns	●	●	●
Dedicated channel on our Protothon Discord server	●	●	
Pre-recorded sponsor messages broadcasted during breaks	●		
Customized prompt and award-category for sponsored prize	●		
<b>RECRUITING BENEFITS</b>			
Host a general design or career-based workshop	●	●	●
Booth panel for recruitment and networking	●	●	●
Access to participants' emails	●	●	
Host a dedicated workshop/demo featuring your business and technology	●	●	
Access to participant's resumes and portfolio	●		
Private live chatroom during the post-competition expo	●		
Participate in the judging panel	●		

Custom sponsorship/monetary values also available, open to sponsorship through different means

# Founder's Message



As a UX/UI instructor, my students frequently ask me how to build their portfolios. I advise them to participate at Hackathons as a UX/UI designer, but the recognition they get from it is still low as it is not the main focus. Hence, I created VXP to host Western Canada's first-ever design-focused Hackathon to provide future aspiring UX/UI designers with a platform to test their skills. Our mission is to promote the importance of UX among future designers and entrepreneurs by expanding the influence and practice of UX from young adults to professionals across North America.

Sincerely,

**Eric Joseph Lee**

FOUNDER  
email@vxp.com

# Contact Us

Thank you for your interest and consideration in our mission to educate future designers. We sincerely look forward to partnering with you to make the most of your invaluable contributions to VXP's Protothon.

Reach out to our external team to submit your interest in sponsoring VXP protothon, western Canada's first design based hackathon.

 [ventureexperience.design@gmail.com](mailto:ventureexperience.design@gmail.com)

# Social Media

 <https://www.instagram.com/vxpdesign/>

 <https://www.facebook.com/vxpdesign>

 <https://twitter.com/vxpdesign>

 <https://www.linkedin.com/company/vxpdesign/>

 <https://vxpdesign.ca>



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@VXPDESIGN