



DEAR SPONSOR,

We are **Web Lab**, MIT's premier Web Programming Class and Competition. Every year, we organize a class and competition where teams of up to 3 MIT students develop a modern full-fledged web application over the course of January. Over 400 students enrolled in Web Lab this year, creating over 70 websites, with registration steadily increasing every year since our founding.

Although Web Lab's primary goal has been to teach and host a competition in-person, we support open learning by posting our lectures and resources on our website. As a result, we have also become one of the top resources for self-learning web development.

We are now seeking company sponsors to help us foster and expand our course. As a sponsor, you will have the opportunity to connect with talented MIT students who are passionate about computer science, cutting-edge web technologies, and user experience design. You will also have the chance to mentor and interact with students through guest lectures, hackathons, and final judging.

In the next few pages of this document, we've outlined all our sponsor perks and tiers. To sponsor or ask questions, please reach out to us at weblab-staff@mit.edu. More information and past years' winners can also be found at our website: weblab.mit.edu.

We look forward to partnering with you!

MIT Web Lab

CONTACT US

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CORE SPONSOR PERKS

GUEST LECTURES AND WORKSHOPS

Every year we invite special guests and sponsors to give guest lectures or workshops on advanced topics in web development. We ask sponsors to bring their best engineers, designers and speakers to teach and inspire students about the industry. The most compelling guest lectures are either high level overviews about advanced topics (design, leadership, choosing a tech stack) or hands-on workshops/interactive presentations about specific topics (use of a specific technology, use of cloud services, etc). This is the best opportunity to introduce students to your company's engineering culture, values and expertise.

LECTURE SPONSORSHIP

Sponsoring specific lectures includes the reading of a short blurb and company branding on presentation materials. These will be featured in our in-person recorded lectures and materials posted online as well. There are around 40 lectures which are finalized in December, and all silver, gold, and platinum sponsors are guaranteed a number of lectures to sponsor respective to their tier. Sponsor lecture selection will be prioritized by tier and then by sponsorship confirmation date.

JUDGING

The top student teams present their applications in front of sponsors. Sponsors discuss and decide upon the winners of the competition. The judging provides you direct access to the top students of the class. The student resume books will be available during this time period, allowing sponsors to directly follow up with individual teams for further discussion.

STUDENT & STAFF RESUME BOOKS

We provide a resume book of all students who have submitted a website to sponsors. This book will be available to sponsors during the final week of the class when judging occurs. Sponsors are welcome to reach out to student teams during this period and set up coffee chats. For our Gold and Platinum sponsors, we will also share a resume book from all the web.lab staff members who previously successfully passed the class and returned to help teach the next class.

BRANDING ON PUBLICITY MATERIALS

All sponsors get their company logo printed on our T-shirts, website and all publicity materials, such as posters, emails, and social media.

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ADDITIONAL SPONSOR PERKS

COFFEE CHATS

Throughout the class, there will be several opportunities for students to sign up for coffee chats—in-person or virtual—with various sponsors. We open this opportunity to all gold and platinum sponsors, and we encourage sponsors to invite MIT alumni who work at their company to participate in our coffee chats.

CATEGORY PRIZE

We provide the opportunity to award a category prize unique to your company. This provides a great opportunity to further integrate with the students of the class, and get talented students to work on issues related to your company. We do require, however, sponsors discuss their category prize with web.lab staff before announcing it. Web Lab staff will work with each sponsor to design an award.

Note: The extra money awarded from this prize is not part of the tiered package pricing.

AWARDS CEREMONY

We invite participants, their friends, as well as faculty members to watch the finalists present their applications. Silver, gold, and platinum sponsors will get tailored introductions. In the end, sponsors will award the prizes as the winners are announced. Platinum sponsors get a booth to network and interact with students in-person.

SEMIFINALIST LUNCHEON

This luncheon occurs the day after the award ceremony and is the last event of the class. All top student teams are invited to come network and chat with sponsors.

HACKATHON

Platinum sponsors can have one hackathon branded under their company name for our students with food and extended help resources as a push to finish and polish their web applications before the final submission. While we encourage sponsors of all tiers to come and help students with their projects and network, mainly Web Lab staff will run the event.

THEME REVEAL

Platinum sponsors can have their brand be visible and referenced in the theme reveal video shown at kick-off and uploaded to our platforms. Additionally, it is a great way to publicize a company as all groups must incorporate the theme into their project in some aspect.

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SPONSORSHIP TIER INFORMATION

TIER BENEFITS	BRONZE \$4K	SILVER \$8K	GOLD \$16K	PLATINUM \$22K
GENERAL				
Sponsor a category prize.....	✓	✓	✓	✓
Sponsor Web Lab staff led lectures.....	+\$500	1	3	5
Lead a workshop or lecture.....		✓*	✓*	✓*
Access to Student Resume Book.....		✓	✓	✓
Access to Staff Resume Book.....			✓	✓
STUDENT OUTREACH				
Seat at Semifinalist Judging.....	✓	✓	✓	✓
Seat at Semifinalist Luncheon.....			✓	✓
Introduction during Awards Ceremony.....		30 second	2 minutes	2 minutes
Distribute company merch.....		✓	✓	✓
Host a Coffee Chat.....			✓	✓
Set up a company booth.....				✓**
BRANDING				
Company mentions on social media.....	✓	✓	✓	✓
Company logo on posters and t-shirt.....	S	M	L	XL
Company logo on website.....	S	M	L	XL
Company blurb on website.....			✓	✓
Company branded hackathon.....				✓
Company specialized theme reveal.....				✓**

Sponsor attended events may have virtual options for sponsors.

* Scheduled with web.lab staff. Includes one 1-hour long session.
Limited spots prioritized by tier. Gold and Platinum are guaranteed
** Coordinated with web.lab staff.

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