



Topcoder Open & Innovation Summit

The Ultimate Programming & Design Tournament
Sponsorship Options

The Topcoder Open (TCO) is the ultimate programming and design tournament. After a series of challenges throughout the year, Topcoder Community members are narrowed down to the best of the best for the ultimate showdown live on stage!

Dating back to 2001, Topcoder tournaments have paved the way for geeks of all kinds. Champions and finalists of Topcoder tournaments enjoy many perks including meeting presidents, starting big businesses, having their own wiki page, and becoming millionaires, not to mention working their dream job at top tech companies around the world.

The Innovation Summit brings together business and thought leaders, innovators, and entrepreneurs from across the country, and the event is set against the backdrop of the Topcoder Open Finals — the ultimate programming and design tournament for elite members of the Topcoder Community.

“Hosting Topcoder was a big win for Buffalo and the BNMC as it allowed us to showcase our community to some of the top technology talent in the world and bridge the connection between technology and the medical field. Topcoder moves us one step closer to aligning current technical capabilities and our educational networks with our vision of building an ecosystem that grows and fosters technological and economic development.”

- Sam Marrazzo, Chief Innovation Officer, BNMC



Why Sponsor the TCO & Innovation Summit?

TCO sponsorships give organizations a unique opportunity to showcase their crowdsourcing thought leadership, boost adoption of their technologies, and attract the world’s top technical talent.

- **Technology Adoption**

By sponsoring TCO, organizations can increase awareness and adoption of their APIs and technologies within the Topcoder Community.

- **Recruiting**

TCO gives sponsors a unique opportunity to connect with and recruit the some of the world’s top technical talent.

- **Thought Leadership**

Sponsoring TCO gives organizations an opportunity to showcase their crowdsourcing thought leadership to their peers, customers, and the Topcoder Community.

- **“Geek” Cred**

By demonstrating commitment to the Topcoder Community, TCO sponsors generate greater community interest and loyalty—and often see an uptick in top members competing in their projects.

- **Marketing and PR**

TCO sponsors are recognized on the Topcoder website, blog, social channels, and newsletters, and sponsors are often included in press coverage of TCO as well.

Three Sponsorship Types

SILVER	GOLD	PLATINUM
<p>For companies who want to support the community and receive brand awareness</p> <ul style="list-style-type: none"> • Branding at the TCO and on the website • Email promotions to the Topcoder community • Social media promotions • Access to the TCO Finals 	<p>OUR MOST POPULAR PACKAGE</p> <p>For all company types and sizes; includes recruiting opportunities and marketing</p> <ul style="list-style-type: none"> + SILVER BENEFITS • Recruiting access • Competition sponsorships • Speaking slot at the Innovation Summit 	<p>For all company types (usually mid- to large-enterprises) who want the maximum benefits of sponsorship</p> <ul style="list-style-type: none"> + GOLD BENEFITS • Multiple competition sponsorships • Larger space for the onsite competition finals • More branding and promotion • Speaking slots at the Innovation Summit

Sponsorship Benefits

ITEM*	SILVER	GOLD	PLATINUM
Logo on the TCO website	x	x	x
Landing page on the TCO website	x	x	x
Promotions in the community wide newsletters	x	x	x
Social media campaign	x	x	x
Access to the Topcoder Recruiting Portal		6 months	1 year
Booth presence at the TCO Finals competition		x	x
Single Round Match sponsorships (SRMs)		1	3
Tickets to the Innovation Summit	2	6	10
Speaking Opportunity at the Innovation Summit		1 speaker	2 speakers
Investment	Starts at \$10,000	Starts at \$25,000	Starts at \$60,000

A la carte Opportunities*

Customize Your Sponsorship

- Host a TCO regional event in your city - starting at \$25,000
- Host the TCO18 Finals at your venue - - starting at \$80,000
- Sponsor TCO swag; t-shirts, bags, etc - starting at \$5,000
- Sponsor a community member trip to the TCO - starting at \$4,000
- Hackathon sponsor - starting at \$25,000
- Happy hour sponsor - starting at \$10,000
- Speaking slot at the Innovation Summit - \$4,000
 - Includes 3 tickets to the event
 - Logo on the website
- Exclusive sponsor of the Innovation Summit - \$15,000
 - Includes a speaking slot
 - 10 tickets for the event
 - Logo on the website

Want to be the exclusive Host or Title Sponsor of the event? Contact us now for details.

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