2022

CO DE. SPRI NTMT

Sponsorship Proposal

National Coding Challenge

01

What is code.sprint[MT]

code.sprint is the Ministry for Education of Sport (MEDS) national coding competition, organised by the Science Centre (Pembroke) within the Directorate for Learning and Assessment Programmes (DLAP) together with the Institute for Computer Education (ICE Malta). In this sought after annual competition, coding enthusiasts put their skills to the test by working their way through a series of tasks to earn a spot at the finals. They will test their programming limits for a chance to win the championship title and amazing prizes.

... more information on www.codesprintmalta.edu.mt

Code.sprint in numbers

5 This year's edition

Number of **159** participants so far

16900 Worth of €uro prizes awarded

4 Number of Categories

code.sprint[MT] 2022 will be held in July 2022 as follows:

09 July: Qualifiers for Sec & Post Sec categories *(Online)*
16 July: Final Round for Sec & Post Sec *(held @ ICE Malta)*
15-16 July: Undergraduate & Developers categories *(Online)*
23 July: Award Ceremony *(Venue TBA)*

Our Aim

02

The aim of this contest

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Launched in 2018, code.sprint is a national coding contest that has become a yearly calendar event, originally designed for students studying Computing in secondary schools. It is now a coding championship widened to include challenges open to Computing secondary students, Computing/IT post-secondary students, undergraduate students. In this 5th edition, a category for already established software developers is also available.

The organisers are constantly exploring new ways to minimise the gap between education and industry, seeking to ensure that what students learn in schools / institutions is contextualised with what takes place in the workplace. Surely, code.sprint fulfills this in the most effective manner.

Indeed, the main objective of the initiative is to gauge participants' problem solving, computational and programming skills in an environment different than students are accustomed to in schools and during traditional exams. The challenge is a timed and an open book exercise, and the participants' work is adjudicated against a set of assessment criteria based on functionality and effectiveness.







AWARDS

The prizes for the top three code sprinters in each category include world-class study and mentorship programmes that further the candidates' programming skills, cash prizes and an awarding block-chained certificate / badge. All finalists earn cash vouchers and a 'Finalist' block-chained certificate / badge. All participants earn a block-chained certificate of participation.

Moreover, students within the secondary category can also achieve an MQF level-3 accreditation, issued by the Directorate for Quality and Strandards in Education (DQSE).

Private Entities

Incorporating CodeSprint 2022 as part of an entity's CSR Strategy will entail promotion of the organisation's brand with young talent and will provide tomorrow's workforce the opportunity to gain the in-demand skills for peak performance across a number of industries, including your own. You'll be boosting our future economy, investing in Malta's young people, minimising the future skills-gap and will have the opportunity to benefit from a powerful collaboration.

These sponsorship packages are recommended for private companies across all industries.

** Title sponsors can be taken up as a joint-title among two or more entities.*

03

1

Title Sponsor for the Secondary & Post Secondary

Empower young talent. Invest €2000

Title sponsors have the opportunity to award the top three coding talent in both the Secondary & Postgraduate categories (Age 14 - 18). Cash prizes will be split as follows - Winner: €250 Cash Prize - Runner-Up: €150 Cash Prize - 2nd Runner-Up: €100 Cash Prize. All ten finalists will also receive a €50 Tech Voucher (from a local tech store)

2

Title Sponsor for the Undergraduates

Create an everlasting impact. Invest €5000

Title sponsors have the opportunity to award the top three coding talent in the Undergraduate category (Age 18+). Cash prizes will be split as follows - Winner: €3000 - Runner-Up: €1500 - 2nd Runner-Up: €500

3

Title sponsorship for the Developers (NEW!)

Celebrate Malta's finest. Invest €5000

By popular-demand and following industry recommendation, the code.sprint initiative is introducing a new exclusive competition category for established Software Developers. The top three winners in this cutting-edge competition will split the sponsored cash prize of €5000 as follows - Winner: €3000 - Runner-Up: €1500 - 2nd Runner-Up: €500

Besides awarding the top three coding talent in the respective category, other sponsorship aopportunities include:

- Category title sponsorship mentions across all competition communication.
- Logo on the CodeSprint website.
- Logo rotating with other sponsors' logos on presentation screen during the competition.
- Logo on the participation certificates.
- Logo on selected social media ads + mentions/tags.
- Keynote speaker speech on the winners announcement day.
- Photo opportunity with the category winners.
- The chance to interview the winner and share the article on third party media.
- A private Meet & Greet for all CodeSprint winners to showcase the power of your brand & promote intern/employment opportunities - *undergraduate and developers categories only*
- The right to market this CSR investment.

Public Stakeholders

The power of collaboration.

Working together to empower young talent

Designed and hosted by the Science Centre (Pembroke) within Directorate for Learning and Assessment Programmes, Malta's national coding championships code.sprint has become an annual appointment for talent of all ages. To further the success, develop the competition, and show a collective collaboration to build a strong future workforce aligned with industry demands, two new distinct sponsorship categories have been created exclusively for public / governmental stakeholders.

These sponsorship packages are recommended for public / governmental stakeholders.

** Title sponsors can be taken up as a joint-title among two or more stakeholders.*

04

Media Partners - €5000

1

Powered by TITLE - The selected stakeholder will enjoy title sponsorship benefits as well as a keynote speech delivery during the Awards Ceremony. Exclusive Media partners will sponsor all code.sprint's marketing efforts from the launch of the 2022 edition to the announcement of the winners. The marketing strategy for this year's edition includes:

- €2000 social media campaign
- €1000 PR/print media including newspapers / magazines
- €1000 TV interviews. *Exposure will be doubled by the TV show selected.*
- €1000 radio campaign on Bay Radio/Vibe FM. *Radio ads will be doubled by the selected partner station.*

All digital marketing scheduling, production & design work costs will be covered by code.sprint organisers.

Awards Ceremony - €5000

2

Powered by TITLE - The selected stakeholder will enjoy title sponsorship benefits as well as a keynote speech delivery during the Awards Ceremony. Awards Ceremony exclusive partners will sponsor all code.sprint's efforts from the launch of the 2022 edition to the announcement of the winners. The Awards Ceremony plans for this year's edition includes:

- Block-Chain certificates / badges
- Design & production of all competition medals
- Seated event with refreshments for 50/60 guests (*pending COVID-related measures)*
- Sound & Lights
- Photography
- Videography

All coordination & logistics costs will be covered by code.sprint organisers.

In-Kind Partners

Custom proposals will be designed for brands that are interested to invest a percentage of their CSR to Malta's national coding championships and associate their company to learning. Barters for the:

- hosting of the final awards night
- entertainment area - refreshments for participants & the judges green room
- additional marketing collateral
- branded sweatshirts
- participant goodie bags, etc.

This type of bespoke sponsorship package is recommended for dynamic organisations. Interested companies are requested to get in touch with the code.sprint organizers for further details.

05

Register your interest in sponsoring code.sprint[MT] 2022 & the **Selection Criteria**

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Entities should register their interest in sponsoring code.sprint[MT] 2022 by compiling the online form on https://forms.office.com/r/dCD4Sx5Ntz by Monday, 7th March 2022.

Registered entities will be selected according to the criteria listed below. First criterion in list merits the highest preference and the last merits the least.



1. Entities related to software development and/or are registered software development houses.

2. Entities that contribute to the skilling/upskilling of digital expertise and the development of IT professions.

3. Entities related to the IT sector in general.

4. Entities with a CSR approach that promotes digital skills development.

5. Other entities.

In the event that more than one entity registers for the same sponsorship package and satisfies the same criterion/a, preference is given to the first registration entry.

** An agreement between the code.sprint organisers and the selected entities will be finalised and signed by all parties.*

This non-profit event is only possible with the financial support of our sponsors. Organisation collaboration is key for another successful edition.

SPON-SORSHIP PROPO-SAL 2022

www.codesprintmalta.edu.mt