Be a Part of the Largest Artificial Intelligence Programming Competition in Michigan

BonzAl Brawl 2018

Sponsorship Information

Saturday April 7th, 2018

Locations:
Michigan Technological University
Western Michigan University
Northern Michigan University
What is BonzAI Brawl?

BonzAI Brawl is an annual day-long programming contest that attracts 140-200 computer programmers from Michigan Tech, Northern Michigan University, Western Michigan University and the surrounding communities. The 2018 competition marks the 11th year of BonzAI Brawl at Michigan Tech.

At BonzAI, small teams of programmers have eight hours to write software which will compete in a custom-built competitive multi-player game. At the conclusion of the event, teams watch their programs “brawl” against each other to determine which is the most capable.

Why Sponsor?

BonzAI Brawl provides a challenge that facilitates any number of possible solutions with a fixed deadline. The environment that programming teams competing in BonzAI work in is very similar to what they will see in real world situations. The best teams will rise to the challenge through exceptional programming practices, problem-solving skills, creativity, and communication. The students participating in BonzAI not only check all of these boxes, but they use the event to sharpen their skills. Investing in BonzAI is more than getting access to this talent pool. This is an investment in their future, and potentially the development of your own employees.

Training and taking part in programming competitions helps students become more disciplined, faster, and more focused programmers. In BonzAI Brawl, participants must solve problems in a stressful situation and complete it by a deadline. Participants are put in teams that require collaboration and teamwork. BonzAI Brawl teaches students to assess each other’s strengths, weaknesses and effectively divide responsibilities between a team. These skills are essential in any corporate environment.

It is expected that 1 million computer-programming jobs will go unfilled in 2020 according to the U.S. Bureau of Labor Statistics. Now is the time to educate and engage students about the opportunities in Computer Science. With BonzAI Brawl in its eventh year, we are planning the biggest competition thus far and laying the foundation for expansion into other universities. Companies that work with us continuously influence the growing pool of talent. This event will also feature press coverage, making sponsorship a great way to increase your company’s presence.
When is BonzAI Brawl?

This year’s BonzAI Brawl is scheduled for Saturday April 7th, 2018. We are working hard to ensure that BonzAI Brawl continues to be the premier programming competition at Michigan Tech.
## Sponsorship Tiers

Below are the different ways you can contribute to BonzAI Brawl:

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<th>Silver</th>
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<td>Time on Stage at Kickoff</td>
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<td>Logo Embedded in Game</td>
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Please contact us for custom tiers
Maximizing Your Sponsorship

Sponsorship isn't the only way to advertise, but also a way to help your potential future employees learn and practice new skills. Here are some ways to achieve both:

- Having engineers and mentors at BonzAI Brawl is highly encouraged. Personal and direct interaction encourages students to learn more about your company.

- Sponsor a meal. A meal sponsorship (breakfast/lunch/dinner - $1,000) is available to sponsor on a first come, first served basis. Meal sponsors will receive additional signage and presentation slots during the meals.

- Send us some branded swag to distribute to attendees. College students love freebies. Bring your t-shirts, pens, stickers and more to increase brand recognition.

- Host events with Michigan Tech after BonzAI Brawl is over. It's a great way to continually advertise your company to potential employees.

- We also welcome custom events and activities. Please contact us with your suggestions and we will tailor a plan for your company.
Thank You

On behalf of Husky Game Development (HGD), Women in Computing Science (WiCS), and all computer science students who help organize the BonzAl Brawl, we can’t wait to work with your company on this worthwhile endeavor.

Please contact us with any questions,

BonzAl Brawl Team
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http://bonzai.cs.mtu.edu

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