



Edith Cowan University

CASSA

Computing and Security Student Association

SPONSORSHIP PROSPECTUS **2025**



visit us at cassa.au



ABOUT US

Computing and Security Student Association (CASSA), a not-for-profit organisation, is a body of people who share an interest in computer science, cyber security, and related fields. The purpose of CASSA is to promote the **knowledge** and **understanding** of computing and security in the university community, through the organisation of events, workshops, and other activities that will foster learning and collaboration among members.

CASSA is driven by a mission to provide an educational and social platform where computing students from all streams can connect with like-minded individuals. Our commitment extends beyond traditional academic boundaries, emphasizing the development of both social skills and professionalism.

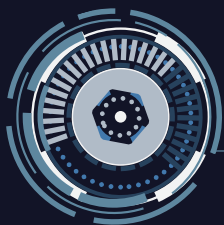
At CASSA, we believe in the **power of collaboration**, and we are eager to showcase the value that your sponsorship could bring to our **community**. Whether you are considering supporting academic endeavours, participating in industry connect initiatives, or contributing to our social events, your partnership with CASSA is an investment in the growth and success of future tech leaders.

Our calendar features collaborative industry connect forums, engaging academic workshops, and hands-on projects that provide students with a platform to explore, learn, and thrive in the dynamic realms of computing and security. We are committed to creating an inclusive environment where members can actively participate in discussions and projects, contributing to their holistic development.

Over the past year, CASSA has undergone a significant digital infrastructure overhaul, introducing new systems. Currently, we are working on a server room project, aiming to run server equipment to facilitate enterprise-focused workshops and enhance events like Learn2Linux through a larger virtual environment.

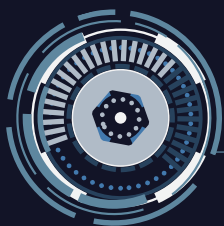


DISCIPLINES



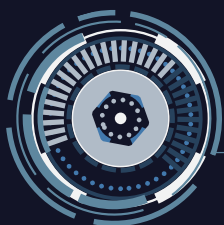
CYBER SECURITY

SOFTWARE ENGINEERING



INFORMATION TECHNOLOGY

COUNTER TERRORISM



DATA SCIENCE

PAST COLLABORATORS



ECU SCHOOL OF SCIENCE

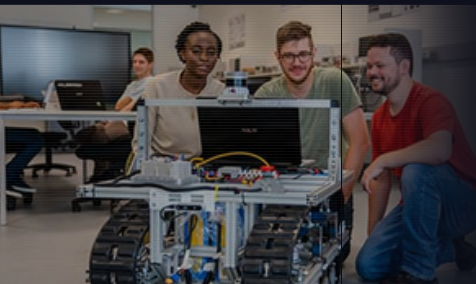
ECU SCHOOL OF ENGINEERING



ECU E-SPORTS

Join us as we continue to build on our legacy of over 15 years. Your involvement is not just sponsorship; it's an opportunity to be part of a thriving community dedicated to excellence and innovation. We look forward to the possibility of collaborating with you and creating meaningful experiences for our members.

CURTIN COMPUTER SCIENCE STUDENTS ASSOCIATION



ECU ROBOTICS


ECU RED ROOM





AUDIENCE AND REACH

CASSA is a diverse and inclusive community that brings together individuals with a shared passion for computer science, cyber security, and related fields. While we currently don't collect specific demographic information about our members, we make some informed assumptions based on our university context:

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- **University Affiliation:** Most of our members are current ECU students and Guild members, reflecting a direct connection to the university community.
 - **Field of Study:** Many of our members are enrolled in Computing and Security courses, with a particular emphasis on cyber security followed by software engineering.
 - **Academic Level:** Primarily composed of undergraduates, our members are eager about making their initial strides in the industry.



During the lively university semester, we can be found at the CASSA Helpdesk at ECU Joondalup—a central hub where members connect and socialize. Our on-campus presence extends to a variety of in-person events, featuring socials, workshops, and industry connect initiatives, creating a vibrant network that nurtures a strong sense of community and collaboration. Recognised for our successful collaborations, we have organized numerous events that draw substantial audiences. Notably, our in-house Industry Connect event stands out as a consistent triumph, with an average attendance of 40 students.

CASSA maintains a robust online presence, centred around our active Discord server, serving as our virtual headquarters. This platform enables ongoing engagement and discussions on career and computing-related topics among members. Remarkably, our Discord community has experienced substantial growth over the past 2½ years, with a membership increase of over 700. Complementing this, our CASSA website and social media channels are growing platforms for disseminating information and sharing updates, extending our influence to a wider audience.



WHY SPONSOR

By partnering with CASSA, sponsors gain access to a range of benefits, including prominent visibility, enhanced brand exposure, and the chance to directly engage with our diverse and talented member base. Your support enables us to create exceptional experiences, events, and initiatives, providing a unique platform for your organisation to shine.

C COMMUNITY ENGAGEMENT

Become an integral part of our vibrant community by actively engaging with members at events, workshops, and social gatherings.

A CCESS TO FUTURE TECH LEADERS

Sponsoring CASSA opens a direct channel to emerging tech leaders, providing access to passionate individuals in computing, security, and related fields.

S PREADING BRAND AWARENESS

CASSA events draw attention from our active membership, the broader university community, alumni, and industry professionals, offering sponsors increased visibility through branding across various channels.

S KILLS DEVELOPMENT

Sponsoring CASSA contributes to the infrastructure that enables students to develop a range of technical skills, from programming to offensive security, fostering future tech leaders.

A DAPTIVE COLLABORATION

Explore a partnership beyond financial support as CASSA collaborates closely with sponsors to plan events, brand promotions, and address specific needs.

Your sponsorship goes beyond supporting a student club; it's an investment in the future of technology and education. We invite you to explore the possibilities and collaborate with CASSA to create meaningful experiences for our members and lasting impressions for your organisation.



SPONSORSHIP OPPORTUNITIES

Investing in CASSA not only supports our vibrant community but also unlocks a range of tailored sponsorship opportunities. Our sponsorship packages include our popular gold package at **\$500** per semester, offering the following benefits:



cassa.au

WEBSITE RECOGNITION

Feature your logo prominently on our website, accompanied by a paragraph introducing your organization.



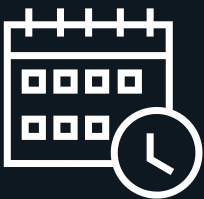
NEWSLETTER VISIBILITY

Showcase your logo in our monthly newsletter, reaching our engaged member base.



HELPDESK ADVERTISING

Gain exposure through office advertising, creating a physical presence on our campus.



EVENT INVOLVEMENT

Receive invitations to our industry-oriented events, providing opportunities for networking.



COMPETITION PARTICIPATION

Receive invitations to participate as a judge or mentor in our competitions.



MERCHANDISE OPPORTUNITIES

Display your brand at recruitment and social events.

Your sponsorship unlocks opportunities but also fuels our infrastructure and equipment needs. Funds allocated to this area bolster crucial initiatives like the server room project, ensuring the seamless execution of events and supporting CASSA's day-to-day operations.

SPONSORSHIP PACKAGES

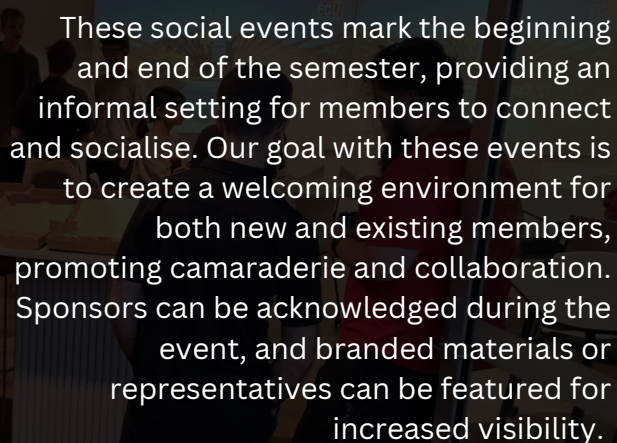
	\$300	\$500	\$1000	\$2500
	BRONZE	SILVER	GOLD	PLATINUM
Website Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter Visibility	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Helpdesk Ads	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Event Involvement	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Competition Involvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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OUR EVENTS

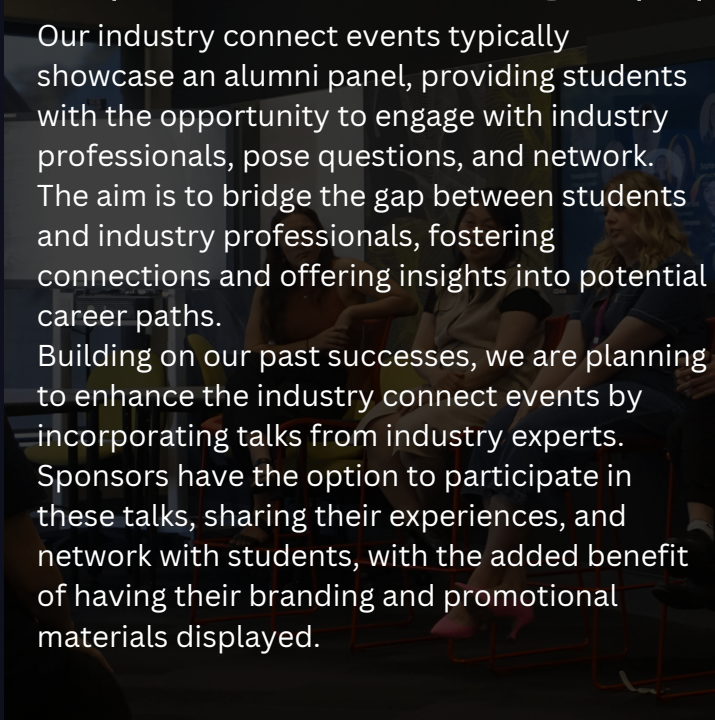


SEMESTER SOCIALS



These social events mark the beginning and end of the semester, providing an informal setting for members to connect and socialise. Our goal with these events is to create a welcoming environment for both new and existing members, promoting camaraderie and collaboration. Sponsors can be acknowledged during the event, and branded materials or representatives can be featured for increased visibility.

INDUSTRY CONNECT



Our industry connect events typically showcase an alumni panel, providing students with the opportunity to engage with industry professionals, pose questions, and network. The aim is to bridge the gap between students and industry professionals, fostering connections and offering insights into potential career paths.

Building on our past successes, we are planning to enhance the industry connect events by incorporating talks from industry experts. Sponsors have the option to participate in these talks, sharing their experiences, and network with students, with the added benefit of having their branding and promotional materials displayed.





EVENTS - WORKSHOPS

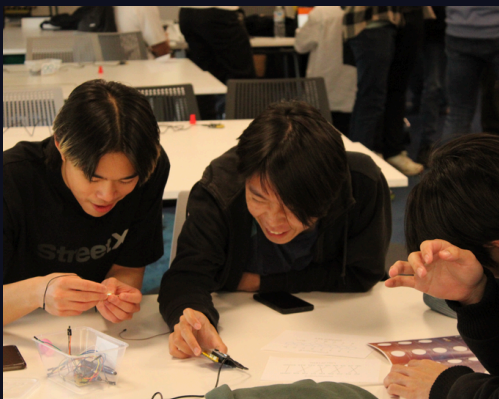


CASSA organizes workshops that teach key concepts in computer science, most notably Learn2Linux and CTF skills via RedRoom. Partnering with us could enhance your brand visibility by involving your presence and expertise in workshops.



LEARN 2 LINUX

L2L offers workshops on fundamental Linux concepts, bridging the gap in formal education and enhancing students' OS proficiency. Sponsors can contribute by providing instructors, sharing industry insights, or showcasing relevant tools. This collaboration allows sponsors to engage with students, share expertise, and strengthen their presence in the learning community.



TECH WORKSHOPS

In 2024, CASSA is expanding its workshop series to cover industry-relevant tools and skills beyond university courses. Topics include GitHub, virtual machines, and active directory, with opportunities for students to share their tech projects. Sponsors can host sessions on industry-relevant tools, while CASSA handles logistics and catering for on-campus events. This collaboration provides sponsors direct access to an engaged audience while showcasing their expertise.



REDROOM

RedRoom represents CASSA's cyber security branch, offering hands-on learning through workshops, CTF competitions, industry events, and weekly study sessions. It connects motivated students with real-world cyber security experiences. Sponsoring RedRoom boosts your organization's presence while providing students with valuable resources.

EVENTS - COMPETITIONS

CAPTURE THE FLAG (CTF)

A short, Jeopardy-style competition in which participants solve puzzles and exploit vulnerabilities to capture "flags," testing their offensive security skills. Hosted by Either CASSA or RedRoom, the aim is to offer hands-on experience in offensive security, allowing participants to apply theoretical knowledge. Sponsors can contribute challenges, act as judges, or provide prizes. Prominent branding can be featured throughout the event



(CTF) CREATOR CHALLENGE

A CASSA-Hosted competition in which participants will have 10 days to create, test, and submit as many CTF challenges as they can. At the conclusion of the competition, after verification of challenges, a closing ceremony and prizegiving will be held. Participants will be acknowledged for top challenge for each category, as well as special prizes for most submissions, most creative challenge, most realistic challenge, and most fun to solve (criteria and prizes to be confirmed). Sponsors have the opportunity to show off prominent branding.



GETTING INVOLVED

Thank you for considering CASSA as a potential partner. We are excited about the impact your support could have on our dynamic community. Your contribution plays a crucial role in shaping the future of our vibrant community, fostering innovation, and empowering the next generation of tech leaders.

We look forward to learning about your outreach goals for the upcoming year and are eager to discuss potential mutually beneficial partnerships.



CONTACT US NOW!

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CHECK OUT OUR WEBSITE!
cassa.au

