

Visiting Address:

Eindhoven University of Technology
Dept of Mathematics and Computer Science
Building MetaForum, floor 7, room MF 7.090
Den Dolech 2, NL-5612 AZ, Eindhoven

Postal Address:

Eindhoven University of Technology
WIN-ST
c.o. Xootic / MF 7.090
P.O. Box 513, NL-5600 MB, Eindhoven



E-mail:

board@xootic.org

Web:

www.xootic.org

Postbank (IBAN):

NL16 INGB 0004 6979 27

KvK:

40239782

Xootic Partnership Levels

The Xootic partners (sponsors) are classified into the following categories:

- **Gold** level partners
- **Platinum** level partners
- **Diamond** level partner (only one possible)

1. Gold Partner

Benefits

- Advertising
 - **Advertisement in the Xootic Magazine**
 - One advertisement (A4 size, color)
 - **Advertisement in the Xootic Newsletter**
 - Mention by name/logo in the Newsletters
- Mailing
 - Entitled to one free mailing via e-mail, or one advertisement via social media (LinkedIn, Twitter, or Facebook)
- Xootic Magazine
 - Entitled to receive a copy (one per edition) of the magazine published by Xootic
- Website Link
 - Link to the website of the partner from the Xootic website (www.xootic.nl)
- Xootic Activity
 - Entitled to sponsor one Xootic activity (e.g. by means of folders, banners or gadgets)

Sponsorship Fee

- Sponsorship fee is € 1150

Alumni association of the Software Technology PDEng degree program (a.k.a. "OOTI")

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2. Platinum Partner

Benefits

- Advertising
 - **Advertisement in the Xootic Magazine**
 - One advertisement (A4 size, color) per edition
 - **Advertisement in the Xootic Newsletter**
 - One advertisement (A6 size, color) per edition
 - Mention by name/logo in the Newsletters
- Mailing
 - Entitled to two free mailings via e-mail, or two advertisements via social media (LinkedIn, Twitter, or Facebook)
- Xootic Magazine
 - Entitled to receive multiple copies (up to a maximum of 5 per edition) of the magazines published by Xootic
- Website Link
 - Link to the website of the partner together with information about the partner is placed on the website of Xootic (www.xootic.nl)
- Xootic Activity
 - Entitled to sponsor one Xootic activity (e.g. by means of folders, banners or gadgets)

Sponsorship Fee

- Sponsorship fee is € 1600

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3. Diamond Partner

Note: There is only one Diamond Partner allowed (to keep it exclusive). The Xootic board can nominate and select a partner to become the Diamond Partner.

Benefits

- Visibility
 - The company name is mentioned in the signature of all (non-commercial) e-mails sent-out via the Xootic mailing list
- Advertising
 - **Advertisement in the Xootic Magazine**
 - One advertisement (A4 size, color) per edition
 - **Advertisement in the Xootic Newsletter**
 - One advertisement (A5 size, color) per edition
 - Mention by name/logo in the Newsletters
- Mailing
 - Entitled to two free mailings via e-mail, or two advertisements via social media (LinkedIn, Twitter, or Facebook)
- Xootic Magazine
 - Entitled to receive multiple copies (up to a maximum of 5 per edition) of the magazines published by Xootic
- Website Link
 - Prominent link to the website of the partner together with information about the partner is placed on the website of Xootic (www.xootic.nl)
- Xootic Activity
 - Entitled to sponsor all Xootic activities (e.g. by means of folders, banners or gadgets)
- Partner Event
 - Entitled to organize one exclusive event (e.g.: company visit, workshop or seminar) with two free (announcement) mailings via e-mail.

Sponsorship Fee

- Sponsorship fee is € 2250

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4. One Time Options / Extra Services

- Advertising
 - Pay a fee of € 600 to put an advertisement (A4 size, color) in one edition of the magazines published by Xootic
 - Pay a fee of € 300 to put an advertisement (A6 size, color) in one edition of the newsletters published by Xootic
- Mailing
 - Pay a fee of € 1200 for a one time mailing via normal mail
 - Pay a fee of € 350 for a one time mailing via e-mail, or one advertisement via social media (LinkedIn, Twitter, or Facebook)
- Xootic Activity
 - Pay a fee of € 100 for a one time sponsoring of an Xootic activity

5. Contact Information

For any further inquiries, contact:

- Contact person: Eugen Schindler
- E-mail address: pr@xootic.org

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Background information

Number of Xootic members: 300+

The Xootic Magazine is published 1 or 2 times per year.

The Xootic Newsletter is published 2 to 4 times per year (intended for members only).

Xootic activities include:

- Three or four lectures per year
- Movie-night/Games event/Bowling/etc.
- X-Day
- ALV/GMM (General Members' Meeting)

Advertisements

Description:

Xootic offer its sponsors the possibility of buying advertisement space: in the newsletter and in the magazine.

The newsletter is a pdf-mailing (per e-mail) with which all Xootic members are kept updated about the activities and events happening in their association. The newsletters are only distributed amongst Xootic members. Given the nature of the newsletter the allowed advertisements are (low-res) black & white or color and restricted to a maximum A6 format size.

The magazine is glossy publication of Xootic, which is developed by means of a series of articles. For the magazine, the advertisements can be either in black & white or color and it should be restricted to maximum size of A4 portrait size format.

Procedure:

The initiative for using/buying the advertising space always comes from the partner. Xootic has the responsibility to inform the partners on a periodic basis about the services and opportunities that they can exercise. Furthermore, the partners can specify the edition of the magazine/newsletter in which they expect their advertisement to appear.

The advertisement can be sent to the mail address mentioned below (preferably on CD or USB stick) or by means of e-mail to pr@xootic.org.

Postal address OOTI-room	Visiting address OOTI-room
Eindhoven University of Technology WIN-ST c.o. Xootic / MF 7.090 P.O. Box 513, NL-5600 MB, Eindhoven The Netherlands	Eindhoven University of Technology Department of Mathematics and Computer Science Building MetaForum, floor 7, room MF 7.090 Den Dolech 2, NL-5612 AZ, Eindhoven The Netherlands

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Mailings

Description:

There are two possible ways to use the "direct mailing" service: Normal post or e-mail. The initiative for using the service comes from the partner. Xootic informs and reminds the partner about their opportunities to use the service on a periodic basis.

Procedure:

The partner has the responsibility to provide the needed material/stationery/pre-stamped envelopes for the mailing. In case of normal post, the sponsor sends the package (the content together with the pre-stamped envelopes) to Xootic (to the "Postal address") and Xootic takes care of the distribution of the mails.

In case of electronic mailing (e-mail), the partner sends the desired content to secretary@xootic.nl and Xootic takes care that the content is channeled to the members of Xootic (via the Xootic mailing list). In case the e-mail carries an attachment, the size of the attachment may not exceed 250kB.

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Technische Universiteit Eindhoven t.a.v. XOOTIC HG 6.57 Postbus 513 5600 MB Eindhoven	Technische Universiteit Eindhoven HG 6.57 (hoofdgebouw) Den Dolech 2 5612 AZ Eindhoven