



TOPCODER

2021 SPONSORSHIP OPPORTUNITIES

WE ARE TOPCODER

Home to the world's largest network of Designers, Developers, Data Scientists, and QA Engineers



Reach

1.6M

Community Members



Global

190

Countries



Growth Trend

+10,000

New members per month



VASILICA.OLARIU

SKILLS
Angular, Node.js, React, REST API, Web Services, MongoDB, PostgreSQL

EXPERIENCE
Credit Suisse, Becton Dickenson, NASA, IBM



PEREVIKI

SKILLS
Graphic Design, Illustrator, IA, Mobile Design

EXPERIENCE
T-Mobile, Stanley Black & Decker



MISHACUCICEA

SKILLS
.NET, Active Directory, Android, Apache Kafka, MongoDB

EXPERIENCE
Microsoft, Zurich, ABS, Actian



DUXIAOYANG

SKILLS
Java, Graph Theory, Advanced Math, Python

EXPERIENCE
Comcast, Deloitte, IBM, Ferguson



CHOK68

SKILLS
Java, Node.js, JSON, C++, MySQL

EXPERIENCE
BAH, Anadarko, Well Fargo, Schneider Electric



CODEJAM

SKILLS
User Testing, Regression Testing, Exploratory Testing, Test Case Development

EXPERIENCE
Eaton, T-Mobile, Zurich Insurance



JIANGLIWU

SKILLS
Angular, JSON, HTML5, Node.js, WebServices

EXPERIENCE
Credit Suisse, Becton Dickenson, NASA, IBM



WINTERFLAME

SKILLS
QA Management, Regression Testing, Exploratory Testing, J2EE, SQL, javascript, Github

EXPERIENCE



CHEKSPIR

SKILLS
Android, UX, UI, Sketch



LIULIQUAN

SKILLS
Java, Python, Node.js, Javascript

EXPERIENCE
Sembcorp, DADA, IBM



CYBERJAG

SKILLS
Java, Python, Node.js, Javascript

EXPERIENCE
Sembcorp, DADA, IBM



VASILICA.OLARIU

SKILLS
Angular, JSON, HTML5, Node.js, WebServices

EXPERIENCE
Credit Suisse, Becton Dickenson, NASA, IBM

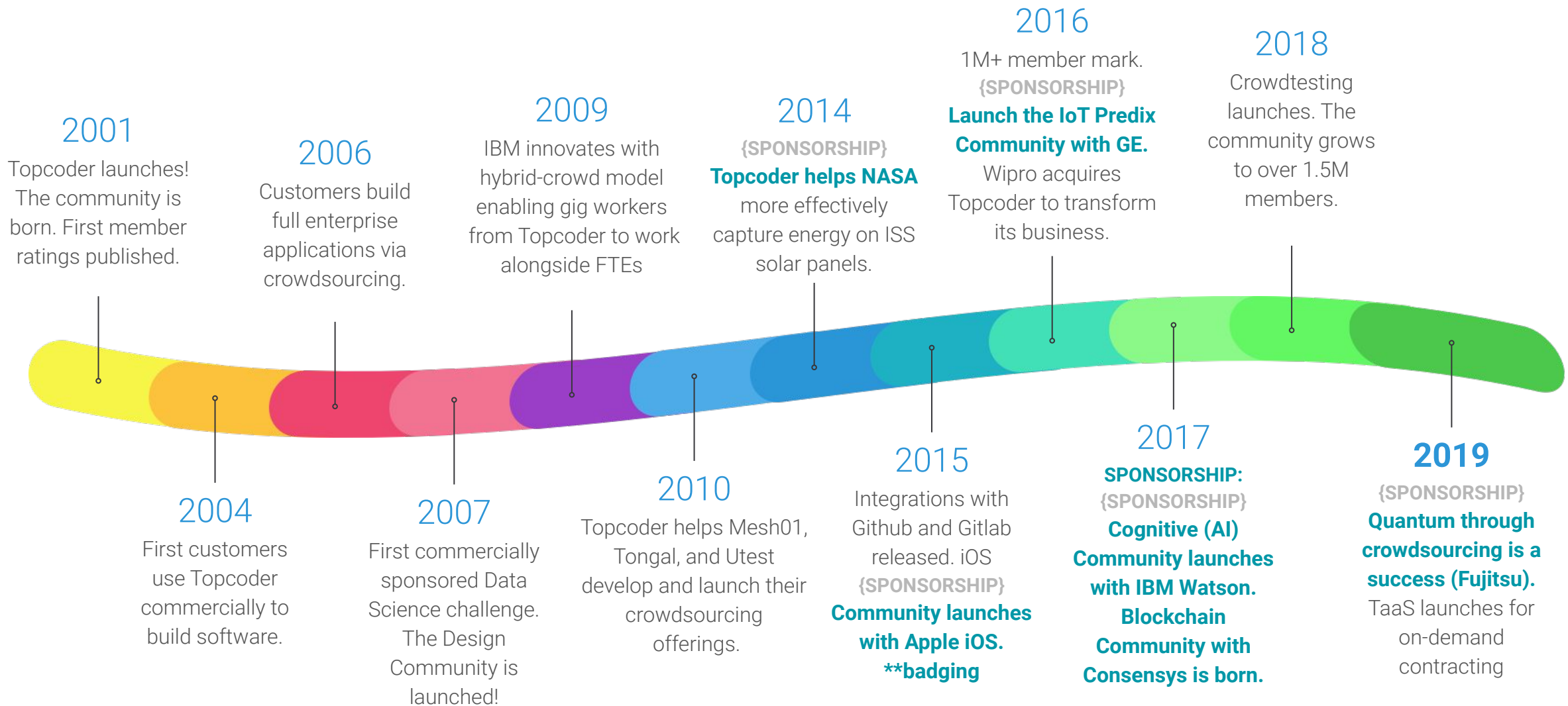


QUY

SKILLS

EXPERIENCE

SCALING THE GIG ECONOMY SINCE 2001



REASONS TO CONSIDER

1. LEAD GENERATION

- Built into each sponsorship package are multiple digital platforms for you to leverage

2. BRAND AWARENESS

- Tell your story as part of the Topcoder narrative and attendee journey

3. STAND OUT FROM THE COMPETITION

- For technical audiences, we provide opportunities to not just talk about technology, but opportunities that allow for chalk talks, coding, hacking, virtual learning and hardcore capability development

4. GAIN EXPOSURE, EXPAND REACH, DRIVE SALES

- Whether your priority is networking, meetings, product demos or technical talks, there are multiple ways!

5. CONNECT WITH TOP TALENT

- Showcase your products or tools and/or hire from our incredible, tested talent pool



THE TOPCODER OPEN (TCO)

Starting at \$25,000

The Ultimate Programming and Design Tournament. Join us for our 21st year!

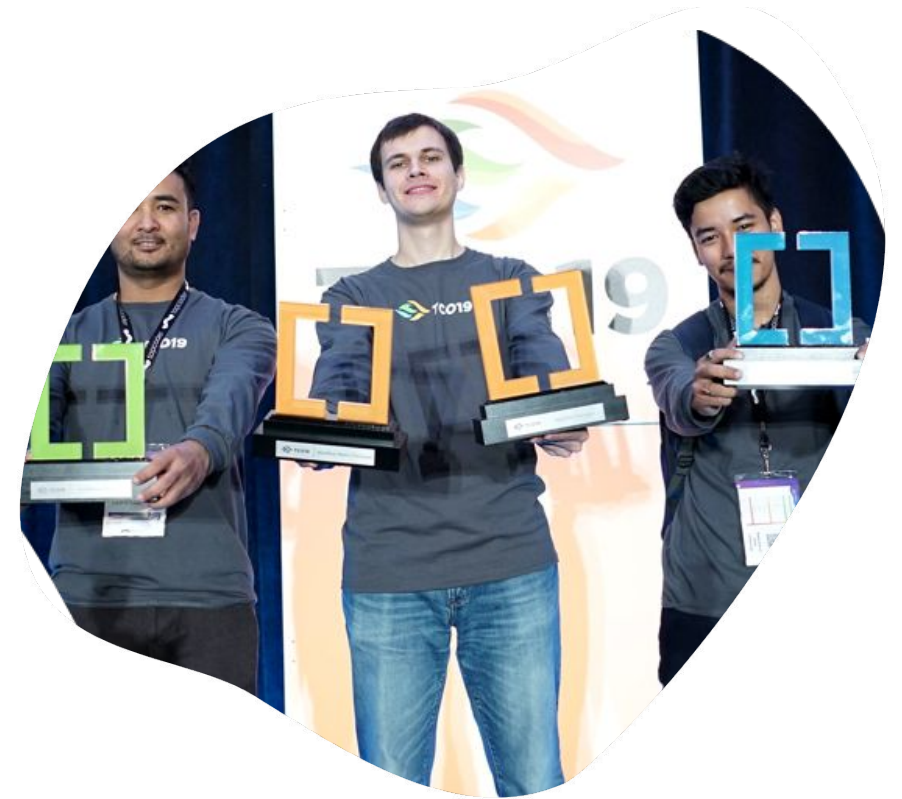
The Topcoder Open (TCO) is the premier programming and design tournament. Every year, TCO brings together the top members from our global community of more than 1.6m designers, developers, and data scientists for the ultimate showdown live on stage!

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, becoming millionaires, and landing dream jobs at top tech companies around the world.

IN-PERSON & VIRTUAL

- **7 Global Regional Events**
- **1 Main TCO Championship Event** 3-4 Days
- **6 TCO Champions**
- **Livestream**
- **Sponsor a Championship**
- **Pre-Event, Event, Post Event, Swag, Product, Marketing Opportunities**

<https://tco21.topcoder.com/>
<https://tco20.topcoder.com/>
<https://tco19.topcoder.com/>



TOPCODER HACKATHONS

Starting at \$25,000*
** depending on member prizes*

We help organizations grow, track, and engage their developer ecosystem with Topcoder Hackathons

EVENT HACKATHON (option 1)

- **In-person**
- **Duration:** 1-3 days
- **Deliverable:** Code or Design POC's

ONLINE HACKATHON (option 2)

- **Online, Global**
- **Duration:** 1-3 days, 2 weeks, 1 month, 2-3 months
- **Deliverable:** Ideation through POC's & MVP's

Included with both:

PROMOTIONS & MARKETING:

- **Promotions:** to our **1.6M+ community of developers**
via Event Sponsor, Newsletter, Community Emails
- **Marketing:** Community plus Google & Quora or similar search ad campaigns

PRIZES AND REWARDS

- Prize money and swag are great motivation and drive more participation.



TOPCODER RAPID DEVELOPMENT MATCH (RDM)

Starting at \$10,000*
** depending on member prizes*

RDMs are fast, timed software development competitions focused on ranking and scoring developers on code accuracy, speed, particular technologies, platforms and development languages.

SPONSORED RAPID DEVELOPMENT MATCHES

- **Reach:** RDMs are announced in our monthly newsletters and forums to our 1.6 million member community
- **Challenges:** (3) problems with various degrees of difficulty
- **Leaderboard:** See who is performing best
- **Review:** Automated reviews of the Test Case Accuracy and Decaying Time Component are used to score the competitors

HOW IS A RAPID DEVELOPMENT MATCH DIFFERENT?

- Code Challengers tackle particular requirements, participating in a fun learning challenge with several requirements to achieve a score.

PRIZES AND REWARDS

- Prize money and swag are great motivation and drive more participation.

MARKETING

- Internal and External Marketing within the Topcoder community and to the public
- Custom marketing campaign with Google and Quora to find the best talent and maximize the success of the event
- Guaranteed brand awareness for your company!



TOPCODER SKILL BUILDER COMPETITIONS

Starting at \$10,000*
* depending on member prizes

A custom Topcoder Skill Builder Competition can be beneficial to your growing team or to engage your current developer community. Let Topcoder design and deploy a Topcoder Skill Builder Competition for your organization!

SKILL BUILDER COMPETITION - STRUCTURE

- **Host Competition:** Custom homepage with information about your technology, why it is important, links to learning resources, your brand, and more!
- **Challenges:** (3) problems with various degrees of difficulty
- **Leaderboard:** See who is performing best
- **Review:** Automated reviews with sample submissions and guidelines to adhere to a specific process or manual reviews which will be judged and scored

VERIFIED SKILL BADGE

- A verified skill badge (in your technology) to be added to their Topcoder profile if they successfully attain 75% or above of the aggregated score

PRIZES AND REWARDS

- Prize money and swag are great motivation and drive more participation.

MARKETING

- Internal and External Marketing within the Topcoder community and to the public



TOPCODER WEBINARS

Starting at \$5,000*
** depending on member prizes*

Engage and reach the 1.6M+ Topcoder community with a live or pre-recorded webinar that we will help you host!

ON-BRAND, INTERACTIVE WEBINAR EXPERIENCE

- **Infrastructure:** Custom registration page, branded email reminders, and newsletter promotion
- **Interaction:** Interactive sessions with live chat, questions, and polls
- **Replay:** Automated webinar recording for replays and clips
- **Results:** Registration tracking and audience attendance report
- **Reach:** Topic driven

MARKETING

- **Social Media post** on our Facebook and LinkedIn pages
- **Email** to our community member database
- **Website** mention with call-to-action for registration
- **Blog post** about the webinar
- **Advertising** with a promoted social media post or search result
- **Signature line** promotion via our Topcoder Community Team employees
- **Guest post** (social media or blog) via one of our Topcoder Member Ambassadors
- **YouTube** pre-event promotional video



TOPCODER COMMUNITY ENGAGEMENT

Starting at \$10,000*
** depending on member prizes*

We have more than 1.6 million Topcoders with 500,000+ visitors on our website each month!
There are various ways to amplify your brand with Topcoder.

DIGITAL REACH

- Community Sponsor: Your logo on our website **(500K+ visitors/mo.)**
- Monthly Newsletter Article with downloadable content
- Sponsored Blog Post
- Topcoder YouTube video commercial spot **(11.8K subscribers)**
- Promoted YouTube video commercial spot **(800K views/mo.)**

PHYSICAL REACH

- Branded Giveaway Swag (e.g. first 500 or prize winners)
- Live Event (TCO) Sponsor Signage

RECRUITING

- Advertise an upcoming role to our community **(1.6M members)**
- Extend your reach by adding a marketing campaign to potential community members as well **(reaching nearly 10M per month!)**



LOOKING FOR A DIFFERENT OPPORTUNITY?

All the ways to engage with the Topcoder Community

- **Topcoder Open (TCO) Global Live & Virtual Event:** 2021 will be our 21st TCO where developers from all over the world compete on stage and under the spotlight.
- **SRM (Single Round Matches):** What put Topcoder on the map and why we have the largest competitive programming community in the world!
- **RDM (Rapid Development Matches):** Similar to SRM's, but for open source technologies and platforms
- **Topcoder Skill Builders:** Ramp developers from around the world onto your technology and track who is the best of the best!
- **Hackathons:** Bringing the strongest programmers, developers, and designers together to rapidly innovate for a new project or tool.
- **Webinars:** Engage and educate the Topcoder community with your technology, platform and knowledge
- **Brand Awareness:** Through our website, email marketing to our community members, sponsored documentations, and more!



THE IMPACT OF ON-DEMAND TALENT



"The best part is the way Topcoder delivers in a short span of time."

Ravi Chandran Head of Engineering



"If I've got an engineer lead developer, what better way to make sure that they are using their thought leadership than to give them the power of a global workforce?"

Paul Hlivko Chief Experience Officer & Chief Technology Officer



"We broke it up into so many little pieces that the best folks from each of the 25 areas, they are the ones that solved each one of these steps, and it all happened much faster than we ever would have done it on our own."

Sara Zwart Ph.D



"It goes without saying when you actually have diverse perspectives, people coming from different experiences, different ways of looking at the problem based on their experiences, the outcome is always better."

Vibhor Kapoor Sr. Director of Marketing



"Topcoder for me is adding instant bandwidth capacity to my team without spending weeks and weeks"

Bhanu Mullapudi Sr. Manager, IoT Platforms



YOUR SUCCESS IS OUR GOAL

And we're here to help you achieve it!

We look forward to your consideration towards an exciting and successful sponsorship opportunity!

To talk with us in detail about your objectives at the event, please contact us at adam@topcoder.com



riopurba - Member since 2014

THANK YOU

