



**University of Texas at Dallas**

**User Experience Club**

**2022-2023 Sponsorship Packet**

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# Letter from the President

**Dear Prospective Sponsor and Partner,**

The User Experience (UX) Club at the University of Texas at Dallas aims to provide a space for students to break into the field of UX. We host a variety of events, encouraging students to learn, grow, and support each other. With the support of our members, officers, and industry professionals, we have fostered a collaborative network of individuals passionate about user-centered design.



I joined the UX Club in 2021 to learn more about this field, and I was received with the warmest of welcomes and support. I strive to give back to this community and lead an organization that makes a lasting impact on students' careers.

With your support, we aim to grow bigger, help more students, and most importantly, connect our members to your organization and its vision! This packet contains more information and sponsorship tiers that I would love for you to take a look at.

Please feel free to contact me with any questions, comments, or concerns you may have. Thank you for taking the time to read through this!

Sincerely,

**Abhitej Arora**

President of the UX Club

(214) 680 4277

abhitej@utdallas.edu

# About

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**LEARN**, understand, and practice UX theory through workshops, lectures, and conferences

**SUPPORT** each other as a community through our encouraging collaborative network

**DEVELOP** positive, synergetic relationships with industry professionals and alumni

**The User Experience Club strives to create a community of students passionate about user-centered design. We organize a variety of events and collaborate with industry experts to empower the next generation of UX enthusiasts.**

**Largest Design  
Challenge at UTD**

**150+**  
Registrations

**Bi-Weekly  
Events**

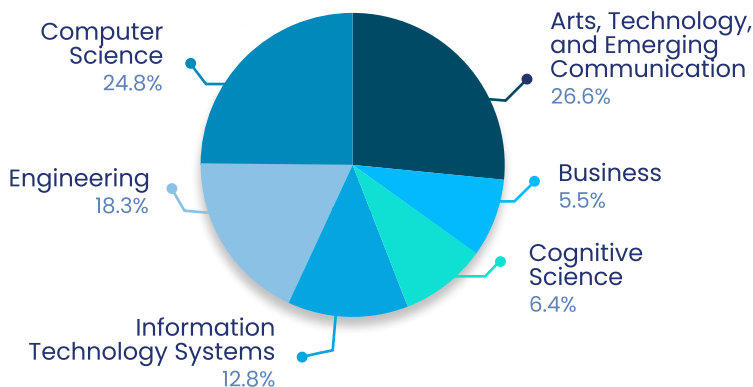
**100+**  
Students

**Annual  
Conference**

**150+**  
Attendees

The UX Club organizes events catered to design-curious students of all experience levels. We aim to address the lack of a UX program on campus by creating a space for students to learn, practice, and expand their skills.

Student Majors



**in** 800+  
Students

 400+  
Students

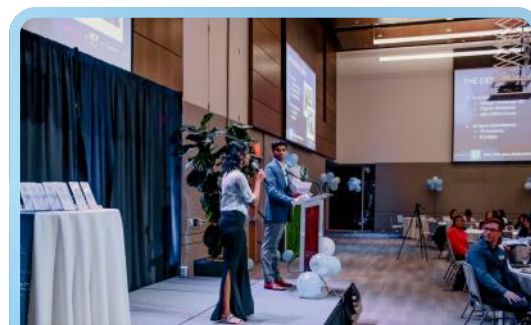
 1K+  
Students

 1600+  
Unique Visitors

## Design Challenge

In Fall of 2022, we organized the largest design challenge at UTD for students to collaborate and create original solutions to ongoing problems.

- Hosted 3 Workshops and created a Design Guide Booklet
- 150+ individual registrations, 50+ team submissions
- Top teams presented, received feedback, and winners were recognized at a banquet



[LEARN MORE](#)



# UXperience Conference

Every year, we organize our “UXperience Conference” for students and industry experts to participate in thought-provoking conversations about design. Our conference features engaging keynote speakers, inspiring lightning talks, and valuable networking opportunities.

Additionally, we have included an interactive workshop for students to meet like-minded peers and gain an insight on practical skills.

We need sponsors like you to help us introduce students to professionals in the industry, share expert insights on design, and serve as a social platform for junior designers to seek advice as they explore a career in design.

Our members have unlimited potential and passion for user-centered design and with your support, we will be able to foster a vibrant community of design-curious individuals.



# Sponsorship Packages

Our sponsors help us do what we do best: **helping students become successful professionals.**

**As a non-profit student organization, we primarily rely on fundraising to organize events as we are the only student organization on campus that hosts a conference. We would appreciate your sponsorship so we can execute a successful conference.**

**Here are more details about our sponsorships tiers. We’re always flexible to customize sponsorship packages according to your company’s needs!**

General Perks	Bronze \$1,000	Silver \$1,500	Gold \$2,000
STUDENT RESUME + PORTFOLIO ACCESS	<div></div>	<div></div>	<div></div>
BRANDING ON MARKETING MATERIAL	<div></div>	<div></div>	<div></div>
1-5 PROFESSIONALS (MEALS + TICKETS INCLUDED)	<div></div>	<div></div>	<div></div>
LIGHTNING TALK SPEAKER	<div></div>	<div></div>	<div></div>
5-10 PROFESSIONALS (MEALS + TICKETS INCLUDED)		<div></div>	<div></div>
SPONSOR NETWORKING BOOTH		<div></div>	<div></div>
KEYNOTE SPEAKER		<div></div>	<div></div>
10-15 PROFESSIONALS (MEALS + TICKETS INCLUDED)			<div></div>
SPOTLIGHT POST ON SOCIAL MEDIA + BRANDING			<div></div>
SPONSORED EVENT + INTERACTIVE ACTIVITY			<div></div>

# Collaborations

## Event Partners



## Premium Sponsors



## Partnerships





# Contact Us

**And become a part of the UX community at UTD!**

**PRESIDENT**

**VICE-PRESIDENT**

**CORPORATE  
RELATIONS**

**CORPORATE  
RELATIONS**



**ABHITEJ ARORA**

**SANJANA VENKAT**

**MANISH MALLIK**

**VINCENT JOUBARNE**

[uxutdallas@gmail.com](mailto:uxutdallas@gmail.com)  
(214) 680-4277

[uxclub01@gmail.com](mailto:uxclub01@gmail.com)  
(469) 952-8447

[uxclub06@gmail.com](mailto:uxclub06@gmail.com)  
(469) 798-1208

[uxclub16@gmail.com](mailto:uxclub16@gmail.com)  
(512) 903-4739