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BOOKLET SPONSORSHIP

**TECH  
SPRINT  
3IN1  
2026**



# TABLE OF CONTENT

ABOUT PRESIDENT UNIVERSITY	1
BACKGROUND	2
EVENT DESCRIPTION	3
EVENT THEME	4
DATE, TIME AND PLACE	5
EVENT RUNDOWN	6
HACKATHON 2025	
DOCUMENTATION	8
COLLABORATION BENEFIT	10
PARTNERSHIP PACKAGES	11
CLOSING STATEMENT	14
CONTACT	15



# ABOUT PRESIDENT UNIVERSITY

**President University** is a higher education institution with an international environment that prepares students to compete globally and gain the experience needed to become future leaders. Established in 1997 by S. D. Darmono, Chairman of Jababeka Group, and Prof. Donald W. Watts, President of Bond University and Vice Chancellor of Curtin University, the university aims to develop future industry leaders.

President University provides students with the skills and experience required for success after graduation. Currently, it offers **21 majors** across four faculties and has approximately **5,000 active** students from Indonesia and **14 other countries**. Located in Kota Jababeka, Cikarang, the campus is surrounded by the Cikarang Industrial Estate, home to around 1,700 national and international companies. In addition, President University implements an international-based curriculum with English as the language of instruction, resulting in a relatively high number of international students from countries such as China, Venezuela, Vietnam, Timor-Leste, and others.



# BACKGROUND

**President University Major Association of Information Systems** (PUMA IS) is the student executive body for the Information Systems department under the **Faculty of Computer Science**. A key mandate of PUMA IS is the **Research and Development (R&D)** function, which focuses on fostering innovation and organizing flagship programs that bridge academic theory with industrial application. Since 2021, the R&D Division has successfully held an annual innovation competition, evolving from **CompClub** (2021-2023) to **Technology Exploration** (2024), and most recently the **Golden Code Hackathon** (2025), which marked a milestone international collaboration between President University and UNITAR International University, Malaysia.

In 2026, the event returns as **TECH SPRINT '26 — 3IN1**, a high-intensity **2-day technology-based competition** designed to accelerate the development of digital solutions through a multi-track ideation, rapid prototyping, and final pitching problem-centered competition format. By emphasizing interdisciplinary collaboration between Information Systems and students from other majors, TECH SPRINT 2026 serves as a vital platform for networking and creative problem-solving, ensuring that the innovations generated have the potential for real-world impact and industry relevance.



# EVENT DESCRIPTION

**Tech Sprint 2026 - 3IN1** is the flagship innovation competition organized by the Research and Development (R&D) Division of the **President University Major Association of Information Systems (PUMA IS)**. Building on the prestigious legacy of previous iterations, evolving from CompClub (2021-2023) to the international Golden Code Hackathon in 2025, this year's event is designed as an intensive 2-day innovation sprint. With a core philosophy of "Tech With Impact," rooted in the philosophy of **THINK, BUILD, and IMPACT**, the sprint challenges participants to move from analytical thinking (**THINK**) to hands-on prototyping (**BUILD**) to deliver measurable real-world implementation (**IMPACT**).

Carrying the mission to create sustainable tech solutions addressing real campus and student challenges, the event introduces a unique approach across three specialized tracks: **UI/UX Design, Data Automation, and System Analysis**. Each track targets 8 competing teams, bringing together a total of 72 participants across all three tracks. The sprint unfolds in two structured phases, **Day 1 (BUILD)**, where teams ideate and rapidly prototype their solutions, and **Day 2 (TEST + PITCH)**, where top teams present their final outputs to a panel of industry judges.



# EVENT THEME

**Tagline** : “Ready to Innovate, Create the Future State.”

**Theme** : Three in One (3IN1) Driving Innovation through Think, Build, and Impact.

**Three-in-One (3IN1)** represents **convergence, collaboration, and unity in creating holistic technological solutions.** It reflects the idea that innovation becomes more impactful when different disciplines, perspectives, and levels of collaboration come together as one.

**IN:** Integration, Innovation, Inclusion

The term '3' highlights three innovation dimensions.

**Think** — analytical thinking and problem identification.

**Build** — hands-on development and prototyping.

**Impact** — real-world implementation that creates measurable change.



# DATE, TIME AND PLACE

**DATE :** 9-10 MAY, 2026

**TIME START :** 9:00 AM (Saturday, 9<sup>th</sup> May 2026)

**TIME ENDS :** 8:00 PM (Sunday, 10<sup>th</sup> May 2026)

**PLACE :** President University Fablab (Computer Science Building) & Auditorium Charles Himawan (Building A)

**ADDRESS :** Education Park, Jl. Ki Hajar Dewantara, Simpangan, Kec. Cikarang Utara, Kabupaten Bekasi, Jawa Barat 17530



# RUNDOWN

## DAY 1

RUNDOWN TECHSPRINT				
OPENING   VENUE : AUDITORIUM   TIME				
Time			Duration (Minutes)	
Start	-	End		
7.00	-	8.00	60	
8.00	-	8.30	30	
8.30	-	9.00	30	
9.00	-	9.03	3	
9.03	-	9.05	2	Op
9.05	-	9.07	2	Openi
9.07	-	9.09	2	Op
9.09	-	9.11	2	
9.11	-	9.41	30	
9.41	-	9.43	2	
9.43	-	10.43	60	
10.43	-	10.58	15	Qu

*\*The rundown may be accessed by clicking this spreadsheet*



# RUNDOWN

## DAY 2

PRA - COMPETITION   VENUE : AUDITORIUM				
Time			Duration (Minutes)	
Start	-	End		
11.50	-	11.59	9	
11.59	-	12.00	1	
12.00	-	12.03	3	
12.03	-	12.28	25	
12.28	-	12.30	2	
12.30	-	13.30	60	
13.30	-	14.15	45	
13.30	-	13.35	5	
13.35	-	13.45	10	Parti
PRESENTATION   VENUE : AUDITORIUM   T				
Time			Duration (Minutes)	
Start	-	End		

RD SPONSOR DAY-2

*\*The rundown may be accessed by clicking this spreadsheet\**



# HACKATHON 2025 DOCUMENTATION





# HACKATHON 2025 DOCUMENTATION





# COLLABORATION BENEFITS

- **Global Brand Visibility:**

Gain extensive exposure through an international-scale event with a legacy of cross-university collaboration, reaching tech-savvy students and the wider innovation community.

- **SDG & Industry Alignment:**

Position your brand as a leader in digital transformation and a supporter of UN Sustainable Development Goals, specifically in Quality Education, Industry Innovation, and Climate Action.

- **Direct Talent Pipeline:**

Identify and recruit top-tier developers, UI/UX designers, and system analysts as they build real-world prototypes during the 24-hour sprint.

- **Innovation Engagement:**














See your brand integrated into the "3IN1" process—Think, Build, and Impact—where students transform complex problems into functional digital solutions.

- **Leadership Advocacy:**

Empower the next generation of visionary tech leaders by supporting a platform that bridges the gap between academic theory and practical, market-ready application.



# PARTNERSHIP PACKAGES

BENEFITS	PLATINUM (IDR 7-10 M)	GOLD (IDR 4-7 M)	SILVER (IDR 2-4 M)
Brand Visibility	<p>“Tech Sprint 3 IN 1 Powered by [Sponsor]”</p> <p>Large logo on all main posters, event backdrops, feeds, live report, certificate.</p>	<p>Medium logo on main event posters, event backdrops, feeds.</p>	<p>Small logo on all main posters &amp; event backdrops</p>
Thought Leadership Exposure	<p> 30 minutes exclusive session during the event</p>	<p> 15 minutes sharing session during the event</p>	<p>✗</p>
Audience Access & Tickets	<p> 2 priority seating tickets</p>	<p> 1-2 priority seating tickets</p>	<p> 1 priority tickets</p>
Digital Promotion	<p> 3x Instagram Content + Feeds as Main Sponsor</p>	<p> 2x Instagram, Content + 1x Feeds</p>	<p> 1x Instagram, Content + 1x Feeds</p>
On-Site Activation	<p> Optional exclusive booth for services, vouchers, or freebies</p>	<p> Optional booth for product/service showcase</p>	<p>✗</p>
MC Mentions & Recognition	<p> Priority MC mentions (Opening &amp; Closing)</p>	<p> MC mentions during the event</p>	<p> MC mentions during the event</p>
Jury Opportunities	<p>✓</p>	<p>✗</p>	<p>✗</p>



# PLATINUM PACKAGE

**IDR 7,000,000 - IDR 10,000,000**

This **top-tier package** is designed for institutions or companies seeking maximum brand exposure and premium engagement throughout TECH SPRINT. As a primary partner, your brand will receive exclusive visibility and strategic placement across all event platforms.

Key Benefits:

- **Maximum Visibility:** Large logo placement on posters, social media feeds, banners, live reports, and participant certificates.
- **Exclusive Exposure:** A dedicated 30-minute sharing session to showcase your brand or products to the audience.
- **Priority Recognition:** Priority verbal mentions (adlibs) by the MC during both opening and closing ceremonies.
- **On-Site Presence:** Dedicated booth space to display services, distribute vouchers, or conduct recruitment/activations.
- **VIP Engagement:** Access for 2 representatives at the winner announcement ceremony.
- **High-Frequency Promotion:** 3x Social Media Content, 3x IG Story Mentions, and a dedicated "Special Thanks" feed post.
- **Elite Roles:** Opportunity to serve as a Speaker or Jury member for the competition.
- **Documentation & Appreciation:** Full soft copy of event documentation and an official E-Certificate of Appreciation.



# GOLD PACKAGE

**IDR 4.000.000 - IDR 7.000.000**

The **Gold Package** offers a perfect balance between investment and reach. It is ideal for brands looking to build a strong presence within the tech community through diverse creative promotion channels.

Key Benefits:

- **Enhanced Branding:** Medium-sized logo placement on event posters, social media feeds, and banners.
- **Sharing Session:** A 15-minute exclusive session to introduce your company profile and values.
- **Active Promotion:** Brand promotion during the event and 2x Social Media Content plus 2x IG Story Mentions.
- **Ceremony Access:** 1-2 spots for representatives at the prestigious winner ceremony.
- **Live Mentions:** Verbal brand acknowledgments (adlibs) by the MC during the event.
- **Digital Recognition:** A "Special Thanks" feed post, event documentation, and an official E-Certificate.



# SILVER PACKAGE

**IDR 2,000,000 - IDR 4,000,000**

The **Silver Package** is an excellent entry point for companies looking to support tech innovation while establishing a solid promotional foundation through digital and print media.

Key Benefits:

- **Core Branding:** Small logo placement on the main event poster and banners.
- **Digital Reach:** 1x Social Media Content, 1x IG Story Mention, and a "Special Thanks" feed post.
- **Event Recognition:** Verbal mentions (adlibs) by the MC to acknowledge your brand's support.
- **Networking:** 1 spot for a representative at the winner ceremony.
- **Appreciation:** Access to event documentation (soft copy) and a formal E-Certificate of Appreciation.



# CLOSING STATEMENT

With deepest gratitude to Almighty God, whose grace and blessings have guided us through the planning and preparation of TECH SPRINT 2026, we conclude this proposal.

We believe that great innovations are born from great collaborations. We sincerely hope that your esteemed organization will join us in this journey to empower the next generation of tech talent. Together, we can create a lasting impact that transcends the boundaries of technology.

Feel free to reach out for any specific requests or changes. We are open to further discussion to ensure this partnership provides the maximum value for your institution.


Thank you for your time, consideration, and support.



**FOR FURTHER INFORMATION  
PLEASE CONTACT :**



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**TECH SPRINT 2026 - 3IN1**

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# THANK YOU!

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## TECH SPRINT 3IN1 2026

"READY TO INNOVATE,  
CREATE THE FUTURE STATE!"

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