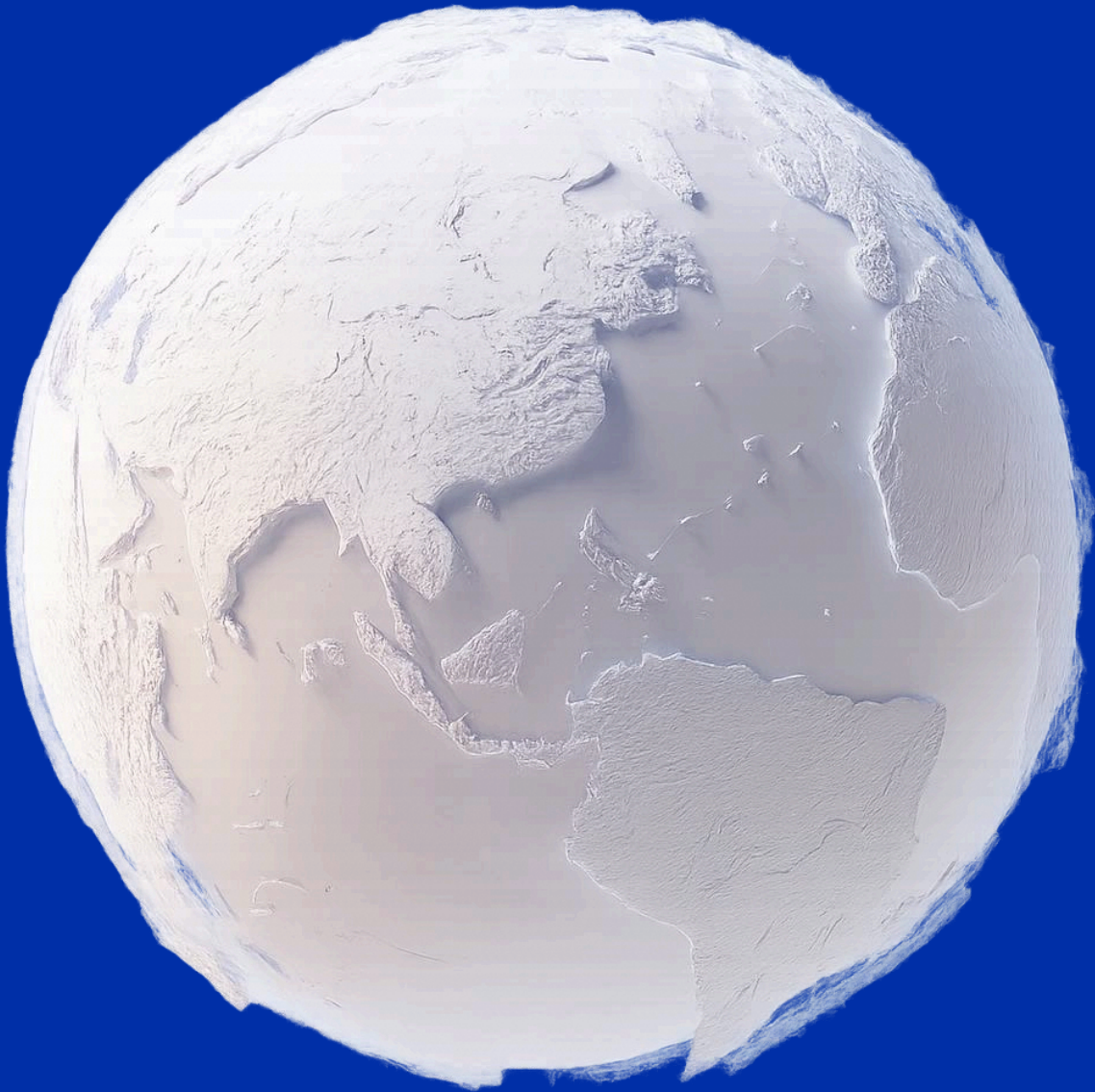


2025-2026

Tethos Association

Project Showcase Sponsorship Package



Powered By Passion.

Connected by Purpose.

TETHOS ASSOCIATION

Because every cause deserves great technology.

General Inquires

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Chair/President

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Hello, I'm David, Founder & President of Tethos Association (formerly TSI).

Tethos is a student organization that delivers pro-bono software and hardware solutions to nonprofit partners across Canada.

We are seeking industry sponsors for GENESIS 2026, our annual flagship showcase event where student teams demonstrate and officially deliver their completed solutions through live demo booths, offering sponsors direct engagement with high-performing student builders.

MORE ABOUT TETHOS

PURPOSE

Pro-bono Tech Solutions

Pro-bono software and hardware projects that strengthen nonprofit operations.

Student Tech Projects

Hands-on technical and design projects where students build real solutions for nonprofits.

Career Development Programs

Resume coaching, interview prep, mentorship, and internship pathways for youth entering the workforce.

IMPACT

80+ Internal Members

A national youth-led team across engineering, design, business, and strategy.

\$250,000+ in pro-bono value

Digital transformation, consulting, and technology support delivered to nonprofits.

20+ Nonprofits Supported

Impact delivered to local community groups and international humanitarian organizations.

2,000+ Community Members

Students, professionals, and supporters engaged across Instagram, LinkedIn, and our broader network.

Trusted by Global Leading NPOs

Supported NPOs such as: World Vision, Canadian Red Cross, IRC, and Plan International with reach to over 80+ countries



WHAT IS GENESIS?

gen·e·sis

/ 'jenəsəs/

noun

1. the origin or beginning of something.
2. the moment a creation is set into motion to fulfill its purpose.

"GENESIS marks the moment student-built projects are handed off to nonprofit partners, becoming real tools for real impact."

Similar:

Project Showcase

Demo Day

Science Fair

Networking Event

Career Fair

GENESIS is Tethos' annual project showcase event, where student teams demo the custom technology solutions they have built for nonprofit partners throughout the year. Each project team hosts a demo booth where they live demonstrate the software, systems, or tools they built. Attendees walk through the space, view demos, ask questions, and speak directly with the students who developed each solution.

Sponsors, non-profit partners and industry guests attend to meet students, observe live demos, and see practical examples of applied technical work. The format is open and interactive, designed to facilitate direct conversation between students, nonprofits, and professionals.

GENESIS AT A GLANCE

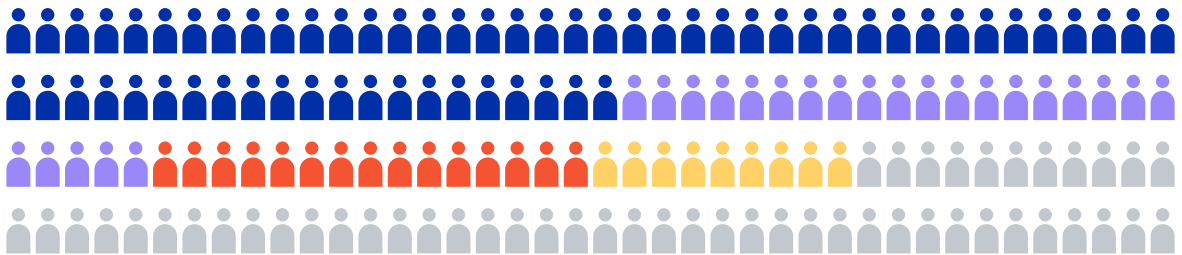
60 Tethos Developers

20 Tethos Executives

NPO Representatives

Sponsors

150+ Attendees



YOU ARE INVITED

Join us at **GENESIS** on
March 24th

Meet student builders • Connect with nonprofit partners • See social-impact tech in action

PROJECT BRIEFS

Learn about this year's projects, ranging from hardware, web development to AI



World Vision is a global humanitarian organization focused on child well-being and community development. We're creating an internal multi-agent platform and reusable workflows to speed up research, segmentation, and proposal/project discovery.

The International Rescue Committee supports people affected by conflict and crisis with services and resettlement assistance. We're building an LLM-assisted pipeline that converts inconsistent CSV/Excel provider data into a standardized schema ready for reliable database ingestion.



The London Children's Museum delivers hands-on learning experiences for kids through interactive exhibits. We're building a durable astronaut "spacewalk repair" exhibit for kids using a sensor glove + joystick to control a virtual hand and complete tasks.

Childcan supports children with cancer and their families through programs, resources, and community care. We're redesigning and migrating their website to improve accessibility, navigation, and donation/resource flows.



Plan International advances children's rights and equality for girls through global programs and humanitarian work. We're replacing their legacy FRF reconciliation tool with a modern web app that automates monthly expense ingestion, calculations, and reporting.

PlanCatalyst uses data and insights to support global development decision-making. We're building a cloud pipeline and ML forecasting system for public development indicators, delivered through an interactive map-based dashboard on their site.



The Canadian Red Cross delivers emergency response, health services, and community support across Canada. We're enhancing SharePoint with tagging, stronger search, and automated reminders so teams can find accurate internal resources faster.

WHY SPONSOR?

Be part of the story we're building

This showcase is where all the work comes together, students presenting what they built, nonprofit partners seeing their solutions live, and the community showing up to support it. Sponsorship helps us make the event (and the projects behind it) possible, and it also gives your team a few meaningful ways to be involved.

TALENT

Meet students who can deliver.

Meet students through the work they've actually delivered, real products built in teams with clear roles, constraints, and stakeholder feedback. You'll get a faster, more reliable signal than a resume.



VISIBILITY

Targeted visibility with the right audience.

Put your brand directly in front of a hands-on, high-energy crowd, students who love trying new tools and products, plus organizers and community partners who influence what gets shared. It's simple, in-person exposure that feels natural, and leads to real word-of-mouth after the event.

Pre-Event	IG posts	During	Attendees	Post-Event	Recap Post
	Stories		Booth		Newsletter
	Email		Event Shoutout		Student Network
	Website Logo		Speaker Time		Student Resume

IMPACT

Support our mission.

Your sponsorship directly helps us deliver pro-bono tech for nonprofits. It also helps us cover the basics that make this work possible (software/tools, and showcase operations).

ENGAGEMENT

Get involved beyond your logo.

Sponsorship comes with real ways to plug into our community: sponsor spotlights, demo tables, workshops, year-end report, and opportunities to participate as judges or mentors. It's a chance to meet the students and nonprofit partners behind the work, share your team's expertise, and become part of what we're building. This kind of presence often leads to ongoing relationships and future collaborations.

SPONSORSHIP TIERS

	Silver \$500	Gold \$1000	Platinum \$3000	Catalyst \$5000+
RECRUITMENT				
Priority Job Posting Access (SIP*)	1	2	4	5+
On-site recruiters/members	●	●	●	●
Resume Book Access			●	●
LinkedIn/Github Profiles				●
Reserved 1:1 Chat Slots				●

VISIBILITY

	Small	Medium	Large	MAIN
Logo on Website + Event Page				
Sponsor GENESIS Lanyard	●	●	●	●
Brand Placement on GENESIS passport	●	●	●	●
Instagram Story Feature		●	●	●
On-Stage Recognition at Opening Ceremony		●	●	●
Recognition in Year-End Documentary		●	●	●
Speaker Time at GENESIS' Opening Ceremony			3 min	5 min
Custom Social Post (IG/LinkedIn)			●	●
Sponsorship Booth/Table (limited)			Small	Large
Featured Segment in Documentary				●
Featured Segment in Year-End Report				●
Permanent Featured Logo on Website				●

ENGAGEMENT

Newsletter Feature	●	●	●	●
Title sponsor workshop (Next School Year)				●
Cause Choice for Project Slot (Next School Year)				●

IN-KIND SPONSORSHIP

Not all contributions need to be financial, we welcome in-kind sponsorships in the form of products, services, software licenses, food, merchandise, space, or mentorship hours. In-kind sponsors will receive the same tiered benefits as monetary sponsors, based on the fair market value.

SIP*: Summer Internship Program

CUSTOM BENEFITS

Where sponsorship goes to deliver a professional showcase

Not every sponsor fits neatly into a tier, and that's okay. We're happy to tailor a package that matches your goals, timeline, and capacity while still creating real value for students and our nonprofit partners!

What if Genesis isn't the right fit for us?

No problem! we collaborate with sponsors throughout the school year. If you can't attend Genesis, we can still build meaningful touch points like a sponsored workshop, mentorship office hours, or a recruiting/networking session with our students.

What if the tiers don't suit our organization?

We work with companies of all sizes and can customize involvement based on what you care about most: recruiting, visibility, community impact, or long-term partnership. We can adjust tier amounts, benefits, and deliverables so your sponsorship feels intentional, not forced!

STILL HAVE QUESTIONS?

Please reach out to our VP External at anguyen.hba2027@ivey.ca

BUDGET BREAKDOWN

Where sponsorship goes to deliver a professional showcase

PRODUCTION 48%

Booths, lanyards, ops materials, printing, setup supplies.

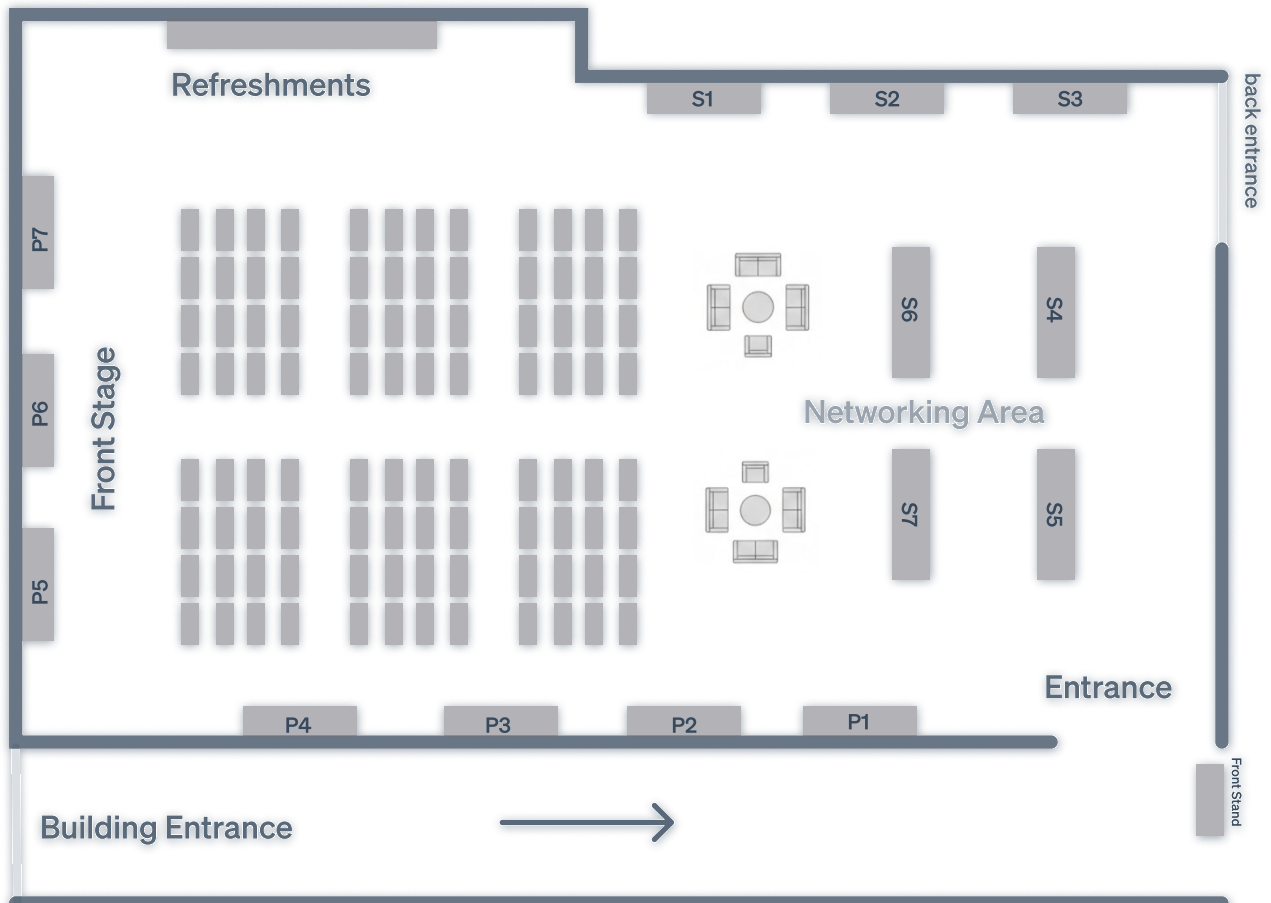
FOOD 26%

Catering, snacks, drinks

26% VENUE

Room booking, signage

Take a sneak peak at our venue...



Let's Partner!

Help turn student potential into community change



Scan the QR code or click this [link](#) to book a meeting and get started!