

***NWERC 2026 at KIT***  
*Sponsorship Packages*



# What is the NWERC?

The **N**orthwestern **E**urope **R**egional **C**ontest (NWERC) is part of the International Collegiate Programming Contest, an international programming competition for students that has been held for over 50 years. For the second time in a row, it will take place in Karlsruhe in 2026! In the NWERC, teams that have prevailed in international preliminary rounds solve a series of algorithmic problems. The best teams qualify for the ICPC World Finals.



**Where:** at KIT in Karlsruhe

**When:** late November or early December

**What:** Saturday: side program,  
Sunday: contest

# Who will you reach?

## Contestants

- 450 computer science and mathematics students
- from Germany (KIT, RWTH, TUM, FAU, ...) and 12 other countries in Northwestern Europe (Oxford, Cambridge, KTH, ...)
- qualified through preliminary rounds

**Working under time pressure:** 12 tasks in 5 hours

**Teamwork:** 3 students share 1 computer

**Programming languages:** C++, Java, Python and Kotlin



## Supported by

80 coaches from 70 universities

20 organizers

50 volunteers from KIT

# Sponsorship Packages Overview

Benefit	Bronze	Silver	Gold
Sponsorship profile website	Text + image	Text + images	Text + images + video
Logo presence*	✓	✓	✓
Mention as sponsor	—	✓	✓
Giveaways in goodie bag	—	✓	✓
Banner / poster	—	✓	✓
Job posting	—	✓	✓
Interview in livestream	—	—	✓
Booth at company market	—	—	✓
<b>Price</b>	<b>€1,500</b>	<b>€3,000</b>	<b>€8,000</b>

\*Scope and design vary depending on the package.



## Bronze

### Logo on website

Your logo will be displayed in the footer of our website, including a link to a website of your choice.

### Logo in presentations

Your logo will be shown in the presentation slides at the opening ceremony on Saturday and at the award ceremony on Sunday.

## Silver

## Gold (additionally)

### Logo on event T-shirt

Your logo will be printed on all event T-shirts (worn by coaches, contestants, and helpers). Wearing the T-shirt is mandatory for all participants.

### Logo on our photo wall

Your logo will be printed on our photo wall, in front of which team photos of all teams are taken.



Karlsruhe Institute of Technology



- Homepage
- Carvee

With passion, curiosity, creativity, and freedom, which firmly rooted in social responsibility, we contribute to the shaping of a sustainable and resilient future. The urgent challenges of our time – climate change, energy transition, sustainable use of natural resources, digitalization and artificial intelligence, security and sovereignty and an aging population – demand bold solutions that science and society must develop in active partnership.

These challenges inspire to push us all forward, driving fundamental change in our work, and at KIT, this has its unique position to make this transformation, as KIT actively exchanges ideas and resources across research and teaching – enabling the translation of scientific excellence into relevance for impact.

As the University in the Helmholtz Association, we are committed to provide leadership years in sight to solutions. The interaction of fundamental sciences and engineering yields an enormous potential and drives forward progress and societal change. This is the essence of Science for Impact.



Present your company prominently on the official event website – (depending on the package) with a short description, image gallery, and video. In addition, various websites as well as your social media profiles can be embedded. The scope and media design of the profile depend on the chosen sponsorship package.

More examples can be found at <https://2026.nwerc.eu/sponsors>.



## Mention as sponsor

You will be mentioned as a sponsor (of the corresponding sponsorship category) at the opening ceremony as well as at the award ceremony.

## Placement of giveaways in the goodie bags

Contestants and coaches receive a goodie bag before the contest. This way you reach everyone directly with your giveaway.

## Roll-up banner/poster and job posting

Your roll-up banner will be prominently placed at the company market. In addition, we will display your job postings.





## Booth at the company market

You will be represented on Saturday with up to four people at our company market and present your company to top students from all over Europe. Take the opportunity for personal exchange with contestants and coaches.

## Interview in livestream

You will receive a ten-minute interview slot in the official livestream (moderated), during which the contest is also broadcast. The livestream also remains available on YouTube after the contest.

**In addition to all benefits in the Silver package**

# Add-on: **Company Team**

## Participation in the contest

Experience the contest from the contestants' perspective and compete directly with the best students in Europe. You provide a company team of three people, which participates in both the practice contest on Saturday and the main contest on Sunday.

## Company team ranking

The company teams get their own scoreboard, and at the end the best company team is honored at our award ceremony.

**Bookable separately or in addition to a sponsorship package.**

**Price: €2,000** per team





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[2026.nwerc.eu](http://2026.nwerc.eu)

**ICPC News**

[news.icpc.global](http://news.icpc.global)



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All prices are subject to VAT.

**Published by**  
Karlsruhe Institute of Technology (KIT)  
President Prof. Dr. Jan S. Hesthaven  
Kaiserstraße 12  
76131 Karlsruhe, Germany  
[www.kit.edu](http://www.kit.edu)  
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