# Sponsorships

## What is a hackathon?

A hackathon is an event, usually lasting a couple of days, in which a large number of people gather to engage in computer programming!

## Why sponsor hackNY?

hackNY is one of the first student hackathons, Drawing in thousands of student-developers over the years, hackNY has maintained a welcoming environment for developers coming from a variety of backgrounds and technical areas of expertise.

- ⭐ Receive access to hundreds of talented students from various universities
- ⭐ Demo your technology to hundreds of eager developers
- ⭐ Gain brand recognition and build positive perception of your brand

| Tier | $$$ | Rewards |
|------|-----|---------|
| Gold | $7,000 | • 1st tier logo placement on our sponsors slide shown throughout the event and t-shirt<br>• 1st tier logo placement on our website, logo on Devpost, and general communication<br>• 90-second company pitch during community announcements during judging<br>• Dedicated sponsor table<br>• Opportunity to give out company swag at the event<br>• Opportunity to give out sponsor category prize<br>• Option to leave materials on tables and chairs overnight<br>• Access to resumes of students who opt-in, one week before event (450+ current resumes of registered students) |
| Silver | $5,000 | • 2nd tier logo placement on our sponsors slide shown throughout the event and t-shirt<br>• 2nd tier logo placement on our website, logo on Devpost, and general communication<br>• Opportunity to give out company swag at the event<br>• Opportunity to give out sponsor category prize<br>• 30-second company pitch during community announcements during judging<br>• Access to resumes of students who opt-in, two weeks after event<br>• (450+ current resumes of registered students) |

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| Tier | $$$ | Rewards |
|---|---|---|
| Bronze | $3,000 | • 3rd tier logo placement on our sponsors slide shown throughout the event and t-shirt<br>• 3rd tier logo placement logo on our website, logo on Devpost, and general communication |
| In Kind | $1,000 - $3,000 | • $1,000 - Sponsor a snack<br>• $2,000 - Sponsor a meal<br>• $1,000-$5,000 - Sponsor a tchotchke |

## How can you get the most out of sponsoring?

⭐ <u>Bring company engineers and mentors</u> - This is a great way to establish personal connections with potential candidates

⭐ <u>Bring company swag!</u> - This establishes brand recognition amongst participants who can represent this swag back at their various universities

⭐ <u>Demo your API</u> - Allows developers to be exposed to your technologies and product