



# HACK TX

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## Who are we?

Freetail Hackers is a student organization at The University of Texas at Austin focused on fostering the community of students who like to build, program and experiment with technology. Our mission is to provide students the tools, collaborative environment, and opportunities to create technology. This is made possible by the generosity of partner companies who support us, host workshops and provide mentors for these events.

## What do we do?

### HackTX 2016

- Our flagship event, a 24-hour hackathon at the Omni Downtown Austin Hotel on October 22-23
- Over 700 students from top programs nationwide attended HackTX 2015
- Hackers at all levels of experience come together to create innovative projects including a web app that predicts rhymes for your freestyle rap using Node.js to an energy gathering robot.

### Spring Hackathons

- Smaller, more intimate hackathon in the spring for more impactful interactions
- Our Design Hacks 12-hour hackathon focused on graphic design where winners created 3D renderings, a redesign of a famous Disney movie cover, and an intuitive snack web app
- Future themes for small hackathons include education, philanthropy, and hardware

## Why Choose Us?

- Share your API and get live feedback on your product
- Increase brand awareness by giving out swag and bringing in mentors
- UT Austin boasts top programs, attracting top students who you can recruit\*
- Austin is the #1 city for startups in America according to the Kauffman index. The city's energy resonates with participants who aren't afraid to dream big and dream different.

*\*#6 globally ranked Computer Science Program - U.S. News & World Report 2014*

*#8 globally ranked Engineering Program - U.S. News & World Report 2014*

*#8 nationally ranked Electrical and Computer Engineering Programs - U.S. News & World Report 2014*

*#7 nationally ranked Undergraduate Business Program - U.S. News & World Report 2014*

*UT Austin ranked #1 public University in America - Niche.com 2016*

**Flip the page to see how you can get involved!**

Sponsorship Tiers		Kilo \$3k	Mega \$6k	Giga \$8k	Title \$15k*
Yearlong Sponsorship (Includes HackTX & Small Hackathon)					
General	Send Mentors	✓	✓	✓	✓
	Bring Swag	✓	✓	✓	✓
	Give Out Prizes**	✓	✓	✓	✓
	Booth at Event***	Shared	Shared	Individual	Individual
	Opening Statement		30 Sec	1 Min	2 Min
	Pre Event & Post Event Email			✓	✓
	Closing Remarks			30 Sec	1 Min
	Workshop				✓
Recruiting	Distribute Recruiting Material		✓	✓	✓
	Send Recruiters		✓	✓	✓
	Resume Book		Post Event	Post Event	Pre Event
Branding	Logo on Website	✓	✓	✓	✓
	Social Media S/O		✓	✓	✓
	Name on T-Shirt			✓	✓
	Sponsored Snack****				✓
HackTX only Perks					
API Directory		✓	✓	✓	✓
Side Event / Workshop		Add \$1.5k	Add \$1.5k	Add \$1.5k	✓
Customized Lounge					✓

\* Bids starting at \$15k. Limit to one sponsor.

\*\* The company issues its own challenge and may award a prize at the closing ceremony.

\*\*\* Add \$1.5k for an individual booth.

\*\*\*\* We will work with you to decide on a vendor.