



# DeltaHacks III

**Sponsorship Package**

January 28 - 29

*In Collaboration With*

McMaster  
University



McMaster  
Engineering  
Society



## Introducing DeltaHacks III



**DeltaHacks** is one of Canada's largest hackathons and is growing every year. Hosted at McMaster University in partnership with the McMaster Engineering Society and the McMaster Faculty of Engineering, **DeltaHacks** is dedicated to inspiring innovation, world-changing technology, and the development of big ideas. **Jam-packed into 24 hours is a spectrum of events including talks, workshops, and of course, food.** These events go on through the night while caffeinated teams of exceptional student innovators and entrepreneurs collaborate on building technology that focuses on changing people's lives.

## Our Vision



At **DeltaHacks**, we believe that technology has the power to encourage and create change. We push students to utilize their abilities in idea generation, software / hardware development, and design to develop applications that have a lasting impact on the world. Whatever the focus may be – healthcare, education, environment, inequality, etc. – we want to make a difference through student tech and innovation.



***Sponsoring DeltaHacks means that you are a supporter of innovation, diversity, and the positive impact of students coming together to change the world.***

## A Partnership



**DeltaHacks** isn't just an event for students – **it's a fantastic opportunity for you to connect with the student community and build connections with the brightest talent in technology and entrepreneurship.** Hackathons enable you to foster long-term relationships by maintaining contact with the developers you meet and encouraging them to continue their work. By sponsoring **DeltaHacks**, you will be able to interact and build relationships in a way that is simply unachievable in the traditional interview setting.

We invite you to learn more about **DeltaHacks**, and are honoured to extend this opportunity to interact with some of the most driven student innovators and thinkers around. Thank you for your interest in **DeltaHacks** – **we're excited to work with you!**

## Sponsorship Timeline



**Sep 2016 - Oct 2016**

Reaching out, sponsorship calls and onboarding

**Nov 2016**

Finalize contractual details

**Dec 2016**

Sponsorship payment confirmation

**Jan 2017**

Join us on Jan 28-29 in the **Engineering Technology Building (ETB)** at McMaster University for the big event!

# HACK FOR CHANGE

*Here's how we did last year!*

## DeltaHacks II Facts



**Over 1,400 applications** from talented student developers across North America



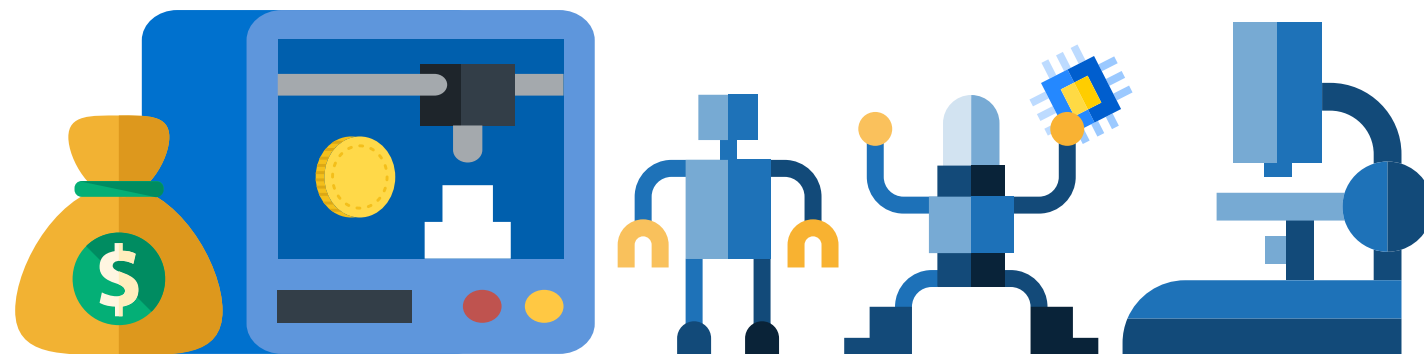
**300+** student attendees from various backgrounds including health sciences, computer science, engineering, and business



**56 unique and technically challenging projects submitted**, with issues tackled by the students ranging from firefighting to tackling poverty



**Over 50% of the projects were submitted under sponsor prizes** – making great use of the products from our *amazing* sponsors



*Don't miss out on the chance to...*

## RECRUIT THE BEST



Sponsorship grants you access to **top technical talent** and is a great way to promote and gain feedback on your products.



Bring engineers, recruiters and other mentors to the event. **Mentorship** is one of the best ways to interact with the participants and have positive impacts on their experience.

## PROMOTE YOUR PRODUCT / GET FEEDBACK



Directly engage the developer/API ecosystem while meeting and supporting the tech community.



Access a pool of over 500 talented users to gain insight and **feedback** for your products and services.



**Sponsor a prize!** It's a great way to promote the use of your product or API.



Lend out hardware or give out trials/credits of your services to hackers. Students are *a/ways* excited to try new things.

## BRAND PROMOTION



Send company "swag" like t-shirts, stickers, water bottles, power banks, USBs, sunglasses, etc. **Students love it!**























Host a workshop or meet-up to further introduce your products, values, and ideas.



Put your company in the spotlight by **sponsoring food and fun events**, and help create a fun and relaxed atmosphere to network with students.

# Sponsorship Tiers\* & Perks

Package	Platinum (Title Sponsor)	Gold	Silver	Bronze
Sponsorship Amount	10,000 (minimum bid)	5,000	3,000	1,000
General				
 <b>Send Company Representatives</b> Directly network with and engage students by sending evangelists and software engineers to the event				
 <b>Company Prize / Sponsor Challenge</b> Encourage students to work with your API or develop projects directly relating to your industry				
 <b>Live API Demo</b> Get the chance to show off your company's tech to all the hackers with a 2-minute API demo during our <b>API Showcase</b> at the end of the Opening Ceremonies				
Branding				
 <b>Distribute Swag</b> Get students excited and talking about your brand by giving out T-shirts, wristbands, water bottles, etc.				
 <b>Logo on Event Website</b> Attract the attention of students by promoting your company logo on the event website	X-Large	Large	Med	Reg
 <b>Logo on T-Shirts</b> Directly showcase your band to students by displaying your logo on the event T-shirts distributed to every student	Large	Med	Reg	
 <b>Sponsor Table</b> Gain direct access to students and spread brand awareness by demonstrating company tech and distributing information on the floor of the event				
 <b>Workshop / Company Talk</b> Engage with hackers and get them excited about your brand by teaching fundamental skills related to your company workflow or by giving talks related to your company				

Branding (continued)	Platinum (Title Sponsor)	Gold	Silver	Bronze
 <b>Company Showcase on Website</b> Stand out from the crowd by obtaining a featured company spotlight on the event website				
 <b>Sponsored Snacks</b> Solidify student awareness of your brand by adding your brand name to event snacks				
 <b>Sponsored Events</b> Host fun events (e.g. Nerf gun wars) to increase brand awareness and generate positive brand image among students				
Recruiting				
 <b>Access to Résumés</b> Gain direct access to the top tech and entrepreneurial talent from across Canada and North America	Before Event	After Event	After Event	
 <b>Interview Booth</b> Screen résumés prior to the event and pick the top talent to directly interview during the event -- the ultimate recruiting tool				

## \* Sponsorship tiers are simply a guideline

The **DeltaHacks** team is eager to work with you to create a custom package tailored to your specific company needs.

Please contact us at [relations@deltahacks.com](mailto:relations@deltahacks.com) if you want to discuss particular collaborative ideas or adjust the sponsorship packages to better meet your goals. We are happy to work with you to make the best out of your sponsorship experience!



[www.deltahacks.com](http://www.deltahacks.com)



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