HACKRU

FALL 2016

Rutgers University, New Brunswick
College Avenue Student Center
October 22-23, 2016

sponsorship@hackru.org

The organizing team at HackRU would like to invite you to be a part of the eleventh biannual HackRU! This 24-hour hackathon held every semester at Rutgers University is the largest student-run educational event on campus and the second oldest student-run hackathon in the nation. In its 5 years, HackRU has grown from an event of 50 students in a lecture hall to hosting over 800 attendees in the Rutgers Athletic Center, our varsity basketball stadium.

We invite sponsors to present their APIs for students to explore and utilize in creating innovative applications. HackRU is a unique marketing opportunity where we welcome an audience of elite hackers who will use your technology to build the next generation of awesome apps and products.

Sponsoring HackRU is the most powerful recruiting effort you can make for engaging with upcoming tech talent at both Rutgers University and the tech scene at-large. The hackathon audience is made up of the industry's most passionate developers, entrepreneurs, and designers. Your representatives will interact directly with these talented potential hires.

> "These guys know how to run a solid event. This is one of the longest-running student hackathons in America. If you want to see some of the sharpest students in action, do not miss HackRU."
>
> Mike Swift, CEO & Co-Founder, Major League Hacking

How you can help:

- A direct monetary sponsorship sent to the Undergraduate Student Alliance of Computer Scientists, the student organization which organizes HackRU. This is the easiest and most efficient way to sponsor us, and it allows us to apply the funding where it is most needed.
- Sponsor or pay for a service such as: tools for students to use during the event (e.g. hosting, hardware), buses to bring students in from other schools, or a meal.
- We are always looking for new and exciting ideas for our event. Don't hesitate to contact us with any sponsorship ideas or suggestions you may have!

Help us continue to make HackRU an incredible experience for learning and creation. You will find our sponsorship packages that explain how you can support HackRU below.

Please contact us at sponsorship@hackru.org if you have any questions, wish to sponsor our event, or wish to schedule a phone call with the HackRU team.

Best,
HackRU Sponsorship

Sponsorship Packages

Tier	Bronze	Silver	Gold	Platinum (limit 5)	Title (limit 1)
Amount	$1,500	$3,000	$6,000	$15,000	$30,000 (minimum bid)
General					
API demo[1]	2 min	3 min	3 min	5 min	5 min
Affiliated mentors/evangelists present	✓	✓	✓	✓	✓
Reserved table in sponsor area		✓	✓	✓	✓
Guaranteed tech talk[2]			30 min	30 min	60 min
Host mini-event					✓
Keynote during opening or closing ceremonies					✓
Recruiting					
Distribute recruiting materials	✓	✓	✓	✓	✓
Recruiters present			✓	✓	✓
Hacker resumes/GitHubs			post-event	pre-event	pre-event
Large tabling area					✓
Branding					
Logo on website	✓	✓	✓	✓	✓
Sponsor a branded prize	✓	✓	✓	✓	✓
Give out swag	✓	✓	✓	✓	✓
Thanked during opening and closing	✓	✓	✓	✓	✓
Logo on T-shirt		✓	✓	✓	✓
Mentioned in pre-event email				✓	✓
Distribute informational pamphlets at check-in[3]				✓	✓
"HackRU co-presented by [you]" on promotional materials					✓

1. Demos are only guaranteed for companies that offer a public API that hackers can use during the event.
2. Additional tech talks may be scheduled as time and organizer discretion allow.
3. Paper size should be no bigger than 8.5x11". May contain multiple sheets per pamphlet.