



# STARTER HACKS

## SPONSORSHIP PACKAGE

March 11 - 12, 2017

University of Waterloo

[www.starterhacks.ca](http://www.starterhacks.ca)

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# ABOUT US

StarterHacks is the first of its kind at the University of Waterloo; our focus will not only be on competition, but on developing a culture of learning and teamwork among a group of hand-picked first year students and first time hackers.

Our goal is to help educate new hackers on practical development skills and expand their professional portfolios. It is our belief that project-based learning is the best way to familiarize students with new technologies, techniques, and practices, which is why a hackathon is the perfect environment. StarterHacks will enable students to develop their portfolios and will give sponsors the opportunity to connect with the best and the brightest.

In September 2016, we had 150 students attend our first hackathon, previously known as UWPHacks. This year we plan to expand by going from exclusively first years to including all new hackers, along with upper-year and professional mentors. These mentors will be experienced engineers, developers, designers, and entrepreneurs, who will encourage and lead the hackers.

StarterHacks aims to both teach and inspire the hackers to design, develop, and demo their vision while connecting them with industry leading organizations investing in their future.



# WHY US?

## Talent Acquisition

Hackathons are one of the most effective ways for your organization to discover the best talent, under one roof. StarterHacks will be attended by 250 hackers with the highest drive and potential. There will also be numerous mentors present to guide and educate the hackers. By supporting StarterHacks, your organization will gain exclusive access to these hand-picked hackers and experienced mentors.

## Marketing

StarterHacks will help your business market your products and services to a community of passionate developers, designers, and entrepreneurs. Learning to use new APIs, hardware, technologies, and practices is the core of StarterHacks, creating an invaluable opportunity to create awareness and demand for your products and services.

## Product Testing

If you are launching a new product, there is no better way to test it than letting a few hundred hackers experiment with it. By introducing your product at StarterHacks, you will get direct feedback from your end users in the space of a single weekend.



# SUPPORT US

	Startup (Contact us)	Bronze \$1,000	Silver \$2,000	Gold \$4,000
<b>General</b>				
Mention during opening ceremonies	x	x	x	x
Dedicated location at event		x	x	x
Speaking time			1 min	5 min
<b>Recruitment</b>				
Table at Recruiter Fair	x	x	x	
Access to resumes and portfolios		Post-event	Pre-event	Pre-event
Access to student company ranking*		x	x	x
<b>Marketing</b>				
Logos on website	Small	Medium	Large	Special Section
Promotion on social media	x	x	x	x
Logos on t-shirts			x	x
Directly tied to all StarterHacks promotion				x
<b>Engineering</b>				
API prizes/workshops**		x	x	x
Tech talks**			x	x
Present API prizes during closing ceremonies			x	x

\* Students will be asked to rank companies based on interest, before and after the event

\*\* All tech talks and workshops must be approved by StarterHacks

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