



Hack the Holidays 2

sponsorship prospectus

What is Hack the Holidays?

Hack the Holidays is a *24-hour hackathon in Peterborough, UK for students aged 14 and over up to University-level*. We're running our second event on the *17th - 18th December*, Hack the Holidays 2, and we're hoping to attract *100 talented student developers* from all over the country.

Why sponsor us?

Hackathons are an excellent place to increase brand awareness and trial new developer services. By sponsoring Hack the Holidays, you will have instant access to a pool of student developers to test any new products you may have, whether that's an API or a piece of hardware for example. All of our sponsorship packages include a plethora of options for increasing brand exposure as well.

Aside from that, we're one of the only hackathons in the UK that allows both university and secondary school students to attend. Last year, we saw a ratio of 7 university students to every 3 secondary school students. This is great for you as a sponsor because it allows you to meet your recruitment goals for the event by interacting with our attendees that are from university whilst still supporting the next-generation of software engineers and spreading the word about your company and its services amongst our younger attendees.



Hack the Holidays in 2015

- We ran our first event on the 19th - 20th December 2015.
- We sold 100 tickets, with 50 students attending the weekend.
- Over the 24 hacking period, 13 different projects ranging from hardware contraptions to mobile apps and websites were built by our attendees.
- We also welcomed participants under the age of 18 to the event, with around 30% of our attendees fitting into that demographic.
- The event received coverage on local BBC radio and TV.
- We received over 1000 unique visitors to our website in December alone.

Previous Sponsors and Partners

Braintree
A **PayPal** Company


Opportunity Peterborough
Celebrating 10 years in 2015

 **Peterborough DNA**
Part of the Future Cities programme

ROCKET
APPS

 **GREATER CAMBRIDGE / GREATER PETERBOROUGH**
ENTERPRISE PARTNERSHIP

MLH
MAJOR LEAGUE HACKING

 **Zazzle**
A BRIGHTER DIGITAL FUTURE

CityFibre



Past Projects

Sherry the Tree

A web interface allows users to take part in an online poll where the results of which are visualised, through colour, across a set of Christmas lights wrapped around a tree.

1st Place

Festive O'Meter

Based on any Twitter handle, Festive O'Meter analyses a user's tweets, and brings back a percentage of their Christmas spirit along with the user's most festive tweet according to a custom-built algorithm.

2nd Place



Sponsorship Tiers

Snowman Tier* - £250

- Small logo on website
- Opportunity to set a challenge
- Distribute your swag at the event
- Thanked during opening & closing ceremonies
- Send two representatives (maximum) to the event

*this tier is only available to local businesses and startups at the discretion of the organisers.

Elf Tier - £500

- Logo on website
- Opportunity to set a challenge
- Distribute your swag at the event
- Thanked during opening & closing ceremonies
- Send representatives to the event
- 3 minute presentation in the opening ceremony
- Post-event access to opt-in attendee GitHub/LinkedIn information (if provided)



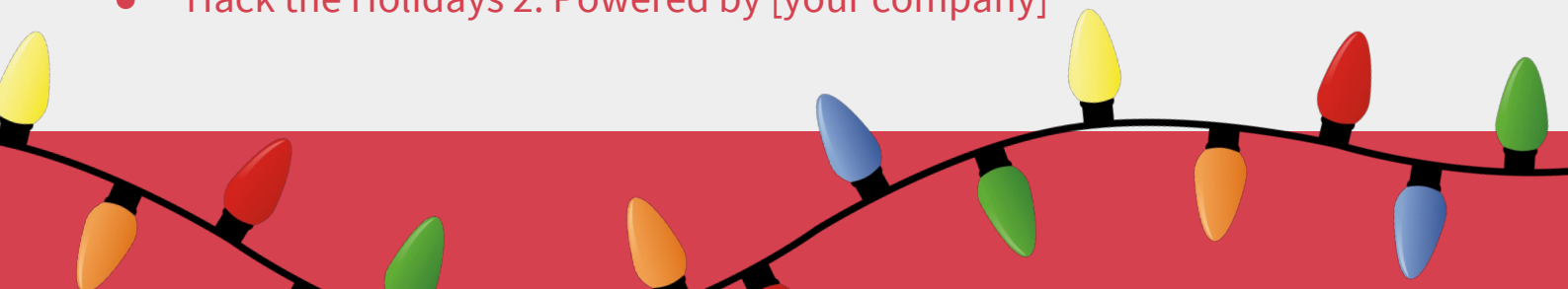
Sponsorship Tiers (continued)

Reindeer Tier - £1000

- Logo on website and swag
- Opportunity to set a challenge
- Distribute your swag at the event
- Send representatives to the event
- Thanked during opening & closing ceremonies
- 5 minute presentation in the opening ceremony
- Post-event access to opt-in attendee GitHub/LinkedIn information (if provided)
- Setup banners inside the presentation room
- Sponsor Booth (1 table)

Santa Tier - £2000 (~~1 available~~) **Taken**

- Large logo on website, swag and event photos
- Opportunity to set a challenge
- Distribute your swag at the event
- Send representatives to the event
- Thanked during opening & closing ceremonies
- 5 minute presentation in the opening ceremony
- Post-event access to opt-in attendee GitHub/LinkedIn information (if provided)
- Setup banners inside the presentation room and at the registration desk
- Sponsor Booth (2 tables)
- Workshop opportunity
- Judging post
- Hack the Holidays 2: Powered by [your company]



Testimonials

“Thoroughly enjoyable, and definitely taught me a lot... It was my first one, but everyone was friendly.”

“The staff were really friendly, and the event was very well organised. I felt safe and engaged, which created the perfect environment for hacking.”

“I would recommend the event to a friend because I had an extreme amount of fun and events like this are invaluable. It was organised extremely well and I learned a lot. There isn't any reason why I would not recommend this events to friends and I have.”

“Super chilled, well organised and the best hackathon I've been to this season! A fantastic end to a fantastic year”

“It was awesome!”



Get in Touch:

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