



HACK NC

SPONSORSHIP PACKAGE

FALL 2016

WHAT IS HACKNC?

Hello, and thank you for your interest in sponsoring HackNC 2016! Our organizers are already hard at work to make sure that HackNC 2016 is the most fulfilling experience possible for everyone the weekend of the event. We expect over 600 students from colleges and universities all across the nation to come participate in our 30 hour weekend full of hacking, learning, and fun! We look forward to your participation in making the fourth annual HackNC a reality.

This document is designed to communicate the “What?”, “Why?”, and “How?” of HackNC. The rest of this page helps explain a little about HackNC before the next plunges into explaining what HackNC can do for your organization. After that, the final page shows the table of our sponsorship tiers and breaks down what perks are provided at each level. If you have any questions or would like to customize your own package, please do not hesitate to reach out to us - we will do our best to make it happen. We thank you again for your support and interest, and look forward to seeing you at HackNC!

In case you are not familiar with hackathons, we will let MLH, one of our long-time sponsors, explain,

“A hackathon is best described as an “invention marathon”. Anyone who has an interest in technology attends a hackathon to learn, build & share their creations over the course of a weekend in a relaxed and welcoming atmosphere...”

HackNC can be broken down into three main activities: competition, learning, and support. Our core, 24 hour software development competition encourages participants to think outside the box while enabling them to realize their vision. Our multitude of workshops, demos, and tech talks reach everyone across the spectrum - whether newcomer to veteran. All this takes place while our lauded support team provides food, hardware, and mentoring for all.

In previous years, we have held HackNC in UNC's Department of Computer Science. While they continue to strongly support us, we are presently attempting to secure a larger venue to better accommodate the growing attendance of HackNC. We are currently exploring hosting HackNC during the weekend of Oct. 1, Oct. 14, or Oct. 28. Finalized information will be available starting in July. Please contact logistics@hacknc.com if you have any additional questions.

WHAT MAKES HACKNC DIFFERENT?

We hope that you not only enjoy your experience at HackNC, but that you also are able to leverage your position as a sponsor effectively for your organization. For 30 hours straight, you'll have access to some of the brightest technical talent in the nation. Additionally, as a beginner-friendly hackathon, HackNC attracts students to computer science as well as those who have other diversified backgrounds but enjoy team-driven, technical environments to work in. This provides several powerful opportunities for you as a sponsor, a few of which we outline as follows:

Recruiting: If recruiting is a priority for your organization, we encourage you bring a few technical engineers to HackNC. Providing knowledgeable mentors is a great way for your company to make a strong first impression on fresh hackers. We also recommend that you select a sponsorship tier that offers early access to resumes, and allows you to bring an appropriate number of recruiters the day of the event. If you have early access to our resumes, you could potentially schedule meet-ups with potential hirees at HackNC!

Branding: If building brand recognition is something your company is interested in, we can't stress enough the power of awesome swag at our hackathon! Through handing out T-shirts, stickers, or any other kind of swag, you can make our 600+ attendees and 100+ volunteers walking billboards for your company. Other popular giveaways include drawstring bags, sunglasses, pens, cellphone/wallet pouches, and water bottles. The opportunity to put your logo in the hands of some of the top students from campuses all across the US provides an unmatched avenue to build your brand.

Advertising: When a hacker is looking for an API, a cloud hosting platform, a framework, or a piece of hardware to aid in the building of a hack, he or she will most likely use the product that is most familiar and accessible. In the context of a hackathon, this could be the product that your company demos at the opening ceremony! Offering hardware or free trials of enterprise level software is a great way to get hackers interested in your company and your product. Plus, if they have a positive experience with it, they will be more likely to purchase or recommend your product in the future.

Evangelism: Wikipedia defines a technology evangelist as "a person who builds a critical mass of support for a technology, and then establishes it as a technical standard." An evangelist promotes the use of said technology through demos, talks, and sample projects. What better environment than a hackathon with hundreds of technical minds excited to learn about new products or technologies?

If you have any questions about the information contained in this packet, or about anything related to HackNC, we hope you will reach out to us at sponsor@hacknc.com. We look forward to hearing from you, and we hope to see you in October at HackNC 2016!

SPONSORSHIP TIERS

	Bronze	Silver	Gold	Diamond	Title Sponsor
	\$1,000	\$3,000	\$5,000	\$10,000	\$20,000
Company booth	1 Table ¹	1 Table	1 Table	2 Tables	Unlimited Space
Receive resumes	After Event	1 Day Before	3 Days Before	5 Days Before	Immediately ⁵
Distribute swag	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓
Access to sponsor lounge	1 Person	3 People	5 People	10 People	Unlimited Access
Present workshops (1h)		1 Max	2 Max	3 Max	5 Max
Present tech talk (30m)		✓	✓	✓	✓
General prize ²		✓	✓	✓	✓
Logo on t-shirt		✓	✓	✓	✓
Time at opening ceremony			3m	10m	20m
Logo in-app			✓	✓	✓
Company prize ³			✓	✓	✓
Corporate Partners Program				✓	✓
Public branded lounge				✓	✓
Interviews onsite				✓	✓
Featured sponsor ⁴					✓
Personal day-of coordinator					✓
Negotiable extras					✓

1. Subject to availability

2. Judged by HackNC Team on success in a general category

3. Judged by sponsor with competitors using specific product/service

4. Central booth location and prominent brand placement

5. Resumes of all applicants will be sent within 72 hours of full receipt by the HackNC Team



Thanks for all your support!

*with love,
the HackNC team*

