



ROYAL HACKAWAY v2.0

Sponsor Deck

Version 2.0

Royal Hackaway 2.0 is the second iteration of Royal Holloway, University of London Computing Society's successful hackathon.

Last year's event was sponsored by GitHub, and we saw just under 90 hackers come together and create an amazing collection of projects and ideas. By offering an open, welcoming and diverse space at a beautiful venue, we saw great uptake and a real diversity in backgrounds, skills and goals.



We'd love to build on last year's success with industry partners, established and new alike, to run an inclusive, open and creative event encompassing not only those from our community but those from Universities and Sixth Form Colleges across the UK.

For 24 hours, on the 16th-17th of January, we'll be hosting Royal Hackaway 2.0: We aim to have 150 hackers coming together to invent, build and learn something new - innovating at the forefront of technology.

What's different?

Armed with our experience from last year, and additional training through the GitHub Campus Experts program, we aim to create an event more accessible to a greater range of participants, particularly those that may not have experienced a hackathon before, by opening the event to students from any university, as well as 6th form students. We have a large diversity in STEM initiative within the University, and through this we will be actively promoting the event to underrepresented groups across Royal Holloway.

This year, we are also looking to promote the use of hardware in hacks. Recently, there has been a trend towards software only projects; whilst many great projects have emerged from this, we want to make hardware just as accessible and viable as software for projects. We'll be utilising our own resources, and that of sponsors, to make sure hackers have all the resources they need.



87 Attendees
28 Universities
5 Countries

Why sponsor?

The tech industry has been instrumental in helping these events run by providing unparalleled knowledge and support. Without you, these events simply would not happen.

Royal Hackaway 2.0 is a chance to engage with the next generation of innovators; Whether your goal is demonstrating your product, finding new talent for recruitment, or getting your word out there, this event will give you unique access to a diverse audience of future industry professionals and those moving up to university.

We would love your input into the event, helping to shape it so we can provide the best experience for both participants and sponsors. Your funding will allow this event to happen, and we want to apply your expertise to make it as brilliant as possible whilst giving hackers the opportunity to play with new and exciting tech!

87 Hackers

70 🍔 210 🍪 480 🍕

187 ☕ 32 🍩

20 Projects

300 Stickers

90 Shirts

	Bronze £600	Silver £1000	Gold £1500
Logo on all media	✓	✓	✓
Stand	✓	✓	✓
Banner	✓	✓	✓
Swag distribution	✓	✓	✓
3 minute talk		✓	✓
Sponsor Challenge & Prize		✓	✓
One judging seat		✓	✓
Workshop		✓	✓
Additional workshop			✓
5 minute talk			✓
Branded mini-event			✓
Additional judging seat			✓

Sponsored item

One really cool way to get your name in front of hackers is to sponsor an item - like midnight pizza, for example. You'll get a shoutout, your name will be on the schedule and depending on the item, some other cool stuff too! Let us know if you think something like this would work for you.

Affiliates

Our affiliates don't necessarily support us financially but instead offer their time, expertise and resources to help make the event possible. Interested? Be sure to get in touch!

Intrigued?

If you have any queries, qualms or thoughts please get in touch! We'd love to work with you to make Royal Hackaway the best it can be for everyone (we hope that will include you!).

Shoot us an email to say hi: sponsors@royalhackaway.com



RoyalHackaway.com