VIKINGHACKS 2024

Sponsorship Prospectus

MAY 11, 2024

PRESENTED BY

The VikingHacks Team

THE PROBLEM

We are in the middle of a digital revolution. Technology is the fastest-growing industry in Canada, with hundreds of thousands of unfilled jobs and employers desperate for talent. While tech companies are expanding rapidly in cities like Toronto and Vancouver, education in technical literacy elsewhere has lagged significantly, and many of these classes fail to truly excite students about technology. Students are talented and motivated, but the ability to explore technology locally is next to none. Why? It's simple: **lack of opportunity**. The internet was supposed to remove geography from the equation, but now it feels more limiting than ever. The only way to revitalize our city with technical literacy is to **provide avenues to expose students to programming—starting with VikingHacks.**

THE SOLUTION

On May 11, 2024, we are hosting an in-person, low-barrier hackathon for students: **VikingHacks**. 250 attendees will collaborate and innovate to **bring their ideas to reality**, developing skills far beyond just the field of technology. In small teams, attendees will **build an app, website, or game related to the theme over the day**, with workshops and mentors to help along the way. When time is up, a panel of judges will choose the best projects for prizes + demos. The majority of attendees will arrive new to coding, but over the course of the event, they will **transform from passive digital consumers to active creators**. We're committed to **ensuring students of all backgrounds** and welcome students of all skill levels. We aim to show students that there is **a vibrant network of technology right where they live**. Companies are eager to back young innovators—let's make sure students know.

Our Goal

VikingHacks aims to **create opportunities for**, **engage with**, **and inspire** the new generation of technologists and problem-solvers. Your support will be critical in enabling us to host brilliant youth and allow them to **challenge themselves** and **push their capabilities**. We appreciate your commitment to inspire change and push for a more innovative and tech-fueled future.

We believe that with your support, we can continue to **bring together a community** of promising and dedicated talent in the field of technology and **inspire the next generation** of tech enthusiasts. We want to give students the opportunity to **find their passion** in programming and problem-solving. We hope to partner with you so we can continue to inspire our participants and **make a real difference in their lives**.

Where you come in

Sponsoring VikingHacks is a **strategic opportunity** for you to gain exposure, foster education in technology, and contribute to cultivating the tech community in Canada. It's a chance to interact with over 200 **young, motivated, and talented** students who are passionate about technology and solving problems, providing sponsors with a unique platform to **build brand awareness** and **identify potential future talent**.

Your sponsorship is critical to the success of VikingHacks. We are looking for money for **food, supplies, prizes, fees, and more**. We have several packages available with different benefits, starting with your logo on all our materials to having a representative speak at our opening ceremony or giving out materials. By sponsoring VikingHacks, you will **get your brand in front of 150,000+ students and 500+ emerging developers and encourage coding, financial literacy, and creativity into the future**. If you are interested in supporting our cause, send us an email, and let's set up a phone call or meeting.

Budget Plan

- **Donate money.** This is the easiest and most low-friction way to support us. You get a full suite of benefits based on your donation amount (listed below), and we can use the money for the parts of the event that need it most.
- **Send company representatives & mentors.** This allows you to directly interact with our students, giving you the ability to leave a strong, lasting impression on the incoming talent and the next generation.
- **Provide tools.** Hackers at our event will use design, development, testing, hosting, deployment, domain registration, and other kinds of tools to create their projects. Providing your company's tools will put them in the hands of new customers for projects at the event and beyond.

Perks

This partnership doesn't just benefit us, it benefits you too! Here's how we propose to provide value to your organization as well. All tiers are negotiable.

	STARTUP $500	SILVER $1,000	GOLD $3,000	DIAMOND $6,000	TITLE $10,000
Distribute swag	✓	✓	✓	✓	✓
Logo on website, t-shirt, & slides	✓	✓	✓	✓	✓
Run a branded prize			✓	✓	✓
Outreach table at the event			✓	✓	✓
Press release mention				✓	✓
Speak during keynote				✓	✓
"Co-hosted by…" on all materials					✓

**NORTH PARK
HACK CLUB**

Thank You!

We hope to partner with you and work towards something great!

Let's Get In Touch

Contact Us
team@nphack.club

Visit Our Website
www.vikinghacks.org