April 2014 at Pauley Pavilion

Website: lahacks.com | Email: sponsor@lahacks.com | Twitter: @LAHacks

Overview

LA Hacks is **The Hackathon of the West Coast**, where over 1200+ hackers will compete for 36 hours to create innovative products and will look to be discovered by the tech industry's most exciting companies. Top industry professionals will then judge these products. Winners will be awarded with cash prizes, introductions to investors, and access to elite accelerator programs.

After successfully organizing Southern California's largest hackathon last spring, **LA Hacks is returning on a much larger scale thanks to strong demand** from hackers and participating companies.

With perks like massages, food trucks, and fully equipped sleeping stations, LA Hacks provides developers with an optimal environment to create and develop original ideas. The entire experience, from travel to competing to sustenance, is **free for all participants**!

Participating Schools

Benefits of Sponsoring

LA Hacks is the best opportunity for your company to **recruit the top collegiate developers** across the west coast. With 36 hours of non-stop coding, LA Hacks will attract only the most serious, skilled and dedicated developers. Hackers will have the chance to let their code speak for itself, giving recruiters an authentic view of the true capabilities of the developers.

Sponsors will have the opportunity to **demo their APIs** to hackers and discover innovative and unique ways in which their products are used. LA Hacks will provide your company with an optimal space to **promote your brand and technology** to thousands of tech enthusiasts and influencers.

As a sponsor, you will be able to:
1. Recruit from an elite pool of developers in a cost-effective manner
2. Attach your brand to LA Hacks' website, prizes and swag
3. Mentor and assist developers with their hacking projects
4. Integrate your products into hackers' creations
5. Let developers interact with your employees, products and brand

Differences Between Other Hackathons

LA Hacks is the West Coast's biggest collegiate hackathon and is one of the **premier hackathons in the nation**. LA Hacks has a proven track record, having coordinated Southern California's largest hackathon last spring. With strong support from past hackers and sponsors, this April's iteration of LA Hacks is prepared to succeed on a much larger magnitude.

Successful hackathons are able to effectively coordinate a multitude of logistics such as developer outreach, transportation, and reliable Internet for all participants. With **over 50 of the brightest members of the UCLA tech and entrepreneurship community working on LA Hacks**, you can be confident that the hackathon will run smoothly.

With our established brand presence and talented team, **LA Hacks will be one of the premier hackathons in the nation!**

Pricing Breakdown

Sponsorship Tiers	Bronze	Silver	Gold	Platinum (Maximum 5)	Partner (Maximum 1)
Sponsorship Amount	$2,500	$7,500	$15,000	$35,000	$75,000
GENERAL					
Mentors	✓	✓	✓	✓	✓
Booth	-	Sponsor Booth	Sponsor Booth	Sponsor Lounge	Sponsor Lounge
Opening session talk	-	-	2 minutes	5 minutes	15 minutes keynote
Tech talk (Breakout session)	-	-	30 minutes	1 hour	1 hour
Branded prizes	-	-	$1,000	$1,500	Grand Prize
On-stage API talk	-	-	-	2 minutes	5 minutes
RECRUITING					
Material distribution	✓	✓	✓	✓	✓
Number of recruiters on-site	1	2	3	5	10
Access to participant resumes	-	-	✓	✓	✓
Access to Github/LinkedIn/Email	-	-	✓	✓	✓
Private interview room	-	-	-	✓	✓
BRANDING					
Logo on website	✓	✓	✓	✓	✓
Listed on the mobile application	✓	✓	✓	✓	✓
Can push notifications through mobile app	-	To individuals	To individuals	To all attendees	To all attendees
Logo on T-Shirt and other promotional material	-	-	Small	Medium	Large
SWAG					
Can give away swag	✓	✓	✓	✓	✓

Expenditures

LA Hacks is a non-profit event - All the money raised will go directly towards:

Transportation: We are bussing students from all over the West Coast to LA Hacks, free-of-charge for all participants. We'll also be subsidizing travel for students from other universities making the trip to LA.

Food/Drinks: With over 1200+ students actively coding for 36 hours straight, we'll need to provide ample meals, snacks, and drinks to keep energy levels and spirits high.

Venue: A large hackathon needs a large venue. We are reserving an iconic venue capable of housing all of the hackers and sponsoring companies that will be present for the event.

Entertainment: We will be engaging hackers with numerous perks to keep them entertained throughout the night. With professional masseuses, delicious food trucks, relaxing sleep stations, and much more, LA Hacks will provide a 5-star experience for all of its attendees.

Prizes: In addition to brand and category prizes, we will be awarding hackers with over $20,000 in cash prizes. As referenced in the pricing table, branded prizes offer a way to encourage students to develop their hack using your API, platform, or company vision.

Questions?

Feel free to email us directly at sponsor@lahacks.com.