

10.27.18 - 10.28.18

# LAUNCH HACKS

SPONSORSHIP PROSPECTUS



# WHAT IS LAUNCH HACKS?

LaunchHacks is a 24 hour hackathon hosted by students from Monta Vista High School in Cupertino. At this event, student attendees will be challenged to create innovative solutions, and then bring them to life. Using both entrepreneurial and programming skills, the hackers will be asked to develop a business plan for their solution in addition to the product. Workshops will be provided to assist hackers throughout the process, including one hosted by Monta Vista Future Business Leaders of America, a school organization, that will focus on teaching the essentials of entrepreneurship including business plans, marketing, etc. The end goal is to have a working demo of their idea and a business pitch to present to a panel of judges from the technology industry. Through hosting LaunchHacks, we aim to help students with all levels of programming, business, and marketing knowledge develop a heightened interest in the fields of computer science and business, while also gaining exposure to the professionals and companies involved in those fields. Most of all, we want to let fellow high school students learn something new and create something awesome in a fun and supportive environment, and we would love for you to be a part of this!

LaunchHacks will host approximately 200 high school students from around the Bay Area, and the event will take place at 42\* from 8 AM on October 27 to around 1 AM on October 28.

\*Venue not finalized

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## CONTACT

launchhacks.tech  
sponsor@launchhacks.tech



# WHY SPONSOR LAUNCHHACKS?

As a sponsor of LaunchHacks, you will:

- \* Give young programmers the opportunity to explore their interests
  - Many of the attendees are considering a career in the tech industry. Sponsoring an event which allows them to develop their skills and learn more about their interests leaves a lasting impression on them as a company that is supportive of their futures in the tech world.
- \* Strengthen your brand
  - Your company will interact and form relations with the programmers of the next generation through mentors and/or workshops. This will allow you to share your products with them and inspire them with your ideas. By giving the students exposure to your company at an early stage in their careers, they will also develop a strong loyalty towards your company.
- \* Distribute your company's swag
  - Increase the amount of exposure for your company and its products by spreading your logo on swag. This will generate increased attention by the programmers as well as create an association of your brand with the support given to them through sponsoring the hackathon.



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# HOW WILL THE FUNDS BE USED?

Your money will go directly towards paying for food, venue costs, prizes, swag, marketing materials, and other imminent costs required to host the event. All donations will be solely utilized for the purpose of hosting the hackathon so it is the best experience for all attendees, sponsors, and mentors. Launch Hacks is assisted by Hack+, a 501(c)(3) registered nonprofit organization, and all funds made to Hack+ by Launch Hacks are tax deductible.

## OTHER WAYS TO HELP:

- You can send mentors to guide hackers with their projects
- Send judges to review the hackers' final products and pitches at the end of the hackathon
- Sponsor a meal (three meals will be served in all)
- Provide software or hardware for hackers to use for the duration of the hackathon
- Questions or more ideas? Email us at [sponsor@launchhacks.tech](mailto:sponsor@launchhacks.tech).

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[launchhacks.tech](https://launchhacks.tech)  
[sponsor@launchhacks.tech](mailto:sponsor@launchhacks.tech)

# SPONSORSHIP TIERS

Choose one or the other

## GENERAL

	BEGINNER \$500	INTERMEDIATE \$1000	ENHANCED \$3000	ULTIMATE \$5000
Send Mentors	✓	✓	✓	✓
Host Workshops		1 HR	2 HRS	3 HRS
Branded Prize		✓	✓	✓
Sponsor Table		✓	✓	✓
Talk at Opening Ceremony		2 MINS	3 MINS	KEYNOTE
Talk at Closing Ceremony			2 MINS	5 MINS
Send Company Representatives			✓	✓

## BRANDING

Can Distribute Swag	✓	✓	✓	✓
Shoutout at Opening and Closing Ceremonies	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓
Logo on T-Shirt		✓	✓	✓
Logo on Banner			✓	✓
Branded Meals			✓	✓

## RECRUITING

Access to email list	✓
Can Conduct On-Site Interviews	✓
Co-hosted by You	✓

\* all sponsorship tiers are negotiable and can be discussed in further detail

\* limit one Ultimate level sponsor

## INTERESTED IN SPONSORING?

Please contact us at [sponsor@launchhacks.tech](mailto:sponsor@launchhacks.tech) if your company is interested in sponsoring LaunchHacks or would like to know more.



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Thank you for your interest in Launch Hacks!



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