HACKBU

7TH ANNUAL HACKATHON

2020 Sponsorship Packet

Binghamton University
Innovative Technologies Complex

February 8-9, 2020
24 hours

Who we are

HackBU builds an inclusive, accessible community for all students — regardless of their background or experience level. Through our weekly workshops, campus events, and hackathon, our hackers develop new skills, explore emerging technologies, and engage with their peers and alumni. We embrace hackers of all backgrounds, especially those without traditional tech pedigrees. Together, we combine our community's diverse backgrounds and technical skills to solve real-world problems.

Our Hackathon

The hackathon expands upon the professional growth and mentoring process by drawing in hackers of all skill levels and putting them in a position to contribute to a real project. HackBU develops future software engineers by enabling hackers to contribute to a real project. Supported by the mentorship of HackBU organizers, sponsors, and professors, our hackers have 24 hours to design and build the project of their dreams — whether it be a fake news detector, a meme generator, or anything in between. We especially celebrate newcomers — just last year, 55% of our attendees were first-time hackers! Our sponsors are integral to the experience and help make the weekend innovative and fun.

Why Should You Sponsor?

Sponsoring our hackathon is one of the most powerful recruiting initiatives you can take to engage with talented potential hires across the Northeast and Mid-Atlantic. Though our attendees come from many different backgrounds, they all share the curiosity, intellect, and creativity that drives our field. You will be able to mentor and inspire the next generation of professionals in our industry, some of whom may have never made a connection like this before. Sponsoring HackBU also provides the opportunity to gain feedback on your company's new products/APIs and to enhance your company's brand recognition. The event will be a uniquely rewarding experience — we make sure our sponsors have fun, too!

Sponsorship Tiers

Sponsorship Tiers	Bronze $1,500	Silver $3,500	Gold $5,000	Platinum* $7,500
GENERAL				
Introduced at opening talk	✓	✓	✓	✓
Access sponsor lounge	✓	✓	✓	✓
Get company booth	✓	✓	✓	✓
Send engineers and designers	✓	✓	✓	✓
Participate in judging	✓	✓	✓	✓
Demo company/API at opening		✓	✓	✓
Host tech talk during hackathon			✓	✓
Host keynote at opening talk				✓
Host on-campus HackBU event				✓
Info session during hackathon				✓
RECRUITING				
Distribute recruiting materials	✓	✓	✓	✓
Distribute swag	✓	✓	✓	✓
Access hacker resumes (after event)		✓	✓	✓
Send recruiters			✓	✓
On-site interview room				✓
Send recruiting/API email				✓
BRANDING				
Logo on website and ads	✓	✓	✓	✓
Logo on t-shirts		✓	✓	✓
Sponsor a prize category		✓	✓	✓
Pre-hackathon social media post			✓	✓
"HackBU 2020 sponsored by [you]"				✓
Company banner on display				✓

* Limited to one platinum sponsor

Common Q & A

Q: Where is the hackathon going to be held?
A: The event will be hosted at Binghamton University's Innovative Technologies Complex (ITC), which is located at 85 Murray Hill Rd, Vestal, NY 13850.

Q: When exactly does the event start and end?
A: Sponsorship check-in is from 11:00 am - 11:30 am on Saturday (2/8) and the closing ceremony is from 3:30 pm - 4:30 pm on Sunday (2/9).

Q: Where can we find accommodations while we're in town?
A: There are plenty of places to stay in town, here are some of them:
- Holiday Inn || 3615 Vestal Pkwy E, Vestal, NY 13850
- Hampton Inn || 3708 Vestal Pkwy E, Vestal, NY 13850
- Courtyard Marriott || 3801 Vestal Pkwy E, Vestal, NY 13850
- Quality Inn || 4105 Vestal Pkwy E, Vestal, NY 13850

- There are also hotels in downtown Binghamton - the drive is slightly longer to the ITC.

Q: What should we bring to the event?
A: Great Question! You should bring:
- Your wonderful selves
- If applicable benefits:
  - Company banner
  - Recruiting materials
  - Company prize
- Company swag
- Recruiting puzzles/brainteasers (sponsors sometimes give these out and reward students who solve them with swag! It's a great way to engage the community and identify talent)

Let's Talk!

Thanks for considering us! We really appreciate your time and can't wait to hear from you. If you have any more questions, please feel free to contact us at hackathon@hackbu.org. We want to make this process as smooth and enjoyable as possible, so drop us a line if you need anything.

Sincerely,
The HackBU Crew

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