



www.hackbu.org/2018s - Most recent website.

www.hackbu.org/2019s - Coming soon! Check back later in the fall.

Dear [Sponsor],

The HackBU Team is excited to announce we will host Binghamton University's sixth annual hackathon this coming February. The event will last 24 hours at the **Innovative Technologies Complex** and over 350 students from Binghamton University and nearby universities and colleges will come together as teams to hack and compete, as well as connect with sponsors.

Sponsoring our hackathon is one of the most powerful recruiting efforts you can make to engage with tech talent across the Northeast and Mid-Atlantic regions. Our hackathon attendees include the most passionate hackers, and your representatives will interact directly with these talented potential hires. **Sponsoring HackBU also provides the opportunity to gain feedback on your company's new products and APIs and enhance your company's brand recognition, in addition to several other sponsorship benefits detailed below.**

We think you will derive a lot of value from our sponsorship benefits, especially the opportunity to interview students at the hackathon, regardless of tier. **While all tiers receive great opportunities, our gold and platinum sponsors have historically grown the strongest brands on campus.**

As a hackathon team, we aim to create an environment where students can work on interesting projects, as well as showcase their talents. We want to bring top companies to Binghamton to interact with students, and believe your company would be a great fit.

"One of my first hackathons was **HackBU**, and I always enjoy going back. There's a **real sense of community**, and it's one of the best parts about going to HackBU."

- Carl Domingo, Social Media Manager at MLH, Founder of BrickHack

HOW YOU CAN HELP

Directly contribute to HackBU. This is the easiest and most efficient way to sponsor us. We can allocate funds where they are needed most.

Sponsor services. Funds will be used to provide meals, hardware, and transportation for non-BU students.

Provide branded merchandise. This is a great way for students to take your brand with them wherever they go.

Bring new ideas. We're always looking for new and exciting ideas for the hackathon. Please contact us with any unique sponsorship suggestions.

We look forward to connecting with you and discussing the opportunity to sponsor HackBU. If you have any questions or comments, feel free to reach out to us at hackathon@hackbu.org.

Thank you,

The HackBU Team

| HACKATHON | Bronze | Silver | Gold | Platinum (Limit 1) |
|--------------------------------------|---------|------------|-----------|-----------------------|
| GENERAL | \$1,500 | \$3,500 | \$5,000 | \$7,500 |
| Branded prize | Yes | Yes | Yes | Yes |
| Company/API presentation | | 2 min | 5 min | 10 min |
| Tech talk | | | 30 min | 30 min |
| Closing talk | | | | 5 min |
| RECRUITING | | | | |
| Company recruiters invited | Yes | Yes | Yes | Yes |
| Distribute recruiting materials | Yes | Yes | Yes | Yes |
| Interview students at hackathon | Yes | Yes | Yes | Yes |
| Email hackathon attendees | | Yes | Yes | Yes |
| Access resumes | | Post-event | Pre-event | Pre-event |
| Email Binghamton CS majors | | | Yes | Yes |
| Host 35 minute information session | | | | Yes |
| BRANDING | | | | |
| Recruiter booths at hackathon | Yes | Yes | Yes | Yes |
| Company banners at hackathon | Yes | Yes | Yes | Yes |
| Logo on website and t-shirts | | Yes | Yes | Yes |
| Branding on hackathon advertisements | | | Yes | Yes |
| “Hackathon sponsored by” | | | | Yes |
| Logo on banner | | | | Yes |

| CLUB* | Bronze | Silver | Gold | Platinum (Limit 1) |
|---------------------------------|---------|---------|---------|-----------------------|
| RECRUITING | \$1,500 | \$3,500 | \$5,000 | \$7,500 |
| Distribute recruiting materials | Yes | Yes | Yes | Yes |
| Host a HackBU workshop | Yes | Yes | Yes | Yes |
| Email club attendees | | | Yes | Yes |
| BRANDING | | | | |
| Logo on slides | | | Yes | Yes |
| "Club sponsored by" | | | | Yes |

*Note: These benefits refer to events that take place during the 2018-2019 school semesters.

HOW SPONSORSHIP FUNDS WILL BE USED

Hardware. The HackBU Team does not have access to hardware. Sponsorship funds will be used to buy Raspberry Pis, breadboards, Arduinos, and/or other hardware, based on student demand.

Food and drinks. At the beginning of each semester, the HackBU Team hosts a General Interest Meeting (GIM) with 150+ attendees. Food and drinks encourage new and returning students to attend the GIM and subsequent workshops. More engaged students means more brand recognition and engagement at the hackathon.

Transportation. We will use sponsorship funds to provide transportation to Binghamton University for students at nearby universities and colleges. The HackBU team will also raffle off tickets (bus, train or plane) to other local hackathons.