## IIACKBU



theaeac.org/events/hackae/ 2016s.hackbu.org

Dear potential sponsor,

HackBU is excited to announce that it will host Binghamton University's fourth annual hackathon on February 26th, 2017. The events will last 24 hours and bring in 350+ students from Binghamton University and surrounding schools and will take place at the Binghamton University's Innovative Technologies Complex.

Sponsoring our hackathons is arguably the **most powerful** recruiting effort you can make for engaging with tech talent across the Northeast and Mid-Atlantic regions. The hackathon audience is made up of only the most passionate hackers, and your representatives will interact directly with these talented potential hires. If you want access to top talent, a chance to solicit immediate feedback on new products, and the opportunity to enhance your company's brand recognition, we encourage you to sponsor our events.

We have some great sponsorship perks this year that we think you'll derive a lot of value. For example, all sponsors get to now interview students at the hackathon at a minimum. Sponsors also have the ability to speak with students about internship/job opportunities and upper level sponsors have the ability to give a tech talk about anything that you feel you company does exceptionally well

Our goal for these hackathons is to provide a place for students to work on interesting projects, and for us to showcase their talent. We are interested in bringing top companies to Binghamton to interface with students, and we think you 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."

## **HOW YOU CAN HELP**

A direct monetary sponsorship to the organization. This is the easiest and most efficient way to sponsor us, and it allows us to allocate funds where they are needed most.

Sponsor or pay for a service such as: tools for students during the event (eg., hosting, hardware), buses to bring students from other schools, or a meal.

We are always looking for exciting and new ideas for our event. Don't hesitate to contact us with any sponsorship ideas or suggestions you may have.

We look forward to connecting with you regarding sponsorship of our upcoming events. If you have any questions, comments, or would like to talk about what else we can provide you as a sponsor, please send an email to hackathon@hackbu.org.

Thank you,

The HackBU Team

	Silver	Gold	Platinum (Limit 1)	
GENERAL	\$1,500	\$3,5	00	\$7,500
Branded Prize	Yes	Yes	Yes	
Company/API Presentation	2 min	3 min	5 min	
Tech Talk		30 min	30 min	
Closing Talk			5 min	
RECRUITING				
Members at event	Yes	Yes	Yes	
Distribute recruiting materials	Yes	Yes	Yes	
Interviews during event	Yes	Yes	Yes	
Email hackers		Yes	Yes	
Email Binghamton CS majors			Yes	
Access to resumes		Post-event	Pre-event	
35 minute information session			Yes	
BRANDING				
Logo on website & t-shirts	Yes	Yes	Yes	
Placement of company banners	Yes	Yes	Yes	
Booths at event	Yes	Yes	Yes	
Placement on event advertisements		Yes	Yes	
Hackathon sponsored by			Yes	
Logo on banner			Yes	