Prospectus
February 20–21, 2021

OVERVIEW

BrickHack is Rochester Institute of Technology's annual premiere collegiate event. It is a 24-hour invention marathon, where over 500 undergraduate and graduate designers, developers, and engineers come together to work on their ideas, solve challenges, and learn new skills.

Join us online, through our digital platforms, the weekend of February 20th for hacking, swag, and the chance to make timeless, brick-laden memories with our hackers!

Why sponsor?
BrickHack is a place where bright minds come together to create unique, useful, and creative projects. As a sponsor, you have a unique opportunity to connect with these students and show off their current technologies. Giving students access to your products and services allows them to build up their repertoire, incentivizes them to work with your company, and gives you real-time feedback on your products. Developing relationships between your company and students at BrickHack paves the way to groundbreaking technologies.

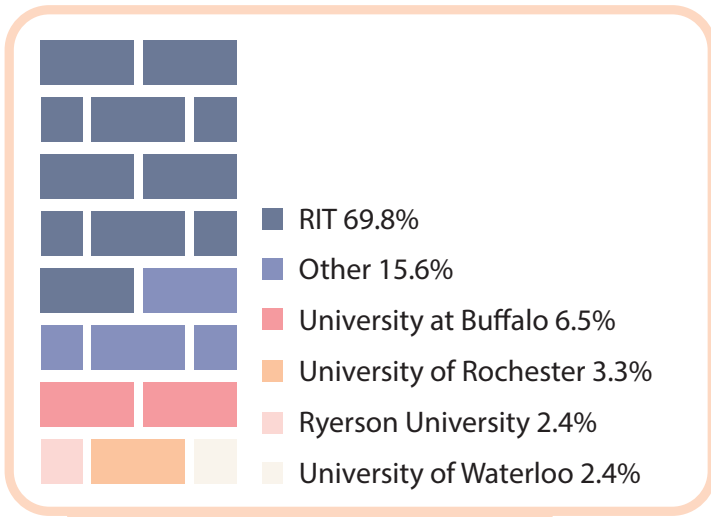**How can you get the most out of your sponsorship?**
BrickHack hackers love connecting with mentors from your company to learn about new cutting-edge technology. Students are always yearning to learn and get hands-on experience with new products. Having mentors participate, sending swag and hosting interactive tech seminars will leave a lasting impression with students.
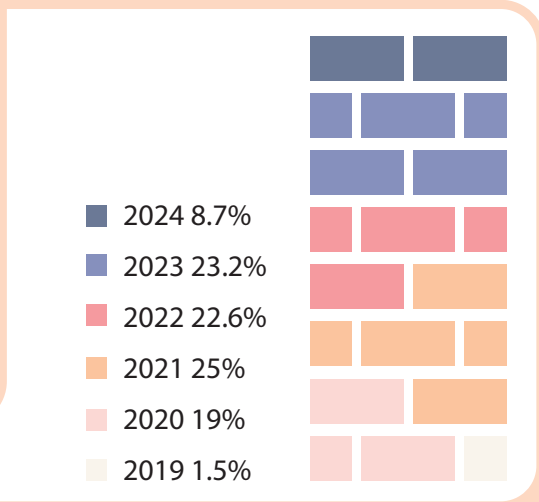
Why do we need your contribution?
This year BrickHack will be online so things will be a little different. We need you to sponsor prizes and swag packages in order to incentivize students to flex their creative muscles for you.
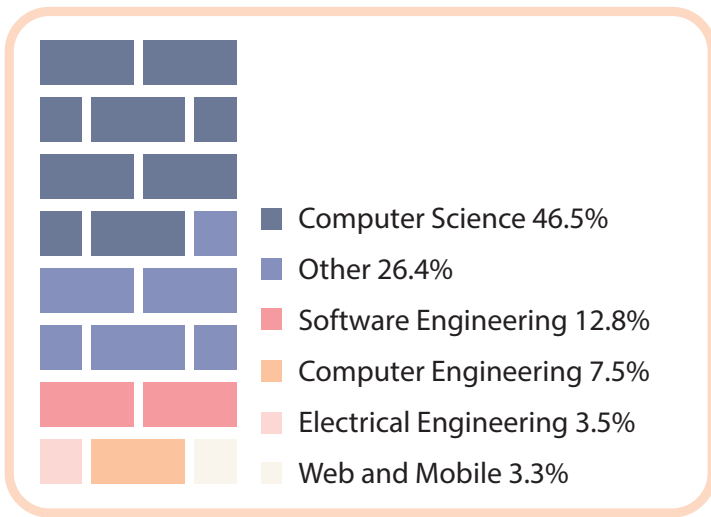
DEMOGRAPHICS

University Representation

- RIT 69.8%
- Other 15.6%
- University at Buffalo 6.5%
- University of Rochester 3.3%
- Ryerson University 2.4%
- University of Waterloo 2.4%

Attendee Graduation Year

- 2024 8.7%
- 2023 23.2%
- 2022 22.6%
- 2021 25%
- 2020 19%
- 2019 1.5%

Area of Study in Attendance

- Computer Science 46.5%
- Other 26.4%
- Software Engineering 12.8%
- Computer Engineering 7.5%
- Electrical Engineering 3.5%
- Web and Mobile 3.3%

Gender Breakdown

- Male 75%
- Female 24%
- Other 1%
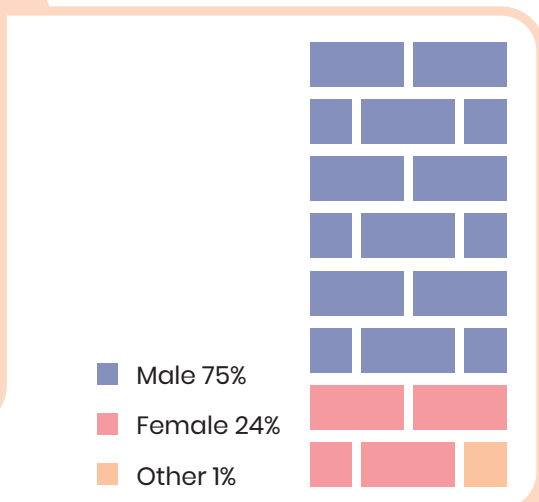
SPONSORSHIP PACKAGES
Tiers are flexible

Benefits for all contributors

• Unlimited recruiting • Access to submitted student resumes • Logo/Name on website* •
• Bring swag • Bring mentors • Access to our Slack workspace •

	Bronze $500	Silver $1500	Gold $4000	Brick $7500
General				
Bring mentors	✓	✓	✓	✓
API/Product exposure		✓	✓	✓
Discord channel(s)		1	2	3
Sponsored side event Tech talk, product workshop, mini game, etc.	60 min	90 min	120 min	infinite
Opening ceremony intro Brief API, product, or company intro	1 min	1 min	2 min	5 min
Pre-event workshop			✓	✓
Present a BrickHack prize Present our own category prize				✓
Branding				
Send swag	✓	✓	✓	✓
Branded award		✓	✓	✓
Logo on campus posters		✓	✓	✓
Social media shout outs		✓	✓	✓
Logo on hacker shirts			✓	✓

*Logo size and placement depends on donation total
Any leftover funding from BrickHack 7 will go towards supporting other great codeRIT functions

Do you have an idea that is not listed here? Let us know!

OTHER INFORMATION

Free Tier – How does it work?

Enjoy all of the benefits for all contributors without a monetary donation. Schedule a call with us to discuss your participation!

Alternate Ways to Contribute

Prizes
Bring your own prize category or coding challenge for students to compete in.

API Access
Give hackers access to your API services for a given amount of time.

Networking
Provide premium access to your digital platforms.

Disclaimer:
Since this is our first digital hackathon; we are still actively learning how to best host this event. As such, some details in this prospectus may change. We will do our best to ensure that both our sponsors and hackers will only benefit from any changes. We look forward to receiving your feedback and suggestions.

brickhack.io • sponsorship@coderit.org • facebook.com/brickhackrit • twitter.com/coderit