Sponsorship Information

brickhack.io | sponsorship@codeRIT.org
January 27th - 28th 2018

BrickHack is the Rochester Institute of Technology's annual collegiate hackathon. On January 27th and 28th of 2018, 500+ students from across the nation will gather at RIT for 24 hours of innovation, collaboration and excitement.

BrickHack is hosted by codeRIT, a student-run hackathon club. We partner with Major League Hacking (MLH), the official student hackathon league that supports over 250 annual events across the globe. Between our dedication and the exceptional experience from MLH, our event is the best way for your company to connect with students in an energetic and collaborative environment.

Hackathons have grown tremendously in recent years. Top talent from universities worldwide attend to build incredible projects over the span of a weekend. Your company will share the floor with these students, working with them to build apps powered by your APIs, frameworks, and products. A BrickHack sponsorship is your **most efficient recruiting tool** for RIT and surrounding schools.

Why sponsor?

- **Increase awareness** of your brand amongst students. Get the opportunity to connect with top talent!
- **Recruit student developers** who share your company's passion. They will demonstrate their creativity and technical ability in an exciting and high-energy environment!
- **Test and share your APIs** allowing students to utilize and expand on your product's potential.
- **Run workshops and tutorials** allowing you to directly engage with students. Display your company's interests, values, and culture.

Get the most out of your sponsorship

- **Send engineers and mentors** to educate students about your products. Having engineers on-site enables attendees to utilize your products quickly while provides practical feedback in real time.
- **Bring swag** to promote your company to hundreds of students. Exciting gifts include t-shirts, water bottles, blankets, towels and more! It is a great way to build your brand during and after the event.
- **Give away a prize** to incentivize hackers to use your technology and share your company values throughout BrickHack.

Highlights from previous years

*"It was a **great night**, seeing the results from that one night showed **the magic of a hackathon**"*

More highlights: brickhack.io/gallery/

Photos by Brandon Peszko, courtesy of Major League Hacking powered by Dell and Windows

Sponsorship Packages

Tiers are flexible, and we welcome any form of sponsorship!
sponsorship@codeRIT.org

	$500	$1,000	$2,500	$5,000	$7,500
General	**Supporter**	**Bronze**	**Silver**	**Gold**	**Platinum**
Bring mentors	✓	✓	✓	✓	✓
API / product exposure		✓	✓	✓	✓
Reserved table(s)		Shared	1	1	2
Sponsored side event *Tech talk, product workshop, mini game, etc.*			15 min	35 min	70 min
Opening ceremony intro *Brief API, product or company intro*				3 min	7 min
Sponsor a meal or snack *"Dinner by <Your Company>!"*				✓	✓
Present a BrickHack prize *Present our own category prizes*					✓
Recruiting					
Instant Messaging *Direct communication with hackers*	✓	✓	✓	✓	✓
Material distribution		✓	✓	✓	✓
Attendee resumes & links			✓	✓	✓
Early resumes & links				✓	✓
Bring recruiters				✓	✓
Branding					
Bring swag	✓	✓	✓	✓	✓
Branded award		✓	✓	✓	✓
Logo on shirts & website		✓	✓	✓	✓
Logo on campus posters			✓	✓	✓
Social media shout outs			1	2	3
Logo on volunteer shirts				✓	✓

Past sponsors are saying...

*"The **API demo/tech talk was great**, I liked the format."*

*"This was a really **awesome experience**! Thank you to everyone that worked to make it a success. We all had fun, and look forward to the prospect of **doing it again**."*

*"It was a great opportunity for us to **connect and network** with Rochester's **most creative** computer science students"*

*"We liked the **positive atmosphere**, and that everyone was really **engaged and friendly**."*

*"Liked the opening ceremonies and mingling time. Got a chance to **talk to lots of great students one-on-one**."*

*"It had a good vibe and the **range of products was great!**"*

Alternative forms of sponsorship

Mentors
Nearly every hackathon attendee tries out a new technology! Mentors have a huge impact on these students, all while establishing a strong, respectable company presence.

Hardware
Any kind of hardware that can be used by hackers during the hackathon, such as: 3D printers, electronic components, VR headsets, etc.
MLH provides state-of-the-art computing hardware through their hardware lab program - learn more at mlh.io/hardware-lab

Food / Snacks / Drinks
Our hackers need to stay nourished! Full meals, snacks, coffee, energy drinks, fruit, etc. are needed for the 24 hour period.

White Boards
An open canvas for teams to visualize their thoughts and efficiently collaborate with others.

Networking / Power
Basic necessities for getting our attendees online.

Have something that isn't listed here? Let us know!

Reach out to us at sponsorship@codeRIT.org **with any questions!**