



Sponsorship Packet

February 8th-9th, 2020



Console.log (“Hello potential sponsor!”)

If you were a part of the BrickHack community in the past – thank you! We could not have done it without you and hope to have your continued support. If not, allow us to introduce you to what BrickHack is all about.

BrickHack is Rochester Institute of Technology’s annual premiere collegiate event. It is a 24-hour invention marathon, where over 600 designers, developers, and engineers come together to work on their ideas, solve challenges and learn new skills.

In our 6th season, we are raising our hacker experience from BrickHack V to a whole new level. **This year**, we are focusing on fostering an even more inclusive hacker community. We are striving to attract hackers from all different majors, backgrounds, and experience levels. After all, **hackathons** are meant for everybody.

Join us the weekend of February 8th for hacking, swag, and the chance to make timeless, brick-laden memories with our hackers!

Sincerely,
codeRIT Sponsorship Team

Why sponsor?

Increase awareness of **your brand** amongst students of top talent.

Recruit student developers who share **your company’s passion**. They will discover their creativity and technical ability in an exciting and high-energy environment.

Share your technology to allow students to utilize and expand on **your products** potential.

How to get the most out of sponsoring

Send engineers and mentors to demonstrate the full capabilities of your **technologies**.

Bring memorable swag to promote **your company** to hundreds of hackers.

Present a unique challenge for hackers to **tackle**.

What is it like being a BrickHack sponsor?



“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**.”



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

More highlights: brickhack.io/gallery

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

Sponsorship Packages

Tiers are *flexible*

General	Free \$0	Support \$500	Bronze \$1000	Silver \$2500	Gold \$5000	Platinum \$7500+
Bring mentors	✓	✓	✓	✓	✓	✓
API / product exposure			✓	✓	✓	✓
Reserved table(s)			Shared	1	1	2
Sponsored side event <i>Tech talk, product workshop, mini game, etc.</i>				15 min	30 min	60 min
Opening ceremony intro <i>Brief API, product or company intro</i>					2 min	5 min
Sponsor a meal or snack <i>"Dinner by <Your Company>!"</i>					✓	✓
Present a BrickHack prize <i>Present our own category prize</i>						✓
Recruiting						
Instant Messaging <i>Direct communication with hackers</i>		✓	✓	✓	✓	✓
Material distribution			✓	✓	✓	✓
Attendee resumes & links				✓	✓	✓
Early resumes & links					✓	✓
Bring recruiters					✓	✓
Branding						
Bring swag	✓	✓	✓	✓	✓	✓
Branded award			✓	✓	✓	✓
Logo on volunteer shirts & website			✓	✓	✓	✓
Logo on campus posters				✓	✓	✓
Social media shout outs				1	2	3
Logo on hacker shirts					✓	✓

Any leftover funding from BrickHack 6 will go towards supporting other great codeRIT functions like BrickHack 6.

Free Tier – How does it work?

Schedule a call with us to discuss. Spots are limited.

Alternate Ways to be a Sponsor

Provide Transportation

Buses? Ride-sharing codes? Attendees may appreciate some assistance traveling to Brick City for the event!

Hardware

Any kind of hardware that can be used by hackers at BrickHack 6 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! 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.

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

We welcome any form of sponsorship.

