



Sponsorship Information

brickhack.io | sponsorship@codeRIT.org

February 11-12, 2017

BrickHack is Rochester Institute of Technology's annual collegiate hackathon. This spring, 400 students from RIT and surrounding schools and cities will gather at RIT's Clark Gym for a 24-hour programming competition.

BrickHack is hosted by codeRIT, a student-run hackathon organization. We partner [with Major League Hacking](#) (MLH), the official student hackathon league that supports over 200 events across the globe. Between our dedication and the exceptional experience from MLH, our event is the best way for you to connect with students in an energetic, 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 API, framework, or product. A BrickHack sponsorship is your most **efficient recruiting tool** for RIT and surrounding schools.

Why sponsor?

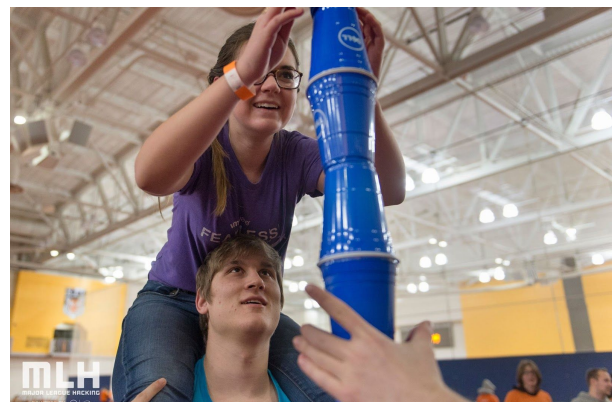
- **Gain student awareness** of your brand among top student developers and connect with top talent!
- **Recruit student developers** who catch your eye. They'll be busy demonstrating their technical and teamwork skills in a high-energy and fast-paced environment!
- **Test your APIs** and give demos. Students can utilize your products to create something new and unimaginable!
- **Run workshops and tutorials.** Nothing catches students' eyes more than technologies and talks from those in industry.

Get the most out of your sponsorship

- **Send company engineers and mentors** to interact with and educate students about your product. Having engineers on-site gets attendees using your product quickly and enables you to gather feedback as well.
- **Bring swag** to give away at your company booth. T-shirts, stickers, pillows, playing cards, water bottles, and more make exciting gifts for students, and is an easy way to build your brand both during and after the event.
- **Give away a prize** to incentivize hackers to use your technology and/or incorporate your brand values throughout the weekend.

Highlights from previous years

*"Lots of hackers **coming together, networking, and building stuff**"*



More highlights: brickhack.io/gallery/

Sponsorship Packages

sponsorship@codeRIT.org

	\$1,000	\$3,000	\$5,000	\$7,500
General	Bronze	Silver	Gold	Platinum
Bring mentors	✓	✓	✓	✓
API / product exposure	✓	✓	✓	✓
Reserved table(s)	Shared	1	1	2
Sponsored side event <i>Tech talk, product workshop, mini game, etc.</i>		10 min	35 min	70 min
Intro during opening ceremony <i>Super quick API, product, or company intro</i>			3 min	7 min
Sponsor a meal or snack <i>Title existing meal, "Dinner by CompanyX!"</i>			✓	✓
Present a BrickHack prize <i>Present one of our own category prizes</i>				✓
Recruiting				
Material distribution	✓	✓	✓	✓
Bring recruiters		✓	✓	✓
Attendee resumes & links		✓	✓	✓
Early access to resumes & links			✓	✓
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** part was great, I liked the format."*

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

*"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**."*

*"Liked the opening ceremonies and mingling time. Got a chance to talk to **lots of great students** 1 on 1."*

*"The **schedule** was clear and everything started on time. Food++"*

*"**Well done hackathon**."*

Other forms of sponsorship

Tiers are flexible, and we welcome any form of sponsorship. Reach out to us at sponsorship@codeRIT.org with any questions! Below are a couple examples:

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.

Note: MLH brings a number of items in their hardware lab - check what's coming at mlh.io/hardware-lab

Food / Snack / Drink

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? We'd love to talk!