



Sponsorship Information

brickhack.io | sponsorship@coderit.org

April 18-19, 2015

BrickHack is Rochester Institute of Technology's inaugural MLH collegiate hackathon. This spring 400 students from RIT and surrounding schools and cities will gather at the B. Thomas Golisano College of Computing and Information Sciences (GCCIS) for a 24-hour programming competition. Hosted by codeRIT, a student-run hackathon organization, **BrickHack will be the premier hackathon in western New York state.**

Why sponsor?

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.

How can you help?

- **Donate money directly to codeRIT.** This will allow us to allocate funding to the areas that need it most. Our finances are overseen by RIT, a legal not-for-profit, and tax deductions will be available.
- **Sponsor a meal.** Hackers love food, so give them what they want. Breakfast, lunch, dinner or a midnight snack: it's all on the table thanks to you.
- **Sponsor a bus** to bring hackers from different areas.
- **Sponsor fun events** such as a Human vs Zombies mini-game or a photo booth.

Get the most out of your sponsorship.

- **Send company engineers and mentors** to interact with and assist students using your product. Having engineers on hand is the best way to connect hackers with your company.
- **Bring swag** to give away at your company booth. T-shirts, stickers, pillows, playing cards and water bottles make exciting gifts for students, and is an easy way to build your brand.

Sponsorship Packages

Tier	Bronze	Silver	Gold	Title* (limit 1)
Amount	\$1,000	\$4,000	\$8,000	\$30,000
General				
Bring Mentors	✓	✓	✓	✓
Reserved Table		✓	✓	✓
API Demo		3 min	3 min	5 min
Tech Talk		30 min	60 min	60 min
Present Branded Award			✓	✓
Keynote				✓
Brick Hack Co-host				✓
Recruiting				
Material Distribution	✓	✓	✓	✓
Attendee Resumes & Github Links		✓	✓	✓
Bring Recruiters		✓	✓	✓
Branding				
Logo on website	✓	✓	✓	✓
Branded Prize	✓	✓	✓	✓
Bring Swag	✓	✓	✓	✓
Logo on t-shirts, posters, etc.		✓	✓	✓
Swag in Swag Bags			✓	✓
Bring Large Banners			✓	✓
Thanked at kickoff and demos			✓	✓

* Our Title Sponsor position has been filled. Please contact us if you have any questions.