Sponsorship Information

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 RIT's Gordon Field House 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.
- **Sponsor an award** highlighting your API and/or products for hackers to utilize.

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.

Highlights from BrickHack 2015

More Highlights from 2015:

Sponsorship Packages

Tier	Supporter	Bronze	Silver	Gold
Amount	$500+	$1,000+	$3,000+	$5,000+
General				
Sponsor Amenity*	✓			
Bring Mentors	✓	✓	✓	✓
Reserved Table			✓	✓
API Exposure	✓	✓	✓	✓
API Demo		3 min	3 min	5 min
Tech Talk			30 min	60 min
Present Branded Award**				✓
Recruiting				
Material Distribution		✓	✓	✓
Attendee Resumes & GitHub Links			✓	✓
Bring Recruiters			✓	✓
Branding				
Logo on Website	✓	✓	✓	✓
Branded Award	✓	✓	✓	✓
Bring Swag	✓	✓	✓	✓
Logo on T-Shirts, Posters, etc.		✓	✓	✓
Bring Large Stand-Up Banners				✓
Thanked at Kickoff and Demos				✓

* For example, "Dinner sponsored by CompanyX!" These tiers are flexible; please contact us with any concerns.
** At the awards ceremony you'll be able to have a representative give the award to the winning team.