



OHI/O

**Informal Learning Program at
The Ohio State University**
fostering a tech culture on and off campus

2021 – 2022 Sponsorship Guide

OHI/O Program Overview

what we do: experiential learning and workforce development

K-12
Outreach

Hands-On
Workshops

Collegiate
Competitions

Seedling
grants

Community &
Alumni
Engagement

Grown from a basement hackathon into a robust informal learning program, OHI/O aims to foster a tech culture at Ohio State. We host multiple hackathon-style events throughout the year and they are tied together by student leadership, hands-on workshops, and industry engagement. We possess a fundamental belief in the power of experiential learning.

who we are: students, faculty, and other student organizations

The OHI/O organization is mainly built up of students from the College of Engineering, but we also partner with other colleges, departments and a wide array of student organizations. Some organizations we collaborate with are ACM-Women's Chapter, Electronics Club, AI Club, Business Builders Club, Biomedical Engineering Society, Big Data & Analytics Association and more!

Our Cornerstone Events



HackOHI/O

Flagship 24-hour hackathon event founded in 2013 now grown to 800+ participants and recognized as a *Signature Event* by Ohio State. <http://hack.osu.edu>
deadline is mid-Sept



MakeOHI/O

A 24-hour hardware-focused integrated & embedded systems hackathon which has most recently had 180+ participants.
<http://hack.osu.edu/make>

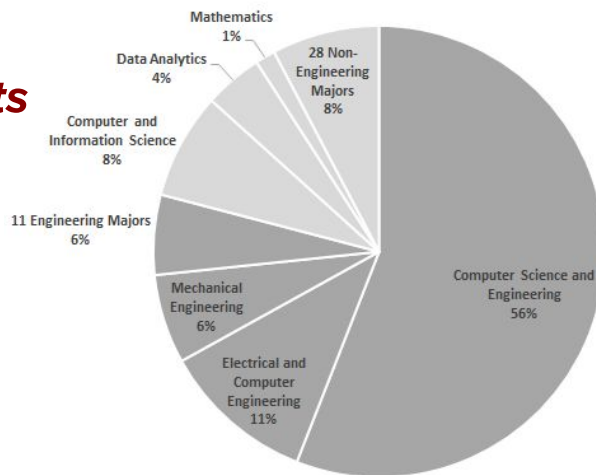


ShowOHI/O

A public expo for the most innovative projects
<http://hack.osu.edu/show>

Workforce Development

Program Participants in 2018



an investment in the future of tech and tech culture

SPRING 2018 | Up Front



Ohio State students, left to right, Shawn Harkins, Aishwarya Srivastava, Mira Hiser and David Van Dreil consult one another during the fall HackOHIO event.

NEXT-GEN ALUM

'The best pipeline of tech talent'

THE OHIO UNION'S MAIN BALLROOM looked like a Petri dish of innovation in the fall as 667 students from 21 universities participated in Ohio State's fifth annual HackOHIO/O competition.

Ohio State alumni were among the 52 volunteer mentors who guided teams of students creating software projects in a hackathon created by OHIO/O, a student-led program that fosters the university's tech culture.

"It encourages me to see people who have been in my shoes and gone on to be successful. It's pretty inspiring," says Patrick Muller, a fourth-year computer science and engineering student from Louisville, Kentucky.

Hackathon faculty director Arnab Nandi, an associate professor of computer science and engineering, is advocating a stronger alumni connection, like the ones experienced by these three alumni.

Dalton Flanagan '17
SOFTWARE DEVELOPER, FACEBOOK

"When I got to Ohio State, I didn't know how to talk to recruiters or what projects to do. I had to figure out the ropes on my own. Now I'm able to be the mentor I never had. That's super rewarding for me. It's one thing for students to send out a résumé, but here they show up in teams, they showcase their team-building skills, they're showing initiative. You get to see an end-to-end product. They've worked the idea phase, the design phase, the building it out, the working through problems. There's not a more holistic interview you can get in tech than what is provided at this event. I'm telling my company that I know the best pipeline of tech talent at Ohio State, and I can personally connect us with them."

Dana Vantrease '02
HARDWARE DEVELOPMENT ENGINEER,
AMAZON WEB SERVICES

"I've never seen so many computer scientists and programmers in a room before. These informal events are really important because in computer science, especially programming, you learn more from your peers than from your teachers and textbooks. Having industry here — talking to students and telling them what's what — is important. It's super important for undergraduate women to see women in the industry. The students are teaching me as much as I'm teaching them. I'll be here next year."

James Copus '01, '03 MS
EMBEDDED SOFTWARE ENGINEER,
ROCKWELL AUTOMATION

"I came to this hackathon because I thought it would be fun. You get on schedules and deadlines, things can beat you down a little bit. This is rejuvenating. The students are excited. A university this large, with this kind of donor base, has a lot of money coming in, but most students aren't going to see anything helping them individually. But when you come here from the industry, you can tell them about what you do, what your experience was like at Ohio State. I think that's the type of community Ohio State is really trying to foster: There is an alumni group that cares, and that's a good thing." — TODD JONES ★

Ohio State Alumni Magazine, Spring 2018, P 22-23.

Photo: Jodi Miller

OHI/O Program Sponsorships

Investing in the future of tech by sponsoring the program as a whole. Also expand your brand's outreach and strengthen your impact on the community as a Program Sponsor.

Program Sponsorship (\$75K/year)

- Top level sponsor tier perks for all events, including our spinoff and partner events
- 3-5 year terms
- Co-branding ("Powered By") on all events
- Named/Branded awards at ShowOHI/O
- Limit: 3



Program Long Term Fund (\$1M+)

- Can span up to a 5 year term Program Sponsorship
- Exclusively named innovation fund & awards program
- Long-term staff support and advisory partnership
- Limit: 1

Staff Support and Physical Infrastructure

- Currently funded by Ohio State units into 2021
- National Science Foundation "Advancing Informal STEM Learning" grant awardee
- Program Director is a 2020 KEEN Engineering Unleashed Fellow
- Growth of program and opportunities needs support
- Opportunity for naming rights to a new, prominent physical space



OHI/O Event Sponsorship

Sponsor our events individually to reach specific communities in tech.

OHI/O is a student organization that aims to foster a tech culture at Ohio State by organizing various events throughout the year.

Our events are 100% free, promoting the best in creative problem solving before faculty and industry experts. We connect students and sponsors to form long-lasting relationships. In return, we're proud to offer our sponsors many perks based on their chosen tiers.



Students' names, emails, resumes, and GitHubs.



Host a networking event or meal before and during hacking.



Meet and mentor students throughout the event.



Award prizes for sponsored challenges you create.



Demo your APIs and other technologies.



Distribute swag to attendees.



Provide judges for our hackers' projects.



Present keynotes during the hackathon.

We're building world class hackathons.
You can be a part of it today.

Deadlines are rolling; please inquire at hackohio@osu.edu for more information.

To sponsor, visit <https://go.osu.edu/supportohio>

HackOHIO 2019

our flagship 24-hour hackathon event



800+ hackers

89 *projects submitted for judging*

70 *different majors*

18 *universities represented*

19.6% *of hackers were womxn*

19 industry sponsors

7 *sponsor challenges (Microsoft, JP Morgan Chase, AEP, etc.)*

57 *projects submitted for sponsor challenges*

160+ *industry representatives*

60+ *mentors and judges*



HackOHIO Sponsorship: November 6-7, 2021

		Program <i>See p. 3</i>	Platinum Limit 3 \$30,000	Gold Limit 6 \$15,000	Silver \$8,000	Bronze \$3,000	Copper \$500
General	Mentors	●	●	●	●	●	●
	Judging	●	●	●	●	●	
	Sponsor Room & Slack Channel	●	●	●	●		
	Offer Challenge + Prize	●	●	●			
Recruitment	Resume Access	●	●	●	●		
	Job Posting	●	●	●			
	Early Resume Access	●	●				
Involvement	Opening Keynote	5 min.	3 min.	2 min,			
	Hype Event prior to HackOHIO/O	●	●	●			
	Closing Keynote	●	●				
	Tech Talk or Workshop during HackOHIO/O	●	●				
Branding	Recognition on Social Media	●	●	●	●	●	●
	Logo on Website	●	●	●	●	●	
	Swag Distribution	●	●	●	●		
	*Logo on Prints (Shirts, Flyers, etc.)	●	●	●	●		
Program	MakeOHIO/O 2022	●	20% off	10% off			
	ShowOHIO/O 2022	●					
	High School I/O 2022	●					

MakeOHI/O 2020

our hardware based hackathon: a makeathon



190+ makers

34 projects submitted for judging

33 different majors

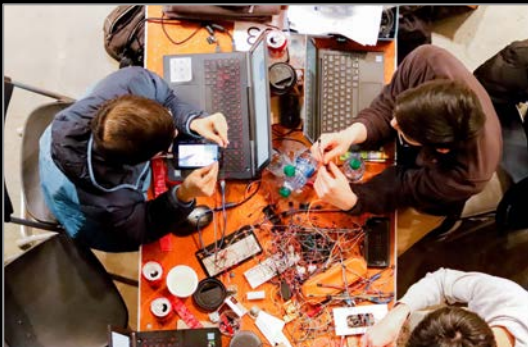
14 sponsor companies & supporters

3 sponsor challenges (AEP, Honda, & OSU's Innovation Studio)

60+ judges, mentors, and representatives

17 organizers

38 volunteers



MakeOHI/O Sponsorship: March 2022

		Program	Platinum Limit 3	Gold Limit 6	Silver	Bronze	Copper
		See p. 3	\$10,000	\$5,000	\$3,000	\$1,000	\$500
General	Mentors	●	●	●	●	●	●
	Judging	●	●	●	●	●	
	Virtual Sponsor Room & Slack Channel	●	●	●	●		
	Offer Challenge + Prize	●	●	●			
Recruitment	Resume Access	●	●	●	●		
	Job Posting	●	●	●			
	Early Resume Access	●	●				
Involvement	Opening Keynote	5 min.	5 min.	3 min.	2 min.		
	Hype Event <i>prior to MakeOHI/O</i>	●	●	●			
	Closing Keynote	●	●				
	Tech Talk or Workshop during MakeOHI/O	●	●				
Branding	Recognition on Social Media	●	●	●	●	●	●
	Logo on Website	●	●	●	●	●	
	Swag Distribution	●	●	●	●		

ShowOHIO

a public showcase for innovative projects

Student teams who complete work at any of the OHIO events are encouraged to continue developing working demos. The best of the applicants are on display at the end of the academic year in an open house style public event.



Show your dedication of advancing the tech culture, innovation and entrepreneurship in Columbus by sponsoring ShowOHIO!



ShowOHIO Sponsorship: April 2022

	Program See p. 3	Gold \$2,000	Silver \$1,000	Bronze \$500
VIP Early Entry Tickets	●	●	●	●
Engage with demonstration teams	●	●	●	●
Logo Placement	●	●	●	

High School I/O

the high school spinoff of our flagship hackathon

High School I/O brings together approximately 100 high school students from central Ohio, grades 9-12, with *any* range of experience mimic. Ohio State students volunteer as event organizers and near-peer mentors. Local professionals volunteer as mentors and lead instructional workshops.



71 *participants*

31 *high schools represented* **in 2019**



High School I/O Sponsorship: March 2022

	Program See p. 3	Gold \$2,000	Silver \$1,000	Bronze \$500
Mentors	●	●	●	●
Judges	●	●	●	●
Logo Placement	●	●	●	
Engage with OHI/O Student Leaders	●	●		

Data I/O

our data focused hackathon held in collaboration with
ohio state's **big data & analytics association**



18 teams

74 participants

in 2019



Data I/O Sponsorship: October 2021

		Program See p. 3	Gold \$1,500	Silver \$750	Bronze \$500
General	Mentors	●	●	●	●
	Judging	●	●	●	●
	Virtual Sponsor Room & Slack Channel	●	●	●	
	Offer Challenge + Prize	●	●		
Recruitment	Resume Access	●	●	●	●
	Email Campaign	●	●	●	
	Early Resume Access	●	●		
Involvement	Opening Keynote	5 min.	5 min.		
	Hype Event prior to event	●			
	Closing Keynote	●			
	Tech Talk or Workshop during event	●	●		
Branding	Logo on Website	●	●	●	●
	Swag Distribution	●	●	●	
	Logo on Flyers	●	●	●	

Capture the Flag

in collaboration with ohio state's **cybersecurity club** and **women in cybersecurity chapter**



88

competitors

in 2019



CTF Sponsorship: Oct. 2021

		Program See p. 3	Gold \$2,000	Silver \$1,000	Bronze \$500
Engagement Perks	Problem Submission	●	●	●	●
	Resume Access	●	●	●	●
	Job Posting	●	●	●	
	Opening Keynote	●	●		
	Hype Event prior to event	●	●		
	Tech Talk or Workshop during event	●	●	●	
	Promoted Office Hours	●	●	●	
Branding	Logo on Website	●	●	●	●
	Swag Distribution	●	●	●	●
	Company Challenge	●	●		

Other Partnership Events

OHI/O has a strong campus brand for hackathons and learning experiences on campus. This has drawn several student organizations together to co-host events with OHI/O. We encourage you to explore sponsoring these topic-specific events with our like-minded friends. Sponsorships range from \$500-\$2,000. Dates will be set at the start of each semester.



Hack AI

A hackathon specific to artificial intelligence products and solutions. Spring 2022.

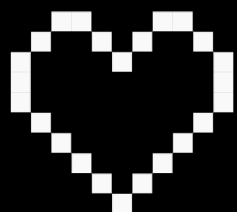
Partner: Artificial Intelligence Club



Bio-Hack

A makeathon of biomedical-related devices and solutions for specific use cases. Fall 2021.

Partner: Biomedical Engineering Society



Code I/O

A day of computer science introductions for middle school girls. Spring 2022.

Partner: ACM-Women's Chapter

Partnership Event Sponsorships

	Program	Gold	Silver	Bronze
	See p. 5	\$2,000	\$1,000	\$500
Inquire about specific perks offered for each of our partner events.	●	●	●	●

Previous Sponsors



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HONDA
The Power of Dreams



JPMORGAN CHASE & Co.

ENGIE

irthSolutions

ROOT

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INSTRUMENTS**

CROWN

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ELECTRIC**
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BIG LOTS!
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Capital One

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DESIGNER SHOE WAREHOUSE

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KROGER TECHNOLOGY

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Automation**

Veeva

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