



OHI/O

Informal Learning Program at The Ohio State University

fostering a tech culture on and off campus

2022 – 2023 Sponsorship Guide

OHI/O Program Overview

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, tied together by student leadership, hands-on workshops, and industry engagement. We possess a fundamental belief in the power of experiential learning.

“The Best Pipeline of tech talent”

“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 resume, 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 at Ohio State, and I can personally connect us with them. -Dalton Flanagan- software developer, Facebook

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>



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 from staff, students faculty and alumni. <http://hack.osu.edu/show>

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

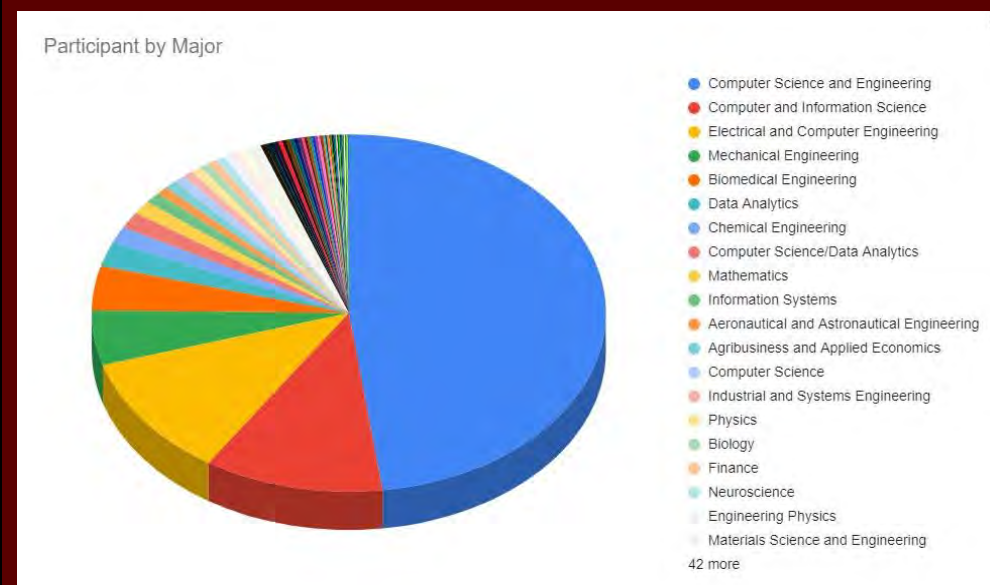
- Currently funded by Ohio State units into 2022
- National Science Foundation "Advancing Informal STEM Learning" grant awardee
- Program Director is a 2020 KEEN Engineering Unleashed Fellow
- Growth of program and opportunities seeks additional support
- Opportunity for naming rights to our new, prominent physical space



OHI/O Event Sponsorship

Sponsor our events individually to reach specific communities in tech.

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.



OHI/O fosters a culture of tech and innovation by organizing tech events and programming that reaches across the university and connects with industry.



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 or visit <https://go.osu.edu/supportohio>

HackOHIO 2021

our flagship 24-hour hackathon event



500+ hackers

50 *projects submitted for judging*

60 *different majors*

27 *universities represented*

20.95% *of hackers were women*

18 industry sponsors

7 *sponsor challenges (Microsoft, Honda, AEP, etc.)*

54 *projects submitted for sponsor challenges*

40+ *industry representatives*

85+ *mentors and judges*



HackOHIO Sponsorship: 20222

		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 Table & Virtual Room	●	●	●	●		
	Offer Challenge + Prize	●	●	●			
Recruitment	Resume Access	●	●	●	●		
	Job Posting	●	●	●			
	Early Resume Access	●	●				
	Recruitment Lounge	●	●				
Involvement	Opening Keynote	5 min.	3 min.	2 min,			
	Hype Event prior to HackOHIO	●	●	●			
	Closing Keynote	●	●				
	Tech Talk or Workshop during HackOHIO	●	●				
Branding	Recognition on Social Media	●	●	●	●	●	●
	Logo on Website	●	●	●	●	●	
	Swag Distribution	●	●	●	●		
	Logo on Prints (Shirts, Flyers, etc.)	●	●	●	●		
Program	MakeOHIO 2023	●	20% off	10% off			
	ShowOHIO 2023	●					
	High School I/O 2023	●					

MakeOHI/O 2021

our hardware based hackathon: a makeathon



149 makers

24 projects submitted for judging

29 different majors

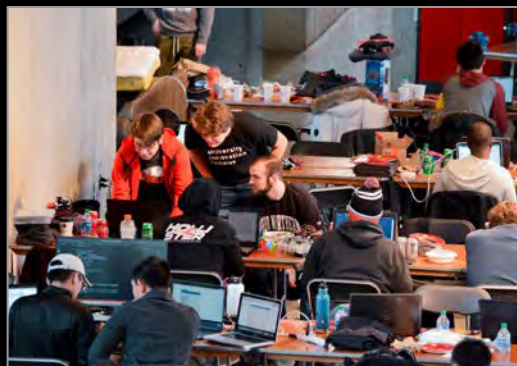
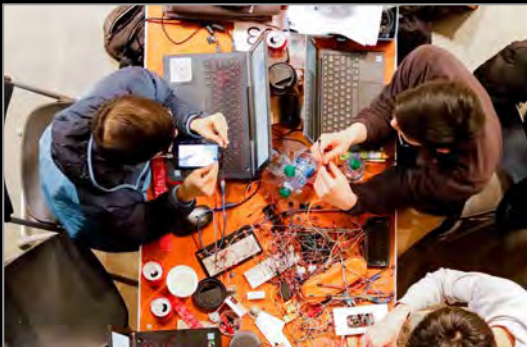
8 sponsor companies & supporters

2 sponsor challenges (AEP & Honda)

60+ judges, mentors, and representatives

17 organizers

38 volunteers



MakeOHI/O Sponsorship: March 2023

		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	●	●	●	●	●	
	Sponsor Table & Virtual Room	●	●	●	●		
	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, faculty and Ohio State Alumni are encouraged to present their innovative ideas and entrepreneurial ventures at this tech showcase open house. Guests represent the local entrepreneurial ecosystem - a great who's who event!



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

With support from the Keenan Center, Innovation Studio and the Ohio State Alumni Association.



ShowOHIO Sponsorship: April 2023

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

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 2023

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

Data I/O

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



24 teams
65 participants
in 2021



Data I/O Sponsorship: October 2022

	Program See p. 3	Gold \$2,000	Silver \$1,000	Bronze \$750
Provide Mentors	●	●	●	●
Provide Judges	●	●	●	●
Logo on BDAA website & Marketing collateral	●	●	●	●
Resume Access	●	●	●	●
Information Table	●	●	●	●
BDAA Email Campaign	●	●	●	
Tech Talk or Workshop (onsite)	●	●		
Offer a Dataset & Challenge	●	●		
Opening Keynote	●	●		

The Big Data and Analytics Association (BDAA) is an undergraduate student organization which empowers members through hands on training and connecting them to potential employers. BDAA is at the forefront of student involvement in this rapidly growing industry. BDAA addresses the gap between needed analytical skills and industry demand.



Capture the Flag

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



39

OSU teams

466

non-OSU teams

CTF Sponsorship: Oct. 2022

	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	●	●	●
Branding	Promoted Office Hours	●	●	●
	Logo on Website	●	●	●
	Swag Distribution	●	●	●
	Company Challenge	●	●	●



THE OHIO STATE UNIVERSITY

INSTITUTE FOR CYBERSECURITY AND DIGITAL TRUST



**CYBER SECURITY CLUB
@ OHIO STATE**



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 2023.

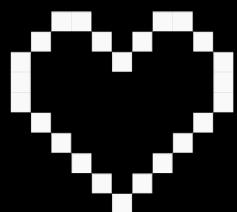
Partner: Artificial Intelligence Club



Bio-Hack

A makeathon of biomedical-related devices and solutions for specific use cases. Fall 2022.

Partner: Biomedical Engineering Society



Code I/O

A day of computer science introductions for middle school girls. Spring 2023.

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.	●	●	●	●

Some Previous Sponsors



Microsoft

HONDA
The Power of Dreams

**AMERICAN
ELECTRIC
POWER**

veeva

engie

Olive

JPMORGAN CHASE & Co.

genpact

CardinalHealth

ROOT

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**TEXAS
INSTRUMENTS**

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THE WELDING EXPERTS®

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FORD MOTOR COMPANY FUND

 **CAS**®
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AMERICAN CHEMICAL SOCIETY

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