Website: http://pennapps.com | **Email:** contact@pennapps.com

Background

PennApps is a hackathon held every semester at the University of Pennsylvania by the Dining Philosophers. For a continuous 40 hours over the course of a weekend, student "hackers" from all over have come to Penn to build awesome hacks. PennApps is the largest student-run hackathon in the nation and has been referred to by a past year's sponsor as "*one of the best hackathons on the Eastern Seaboard*" and by a number of participants as "*the best hackathon by far that I've been to*".

The fifth PennApps will run over the course of the September 14-16 weekend. Companies interested in going to Penn's Engineering Career Fair should note that it is on Thursday, September 13.

In January, PennApps had 40 teams present their hacks, with 180 participants from Penn and 10 other schools including CMU, Rutgers, Columbia, Harvard, and NYU. Our goal for the fall is to have 200-250 participants, increasing participation from Penn as well as increasing both the number of participating schools and the number of students from those schools. PennApps and some of the winners have received coverage from a number of sources, including TechCrunch. One of the past PennApps winners received 150,000 hits during the SOPA blackout, and other PennApps participants have gone to launch their own startup and become internet-famous.

Our sponsors have told us that interacting with the students during PennApps as well as recruiting access to the participants afterwards has been a very valuable benefit.

Our Goals

PennApps has seen a rise in participation each semester, and as mentioned above, we wish to continue expanding the hackathon while keeping up the quality of the event. As such, we are seeking $30,000 in sponsorship to cover our costs for an estimated 200+ participants. Our costs include over $10,000 in prizes for winners, food and drinks, reimbursed transportation for out-of-town participants, PennApps t-shirts and other swag.

In addition to monetary sponsorship, we encourage sponsors to

1. Send company swag (t-shirts, laptop stickers, water bottles, etc) for participants, which is an easy way to build company brand recognition as well as general positive spirit
2. Bring company engineers and other mentors to the event. Being a mentor at PennApps is a great way to interact with the participants, provide help if your company has an API or with other technologies, and further establish company rapport and brand recognition.

Sponsorship Levels and Benefits

Note that higher levels of sponsorship include all benefits of lower levels. Also note that sponsoring at the IPO or Mezzanine levels includes the prize money for the Branded Awards.

	~~IPO (Limited)~~ ~~$5,000~~ **(FULL)**	**Mezzanine (Limited)** **$2,500**	**Series A** **$1,000**	**Seed** **$500**
Branded Award	$1000 Branded award *(see next page for details)*	$500 Branded award *(see next page for details)*	Contributor to overall prize pool	Contributor to overall prize pool
Recruiting Access	Access to all participant resumes Ability to directly email all participants	Access to all participant resumes	Access to all participant resumes	No access to participant resumes
Advertising	Largest logo on t-shirt and website Logo goes on all PennApps branded swag (water bottles, swag bags) Company logo on front of schedule and company blurb in schedule Company logo included in all PennApps emails	Logo prominently featured on website and t-shirt, thanked at kickoff and awards Can contribute recruiting materials (informational pamphlets, etc.) to PennApps swag bags Can contribute promotional swag Company blurb and logo in schedule	Featured on website and t-shirt, thanked at kickoff and awards Can contribute promotional swag Company logo in schedule	Featured on website, thanked at kickoff and awards Can contribute promotional swag Company logo in schedule
API Demos/ Presenting	Opportunity to talk about company before the prizes on Sunday	Slot to present 5-minute API demo day of PennApps	Slot to present 5-minute API demo day of PennApps	Slot to present 5-minute API demo day of PennApps

Prize Breakdown

Branded Award

Companies sponsoring at the **IPO** and **Mezzanine** level have the option of giving out a branded prize out of the sponsorship money. Branded prizes are themed and are announced at the beginning of PennApps. A list of example prize themes is below, though companies can choose their own theme if discussed with us prior to the competition:

- Best mobile hack
- Best visual design
- Best hack to have on a Friday night
- Best hacktivism

Note that all sponsors are free to give separate prizes outside of the sponsorship money, and those prizes can be along any theme (such as best use of your company's API). Additionally, sponsors can choose to give additional prizes to the grand prize-winning team (such as a trip to your company's office to demo the winning hack).

Swag Bags

Participants will be given gift bags ("swag bags") when they first check in at registration, which will include a PennApps water bottle, other PennApps swag, a schedule, and sponsor recruiting materials. Companies sponsoring at the IPO level will have their logo included with the PennApps logo on the gift bag and the watter bottle. Companies sponsoring at the IPO and Mezzanine levels can send recruiting materials to be included in the swag bags. Sponsor t-shirts will be handed out to participants, and all other swag will be kept at the front desk for participants to pick up.

The schedule will include a list and timeline of the various activities occurring during PennApps (including food, raffles, and late night run), as well as a list of resources available to participants (APIs, etc), and a list of the prizes to be won. Additionally, IPO level sponsors will have their logo on the front of the schedule, IPO and Mezzanine level sponsors can have a blurb about their company inside the schedule, and Mezzanine, Series A, and Seed level sponsors can have their logos inside the schedule.

API Demos/Presenting

Before the hacking starts on Friday evening (the 14th), all sponsors can make a 5 minute presentation about their API during the kickoff. Additionally, sponsors at the IPO level will get the opportunity on Sunday, after team demonstrations (while prizes are being deliberated on) to talk about their company. Unfortunately, due to time constraints, sponsors without APIs will not be able to make presentations on Friday.

Sound Interesting?

Email us at contact@pennapps.com