CODE HIGHLANDS

What is Code Highlands?

Code Highlands is one of the few hackathons hosted and targeted for the high school audience. Our hackathon is also student-run. We plan to have as many as 500 high school students at this event. Sponsors can send mentors, present APIs, and evangelize their brands. Code Highlands will be having its first launch on December 12th.

When is Code Highlands?

Code Highlands will be taking place at Northern Highlands Regional High School. The address of which is 298 Hillside Ave, Allendale, NJ 07401. Registration will open at 1:30pm, but mentors,volunteers,sponsorship team members and team members will be allowed in at 12pm. The event will end at 4pm. Mentors and sponsorship members will be able to leave anytime before 4pm.
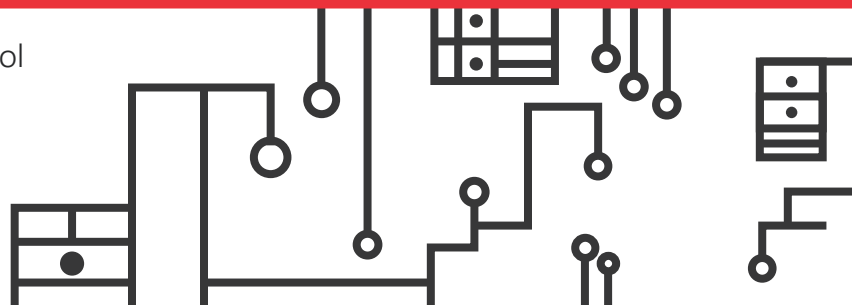
Why sponsor Code Highlands?

Sponsoring a high school hackathon offers quite a few bonuses. Depending on what your company does, you could potentially hire students for your tutoring programs, offer internships, or groom future employees for your company. At a typical High School hackathon, a majority of the students learn to code for the first time. With that in mind, most companies have specific languages and tools they would like their employees to learn. As a sponsor you could potentially introduce and teach students to the functionality of your API. During the API demos, students will learn to be more fluent in coding the specified language than more than half of your employees, making them valuable future workers in your business. On top of that, if you bring in products for the hackers to tinker with, the Code Highlands team is positive you will receive pleasing results, when it comes to product feedback. Lastly you can introduce your company and your startup to a multitude of potential users, after all, teenagers are the majority of the technology users. Any high schooler who has the passion to learn code, will definitely be at Code Highlands.

Northern Highlands Regional Highschool

298 Hillside Ave, Allendale NJ 07401

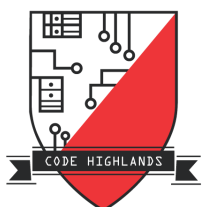December 12th-13th

codehighlands@gmail.com

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Where will your money go?

The money that is received will go to the funding of the event, specifically for the payment of food, water, t-shirts, heating, venue costs, swag, staff, an emergency fund (which is about 7% of the budget) and all necessary costs of making Code Highlands the best it can be.

How else can you help?

- Donate money directly to the organization. This allows us the flexibility to spend money where we need it the most.
- Sponsor a meal -- breakfast, lunch, dinner or snacks!
- Send an evangelist or engineer down to help mentor and inspire students.
- Sponsor tools for students to use during the event (e.g., hosting, hardware).
- Sponsor a bus to bring students in from other schools.

We always are looking for new and exciting things for our event. Don't hesitate to contact us with any sponsorship ideas or suggestions you may have.
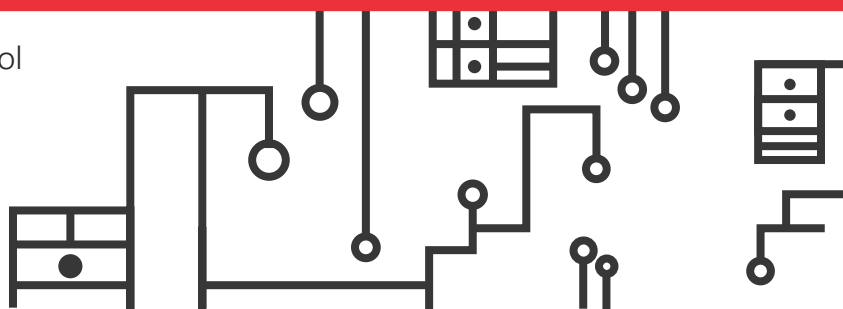
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Code Highlands Sponsorship Packages

Tiers	Mini	Bronze	Silver	Gold	Platinum	Co-host (1 company)
Sponsorship Amount	< $700	$700	$1,000	$3,000	$4,000	Contact Us
Featured on Code Highlands website	✔	✔	✔	✔	✔	✔
API demo at kickoff 1	N/A	N/A	1 min.	3 mins.	4 mins.	5 mins.
Allowed to bring mentors for demos and hacking help		✔	✔	✔	✔	✔
Swag		✔	✔	✔	✔	✔
Special acknowledgment for sponsoring with company.			✔	✔	✔	✔
Logo on Code Highlands t-shirt (all sizes)			✔	✔	✔	✔
Company icon on website				✔	✔	✔
Branded prizes				✔	✔	✔
Reserved table in sponsor area				✔	✔	✔
Company banners at event					✔	✔
Access to all participant emails before & after the event					✔	✔
Allowed to have recruiters at event					✔	✔
Keynote at the start of Hackathon					✔	✔
Large banners allowed					✔	✔
Dinner with hackers					✔	✔
Company name next to our logo "Code Highlands, co-hosted by [you]"						✔
Conclude hackathon and presents awards with us						✔
Wifi password "Thanks_to_ [your company here]"						✔

-Demos are only available for companies that offer a public API.

-These tiers are only a guideline and can my changed to make a custom package.