

A large, abstract, colorful shape resembling liquid or smoke, flowing upwards from the bottom. It features a gradient from dark blue at the base to bright orange and yellow at the top, with various shades of purple and pink in between. It is set against a background of a dark blue top-left corner and a light blue bottom-right corner, separated by a vertical white line. There are also several small, colorful spheres and a grid of white squares on a dark background scattered around the main shape.

HACKLYTICS 2022

SPONSORSHIP BROCHURE

TIER OFFERINGS

<about us/>

Data Science at Georgia Tech (DSGT) is a 501(c)(3) non-profit, chartered student organization at the Georgia Institute of Technology. As the largest student-run data science organization on campus, we are dedicated to developing technical skills in data science through various activities and events such as club projects, workshops, and guest speakers.

Our organization serves as a platform for undergraduate and graduate students of all majors at Georgia Tech to learn about and practice data science. We have developed a specialized curriculum via our bootcamp program to help members learn data science regardless of their academic background and foster an inclusive community of data scientists.

An integral part of DSGT is projects under the motto "Data Science with a Focus on the Community." To that end, our projects and ventures are focused on giving back:



Mentra

A startup that matches neurodiverse individuals with employers using an NLP classifier

- Won Microsoft AI for Accessibility Challenge
- Grand Prize Winner from Biden Administration

Stormalytics

An intelligent tornado activity prediction system that forecasts tornadoes based on past records, rich doppler data, and stats-based models

STORMALYTICS



TIER OFFERINGS

<about hacklytics/>

Hacklytics 2022: Connecting Communities is the fifth iteration of DSGT's annual data science hackathon, scheduled for 36 hours from *Friday, February 18* through *Sunday, February 20*. As the oldest collegiate datathon, we invite students from schools across the world to create impactful and innovative data science hacks. *Hacklytics* has partnered with *Major League Hacking* for the past two years, and we anticipate continuing our partnership this year.

We are closely monitoring the pandemic, and the safety of our attendees is our primary concern. Therefore, while Georgia Tech has resumed normal on-campus operations, we are still exercising caution. *Hacklytics 2022* will follow a hybrid model, allowing participants to attend virtually or in-person.



TIER OFFERINGS

<why sponsor us/>

Hacklytics attracts inquisitive and analytical students with a passion for data science, and by signing on as a sponsor, you can connect with some of the most creative minds emerging in the field. Take advantage of marketing opportunities and interact with *Hacklytics* participants to showcase your brand. Here are some reasons to partner with us:

Software Testing

Hacklytics is an incredible opportunity for students to experiment with your software, datasets, and APIs. Our creative hackers will help you identify bugs and improve your user experience.

Engagement and Branding

Hacklytics will allow you to interact with many students from diverse backgrounds. You can improve brand recognition, showcase your technical offerings, offer workshops for hackers, and much more.

Recruiting Opportunities

Access resumes and contact information of all participants to discover new talent from our carefully selected pool of hackers. You can also join us at our annual DSGT Project Expo to find unique projects that align with your interests!

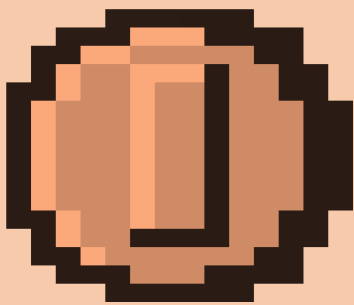
In addition to *Hacklytics*, our ultimate goal is to develop lasting partnerships. We provide numerous opportunities for you to work with DSGT through the year and be actively involved in our versatile and diverse student community.



TIER OFFERINGS

<summary of benefits/>

Hacklytics isn't just an event for hackers – it's an event for you! We offer three unique sponsorship tiers that include perks ranging from recruitment opportunities to engagement and branding exposure.



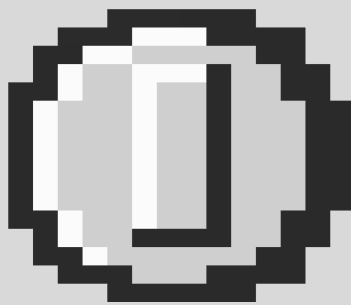
BRONZE

Event Partner

\$ 1,000

Some Recruitment Opportunities

Limited Engagement and Branding



SILVER

Associate Sponsor

\$ 2,500

More Recruitment Opportunities

Host workshop at Hacklytics 2022

Speak at Opening Ceremony



GOLD

Premier Sponsor

\$ 5,000

Maximum Recruitment Opportunities

Host workshop at and after Hacklytics 2022

Speak at both ceremonies

Discounted Hacklytics 2023 Sponsorship

Partnership with DSGT



TIER OFFERINGS

branding/>

| | BRONZE | SILVER | GOLD |
|---|--------|--------|------|
| Mentioned in Opening Ceremony | ✓ | ✓ | ✓ |
| Speak at Opening Ceremony | | ✓ | ✓ |
| Speak at Closing Ceremony | | | ✓ |
| Logo on event website | ✓ | ✓ | ✓ |
| Logo on Hacklytics T-shirts | | | ✓ |
| Logo in DSGT Emails & Event Badge | | | ✓ |
| Custom email to participants before and after the event | | ✓ | ✓ |
| 10% Discount on Hacklytics 2023 Sponsorship | | | ✓ |
| 1 Onboarding Post on Hacklytics social media | ✓ | ✓ | ✓ |
| API/Award Post | | ✓ | ✓ |
| Optional API Demo Post | | ✓ | ✓ |



TIER OFFERINGS

<engagement/>

| | BRONZE | SILVER | GOLD |
|---|--------|--------|-------|
| Booth Size | SMALL | MEDIUM | LARGE |
| Company Judges for Overall Prizes | | 1 | 2 |
| Lounge & Interview Room | | | ✓ |
| Host a follow-up talk for DSGT Members | ✓ | ✓ | ✓ |
| Host an hour-long workshop at Hacklytics 2022 | | ✓ | ✓ |
| Host 2 follow-up workshops for DSGT Members | | | ✓ |
| Sponsor Mini-Challenges | 1 | 1 | 2 |
| Sponsor Awards (with unlimited judges) | | 1 | 3 |



TIER OFFERINGS

<recruiting/>

| | BRONZE | SILVER | GOLD |
|---|--------|--------|------|
| Access to all Hacklytics' Participant Resumes | ✓ | ✓ | ✓ |
| Post-Event Participant Information | ✓ | ✓ | ✓ |
| Pre-Event Participant Information | | ✓ | ✓ |
| Access to all DSGT Member Resumes | | | ✓ |
| Attend DSGT Project Expo | ✓ | ✓ | ✓ |
| Host a talk at DSGT Project Expo | | | ✓ |
| Designated Associate Sponsor on DSGT Website | | ✓ | |
| Designated Premier Sponsor on DSGT Website | | | ✓ |



PERKS EXPLANATION

<branding/>

Ceremonies

Based on tier, you will not only have the opportunity to conduct talks at the *Hacklytics* opening and closing ceremonies, but also present prizes during the closing ceremony. Since all hackers are present at these ceremonies, this offers high visibility.

Logo Placement

A variety of merchandise including T-shirts, bottles, and mugs can include your company logo. Additionally, based on tier, logos can be included on our website, Hacklytics badges, and all DSGT-related emails for up to a year after the event!

Personalized Outreach

Although the actual event lasts for 36 hours, you will have the opportunity to send personalized emails through DSGT, along with messages on the Hacklytics server.

Discounted Future Sponsorship

In the interests of developing long-term partnerships, this perk gives you the chance to receive a 10% discount on any sponsorship of your choice for Hacklytics 2023. We love our sponsors!



PERKS EXPLANATION

<engagement/>

Lounge and Booth Space

Set up a booth where your representatives can interact with hackers, review resumes, and enjoy the event. Gold sponsors enjoy a custom lounge and an additional interview room to facilitate recruiting!

Company Judges

Send in company representatives to judge hackers for the overall prizes.

Workshops

Set up a workshop to provide an overview of company-specific products and software. Our participants are always looking to strengthen their technical skills!

Sponsor Awards

Encourage participants to use your software or build a project in your field by establishing company-specific awards. You decide the theme – anything from your organization's API or Cloud platform, or even an algorithm related to your field of work! Sponsor awards also help you identify talent and recruit innovative hackers for internships or jobs. *Feel free to send as many judges as you like for your own awards.*

Sponsor Mini-Challenges

Host exciting mini-challenges like Capture the Flag or Escape Room Puzzles. Not only can participants have fun, but they can even tackle problems in your industry using your own products!



PERKS EXPLANATION

<recruiting/>

Participant Info Access

Intrigued by a project and want to know more? Want to reach out to participants? Enjoy access to all participants' information on the registration form including name, email, degree, and school.

Resume Access

Learn more about our participants through their resumes before the event even begins. With access to resumes, you can seek out talent for increased engagement!

DSGT Project Expo

Every semester, DSGT holds a project expo to showcase all our exciting projects. We want you to be a part of that! Depending on your tier, you may even speak at the expo.

Official DSGT Partnership

Form a year-long partnership with DSGT to strengthen our partnership with more chances to collaborate in the future. Depending on your tier, your logo will be included on our website, swag, emails and more!



THANK YOU

See you at the event!

Reach out to us hello@hacklytics.io if you have any questions!

